

# OCR CTEC Business Extended Certificate

## Introduction – an outline of the course

Welcome to OCR CTEC Business. This is a vocational course equal to one A-level. During your time in the Sixth form you will study aspects on how businesses operate. You will study key areas such as Customers and communication, marketing and project planning! The assessment for this course consists of 2 exams and 3 portfolio units. You will sit the exams in year 12 and complete your portfolio units throughout year 12 and year 13. At the end of Year 13 your final portfolios will be moderated. There will be an emphasis on developing your personal skills and on applying your knowledge to unfamiliar situations.

The grade that you will receive is based on your performance in 2 exams and 3 portfolio units. Your final grade will be either a Distinction\* (equal to an A\*), a Distinction (equal to an A), a Merit (equal to a C) or a Pass (equal to an E)

## What will we be studying in the first half term?

In September you will start by studying 2 portfolio units – Unit 4 Customers and Communication and Unit 5 - Marketing

You will study about the main concepts for both of these units and use the case study tasks and performance criteria to support you.

You will be provided with Unit booklets and directed to other relevant resources.

For each of these units you will apply current and past case study information to the theories you are learning. You will see that business concepts are all around us and affects our everyday lives.

## What can I do that will help me prepare for OCR CTEC Business?

One of the important ways that you can prepare is to make sure that you are familiar with Economics is to watch the news especially the current affairs and business news. Some of the topics that you will study at A level expect you to have a good understanding already.

You may wish to use some of your summer to carry out some background reading and preparation. You should keep up to date with websites such as

<https://www.bbc.co.uk/news>

Or you could read some of the articles about business news around the world;

<https://www.theguardian.com/uk>

There are numerous books that you may be able to borrow or you can look at online publications such as

<https://www.economist.com/>

You will also be required to research particular businesses and sources of information/research data. One of the websites we use is [www.nuffieldhealth.co.uk](http://www.nuffieldhealth.co.uk) as this is one of our chosen businesses to study.

## Summer Gap Tasks

The best way to prepare for your OCR CTEC Business is to complete the **two summer gap tasks** that have been set. If you read the case study and complete the tasks over the summer, then you will be using the skills that you have developed during your GCSEs. It is easy to let these skills lapse which will make the start of your A levels more difficult, because you will be trying to remember what you did at GCSE and learn new knowledge and skills.

On the [school website](#), if you click on Sixth Form and follow the list until you see Year 11 into 12 Gap Tasks. Click on this and find the Economics task which is a PDF document.

## **GAP Tasks – CTEC Business Extended Certificate**

### **Unit 4 – Customers and Communication**

1) Carry out research on Nuffield Health.

a) Give a brief history of Nuffield Health UK ([www.nuffieldhealth.co.uk](http://www.nuffieldhealth.co.uk))

b) Give a detailed description of the Nuffield Gym in Guiseley – this will include images of the gym and a map of its location

#### **From the Unit 4 Assignment**

P1: Explain who the customers of a specific business are and what influences their behaviour. You can use the attached information complete this task.

### **Unit 5 – Marketing and Market Research**

1) Explain the role of the marketing function in a business (this not just an explanation of Marketing). You can use the attached information complete this task.