

# Cambridge National Business Studies

## Why study Business Studies?

Business Studies Cambridge Technical is an excellent preparation for students who either wish to pursue a vocational pathway and further their studies at university or for those who aspire to a future career in management. The course will carry the same UCAS weighting as its A Level equivalent but is an opportunity to be assessed in an alternative to 100% examination. Businesses range from a single self-employed person to multinational organisations, amazingly it is possible to evolve from a small enterprise to a very large business in less than 10 years, e.g. Twitter was created in 2006 and in November 2013 is valued at \$18bn. Technical qualifications in Business develops students' core skills and understanding of the requirements of the business sector. Students gain hands-on experience and have the opportunity to focus on specific topics such as human resources, marketing, accounting and business planning.

## What is the course structure?

The qualification will consist of two examination papers sat in January and May of Year 12 and three coursework units completed in year 13. The qualification takes a holistic approach to the subject, considering the interrelated nature of business through the use of a variety of business models, theories and techniques. In addition to this the course explores real businesses and prepares students to working in business industry.

### Year 1 Units:

- Unit 1- The business environment
- Unit 2- Working in business

### Year 2 Units:

- Unit 4 Customers and Communication
- Unit 5 Marketing and Market Research
- Unit 16 Principles of project



