



OCR Level 3 Cambridge Technical Diploma in Business (600/4229/1)

About this qualification

This is an Applied General qualification that is designed for learners aged 16-19 who want to study business where they can learn and be assessed in ways that are practical and relevant to the business industry. It is designed to give learners the transferable knowledge and skills to progress to higher education, an apprenticeship or to enter into employment.

What skills and knowledge will be covered?

Learners will take 12 units, made up of five core and seven optional units. The core units, The Business Environment, Business Resources, Introduction to Marketing, Business Accounting, and Human Resource Management in Business enable the learner to demonstrate their understanding of the key functional areas of a business and the external contexts within which they operate.

The optional units cover a wide range of topics expanding the learners' knowledge gained from the core units. Learners have the opportunity to take units that are relevant to one or more specific areas within the business industry. For example, the knowledge and skills required by the marketing and promotion sectors are found in units on Creative Product Promotion, Market Research in Business, Internet Marketing in Business, Managing a Business Event, Developing Teams in Business, and Business Project Management. Taking all of these units would give the learner a profile of skills and knowledge relevant to marketing and promotion, and business events.

This qualification will also enable learners to develop other desirable skills. Depending on their choice of optional units this could include critical thinking, leadership, project management, creativity, motivating others, team work, and analytical research.

Where could this qualification lead to?

1. A higher education course. Learners could:
 - a. choose to undertake a business related degree from options including marketing, human resources, business and economics, or business management.
 - b. choose from non-business related degree programmes. This qualification has between 80 – 280 UCAS points - depending on the grade awarded – so it would be accepted by universities as meeting requirements for entry to a range of degree programmes.
2. A Business Administration Apprenticeship.
3. It might also provide entry to employment in some business related careers, for example an office administrator or retail assistant.