

QN: 601/7699/4

Business

Business involves examining our role in society from three points of view: consumer; business owner; worker.

Throughout our lives we have already acted as a consumer, when we purchase and enjoy goods and services, such as a takeaway meal or a package holiday. There is a good chance that some of you will have already had a job or might even own a part of a firm, e.g. having shares in BT.



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Studying business will encourage the development of skills such as teamwork and communication, as well as developing the ability to assess and make judgements about a firm's behaviour and support these opinions with careful analysis.

Course Content:

Mandatory units:

Unit 01 – The business environment

What are the elements which a firm has little control over, but which still affect its chances of success?

Unit 02 - Working in business

What skills are needed to be an effective worker, leader or manager in a business?

Unit 04 - Customers and communication

How can the business inform and persuade customers to purchase their products?

Optional units:

Unit 03 – Business decisions

How can a business make the best decision possible? Why was it the best decision?

Unit 05 – Marketing and market research

Is price the main factor for customers when choosing which product to buy? Can interviewing a few customers give better results than a survey of hundreds of people?

Assessment:

Unit 01, 02 and 03

External assessment by written examination, with multiple-choice and short-answer questions forming the majority of questions.

Unit 04 and 05

Internal assessment by coursework, with students applying their skills and knowledge to real business problems.

Entry Requirements:

There are no formal requirements to study CTECH Business in VI Form. An interest in the world of business is vital, whether through personal experience or a willingness to read, watch and reflect upon current stories of note.

Some ideas in business are expressed through the use of Mathematics, so being “comfortable” with straightforward mathematical operations is important. Expressing opinions in written form is helpful, so being prepared to develop or build upon this skill is a useful characteristic.

There are a wide range of Business degrees offered by universities, some very specialised, e.g. human resources, and the subject can be combined with other areas of interest to provide an interesting and worthwhile course of study. The CTECH Business will allow the student to follow university courses, it is the equivalent of an A Level.

Alternatively, if progressing to work immediately, then the qualification provides a solid basis for working in a wide range of organisations. Skills such as the ability to work in teams and be an effective communicator are highly valued by employers.