



**Qualification title:** OCR Level 3 Cambridge Technical Diploma in Business

**Qualification number:** 601/7701/9

### **Who is the OCR Level 3 Cambridge Technical Diploma in Business for?**

This qualification is for you if you're 16 years old or over and you want to study business with a focus on accounting or marketing.

There are no formal entry requirements for this qualification, but, ideally, you will typically have or be working towards GCSEs at grade 4/grade C or above including maths and English.

### **What does this qualification cover?**

You will be required to take 10 units and the choice depends on the pathway you want to follow.

Everybody will take units on:

- The business environment
- Working in business
- Business decisions
- Customers and communication
- Change management
- Principles of project management
- Delivering a business project

For the marketing pathway you must also take:

- Marketing and market research
- Marketing strategy
- Marketing campaign

Or, if you are following the Accounting pathway you must take:

- Accounting concepts
- Financial accounting
- Management accounting

The Delivering a business project unit, will draw on the skills, knowledge and understanding you've acquired through the other units and apply what you have learned.

## **What could this qualification lead to?**

This vocational qualification will help you to progress onto a qualification in the same subject area at a higher level in Higher Education (HE). Progression could be onto an Accounting, Business and Accounting, Marketing or Business and Marketing degree programme. It will also allow you to choose a non-related degree programme or take up employment in business where you could continue to study, either directly after achieving the qualification or after HE.

The accounting pathway is for you if you have an aptitude for numbers, are good at problem solving and are able to record data accurately. Ideally, you enjoy taking a systematic approach, are organised and pay attention to detail. It will develop the knowledge, skills and understanding needed to maintain business records, using books of original entry and double-entry bookkeeping, produce final accounts, use ratios to assess the performance of a business, recognise the impact of legislation on accounting procedures, and how to use financial information to make realistic decisions about likely courses of action a business could take in the future.

The marketing pathway is for you if you like to stay up-to-date with trends; are optimistic and creative and want to apply this to marketing and business. You will develop the knowledge, skills and understanding of marketing activities and how they are planned and coordinated. You will apply your understanding of market segmentation in planning marketing strategies, use different types of market research methods and evaluate the results. You will investigate the promotional methods available and the contribution digital marketing makes to business. You will apply your understanding of the marketing mix and use business tools to propose a marketing strategy and all of this will inform how you plan and pitch a marketing campaign.

You will learn by applying the skills, knowledge and understanding from the qualification to tasks or activities that are relevant to business. This will help prepare you to continue your education in this sector. We have worked with leading universities and employers to design content that develops the knowledge, understanding and skills that they are looking for, such as:

- communication
- team work
- planning
- organisation
- research.

As this qualification requires personal study as well as external and internal assessments, you will be better prepared to make the adjustment to the learner-led study at university.

## **Is this qualification right for me?**

This qualification is part of a suite of Cambridge Technicals in Business at Levels 2 and 3.

You would take an OCR Level 2 Cambridge Technical qualification if you're 16 years old or over and you are looking for a qualification that will enable you to progress into employment in a specific job role.

You would take one of the OCR Level 3 Cambridge Technicals in Business if you wish to progress onto a qualification in the same subject area at a higher level in Higher Education (HE).

Normally, you would choose one of the OCR Level 3 Cambridge Technicals in Business qualifications because you have an interest in the subject area and/or have successfully gained Level 2 qualifications in a similar or related subject.

The qualification is designed to be taken as part of a study programme alongside other vocational qualifications, such as Cambridge Technicals in IT, Laboratory Skills or Digital Media and A levels including subjects such as Maths, English or Economics.

There are five sizes of qualification available in the Level 3 Cambridge Technicals in Business suite:

- OCR Level 3 Cambridge Technical Certificate in Business
- OCR Level 3 Cambridge Technical Extended Certificate in Business
- OCR Level 3 Cambridge Technical Foundation Diploma in Business
- **OCR Level 3 Cambridge Technical Diploma in Business**
- OCR Level 3 Cambridge Technical Extended Diploma in Business

This qualification is a similar size to two A levels and can be taken in two years and allows you to tailor your learning to a specific area in the business sector by selecting a specialist pathway (marketing or accounting). This gives you the flexibility to take other qualifications, vocational or academic, to progress to a degree programme in HE or into employment where you could continue to study.

You would take the Certificate, which is the same size as an AS Level, if you were looking for a smaller qualification that could complement the main subjects in your study programme and prepare you for further study.

The Extended Certificate is similar in size to one A level and can be taken in one or two years. This gives you the flexibility to take other qualifications, vocational or academic, to progress to a degree programme in HE or into employment where you could continue to study.

The Foundation Diploma is similar in size to one and a half A levels and will give you a broad understanding of business without specialising in a specific business function. It would also prepare you to study a business-related or non-business-related degree programmes in a HE institution or into employment where you could continue to study.

The Extended Diploma is the largest qualification and is similar in size to three A levels. It can be taken in two years and will form your complete study program. This will give you the breadth of business knowledge, subject specific skills, understanding and transferable skills to progress to a business degree programme in HE. It would also prepare you to move onto an apprenticeship programme in business where you could continue to study.

### **Who supports this qualification?**

The following Universities support this qualification:

Arden University

University of Buckingham

Coventry University

Leeds Beckett University

University of Sheffield

Staffordshire University

University of Wolverhampton

Details of this support can be found on the OCR website:

<http://www.ocr.org.uk/qualifications/by-type/vocational-education-and-skills/performance-table-information/>

### **Further information**

This is an Applied General qualification.

To find out more about the OCR Level 3 Cambridge Technical Diploma in Business please refer to the centre handbook available on the OCR website.

If you have any other queries please contact [vocational.qualifications@ocr.org.uk](mailto:vocational.qualifications@ocr.org.uk)

### **About us**

OCR is a leading UK awarding body. We provide qualifications which engage people of all ages and abilities at school, college, in work or through part-time learning programmes.

Our general and vocational qualifications equip you with the knowledge and skills needed for the future, helping you to achieve your full potential.