

Introduction
Cambridge Technical Extended
Certificate Level 3 in Business

OCR



OCR Level 3 Cambridge Technical Extended Certificate in Business

360 GLH

equivalent to one A level in terms of size

5 units:

- 3 mandatory units - Unit 1 (120 GLH), Units 2 and 4 (each unit is 60 GLH)
- there is a choice of 2 further 60 GLH units

It will provide learners with the opportunity through applied learning to develop the core specialist knowledge, skills and understanding required in the business sector.

Learners will take five units: three mandatory units and two optional units: Everybody will study the following mandatory units:

- The business environment
- Working in business
- Customers and communication

Summary of the externally assessed units

Unit 1 The business environment	
120 GLH 2 hours written paper 90 marks OCR set and marked	<ul style="list-style-type: none">• section A comprises multiple choice questions• section B comprises short answer questions and questions requiring more extended responses based on a pre-released research brief• section C comprises short answer questions and questions requiring more extended responses based on an unseen scenario• a calculator may be used
Unit 2 Working in business	
60 GLH 1 hour 30 minutes written paper 60 marks OCR set and marked	<ul style="list-style-type: none">• comprises short answer questions and questions requiring more extended responses• a calculator may be used

Unit 1 will have pre-release material – case study

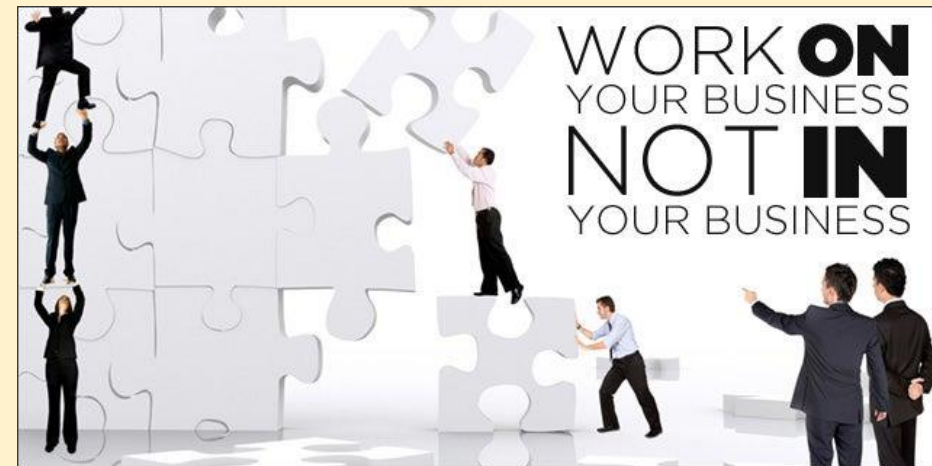
The Business Environment

- The business environment, will give you an understanding of the wider external contexts in which businesses operate and of internal business functions and their interdependencies. The unit will allow you to appreciate how legal, financial, ethical and resource constraints can affect business behaviour and the influence that different stakeholders can have and how businesses must respond.



Working in Business

- Working in business, will give you an understanding of the type of critical skills needed when working in business, such as organisation, prioritisation and effective communication. The unit will allow you to learn how to use different business documents and about organisational protocols that most businesses would expect employees to follow



Customers and Communication

- Customers and communication, will allow you to appreciate how vital customers are to the success of a business. It will give them an understanding of how important it is for businesses to know their customers and what influences customer behaviour. In this unit, you will understand how to communicate with customers.





- Highlight Black Hat issues in Cineworld news articles (The Independent)
- Reflect on these points.
- Create Green Hat resolutions
- Get ready to present



Difficulties,
potential problems
and why?



Creativity.
alternatives,
possibilities and
new solutions

Induction Day Feedback - Friday
5th July 2024





SEA LIFE



HOTHAM

About Merlin Entertainments :

Founded in December 1998, Merlin Entertainments is a British entertainments company with headquarters located in Dorset, United Kingdom. The company operates in the Consumer Services sector and deals with travel and leisure services. It also operates visitor attraction places all over the world. The operations of the company are divided into the business segments of Midway Attractions, LEGOLAND parks and Resort Theme Parks. As the name suggests, Midway Attractions are smaller and indoor based whereas Theme parks are larger and deal with destination venues. It is the world's second-largest visitor attraction operator and Europe's largest. The company has also gone for major acquisitions like Legoland, Gardaland and The Tussauds Group. With 130 attractions, 20 hotels and 6 holiday villages in 25 countries, Merlin Entertainment lives true to its claims of delivering memorable experiences for its customers. It holds a record of achieving 94% customer satisfaction as of early 2020. The company employed around 28,000 employees in the peak season of 2019.

The vision statement of Merlin Entertainments reads, "To be the global leader in location based entertainment by number of visitors."

The SWOT analysis of Merlin Entertainments is presented below:

	Strengths	Weaknesses	
Internal	<ol style="list-style-type: none">1. Portfolio of world class brands and iconic assets2. Strong Brand Reputation3. Broad consumer target segment4. Strategic Synergies5. Strong Guest Satisfaction KPI's	<ol style="list-style-type: none">1. Seasonality of revenue impacting business	Internal
External	<ol style="list-style-type: none">1. Continued market growth through increasing disposable incomes2. Consolidating market for visitor attractions through acquisition3. Developing our theme parks into destination resorts and opening new Midway attractions4. Rapidly growing e-commerce markets5. Focus on sustainable operations	<ol style="list-style-type: none">1. Changing consumer tastes2. Increase in competition3. Stiff competition from Walt Disney4. Terror Attacks and climate uncertainties	External

Your Task – Ikea

(20 Mins)



Create a report which includes:

- An introduction to the Swedish furniture company Ikea
- Prepare a SWOT Analysis Strengths, weaknesses, opportunities and threats
- Be ready to present your findings to the group for discussion.

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Strengths	Weaknesses
<ol style="list-style-type: none">1. Customer knowledge2. Constantly using innovations to drive costs down3. Supply chain integration4. Brand reputation and market presence5. Diversified product portfolio	<ol style="list-style-type: none">1. Negative publicity2. Decreasing quality3. Standard products

Example of answer from research collated

Opportunities	Threats
<ol style="list-style-type: none">1. Further expansion into developing economies2. Growing online sales3. Expansion to growing grocery market	<ol style="list-style-type: none">1. Intensifying competition2. Growth of average consumer income

Level 3 OCR Business – Example of questions asked.

- How would you handle the world-wide price increase of wood production?
- How may the up-and-coming restrictions on migrant labour affect the current business plan. What strategies would you use to overcome this hurdle?
- Historically Ikea instructions are inadequate and uninformative, how would you address this given the multi-lingual direction and the world-wide consumer?