

SUBJECT: Cambridge Technical Extended Certificate in Business Studies



EXAM BOARD: OCR

Course Overview (Y12)

What will I learn?

In **Year 12** you will study a variety of topics. The first unit is the **Business Environment (examined)** covering all the fundamental business principals, such as ownership, aims and objectives, ethics and finance.

The second unit is the **Customers and Communication unit (coursework)** which involves preparing a marketing proposal for a local company.

The final Year 12 unit is the **Principles of Project Management (coursework)** where you will plan and manage a large, special event.

In **Year 13** you will prepare a report on **Accounting Concepts (coursework)**, linking to the financial and legal requirements for a firm to follow.

There is also an **examination** unit based on recruitment and training in organisations: **Working in Business**.

How am I assessed?

30% examination

70% coursework

Where will it lead?

University Courses

Business Studies, Management, Marketing and Accountancy.

Apprenticeships

Administration/Logistics/Warehouse management

Career Paths

People management, marketing promotion, finance and recruitment. Students also develop skills and knowledge related to setting up their own business through the project management unit.

Quote from previous student

"I have found that by doing Business Studies, I am much more prepared for my ideal future of working in finance. The variety of topics we cover (such as marketing, operations and finance) really ensures that there is something for everyone and has opened my eyes to departments within firms that I had previously never taken an interest in." Rebecca Culley

Useful websites

www.Tutor2U.co.uk

www.BBC.co.uk

www.Bized.com

[How I Made It: 40 Successful Entrepreneurs Reveal How They Made Millions](#)

- Rachel Bridge

An essential read for anyone that is thinking about starting their own business. Successful Entrepreneurs are interviewed about how they spotted a gap in a market, and developed a USP.

The Tipping Point: How Little Things Can Make a Big Difference

- [Malcolm Gladwell](#)

A very readable and fascinating book, which looks into the reasons products become market leaders.

[The Google Story](#)

- David A. Vise

An interesting investigation into the culture at Google, includes insights into the four day working week and soft management styles. The question is; are these the things that made Google the world's number one search engine?

[The Toyota Way: 14 Management Principles from the World's Greatest Manufacturer](#) - Jeffrey Liker

Covers Japanese Management Techniques such as Kaizen and TQM.

Billions of Entrepreneurs: How China and India Are Reshaping Their Futures and Yours

- [Tarun Khanna](#)

An investigation into Asia's two growing economic powers.

[Business Stripped Bare: Adventures of a Global Entrepreneur](#)

- Sir Richard Branson

The autobiography of Britain's most famous entrepreneur.

Essential text books and reading list