

24<sup>th</sup> July 2018

Dear Parent or Carer,

I am writing to you as your child chose Business Studies BTEC as an option for his/her GCSEs. As you will be aware, there are lots of changes happening in the Key Stage Four curriculum which are out of our control and some courses are being discontinued. Unfortunately, the Business BTEC is one of these courses.

As a result of the changes, we have spent some time looking at the new courses on offer, many of which are very similar in content to the Business BTEC. For the class of 2020 and beyond, the qualification that students will be examined in is the OCR Cambridge National in Enterprise and Marketing. Students will study the following content:

- Business concepts, including marketing, the study of how businesses work and an overview of finance for business. This is the examined content, and will feature in the external exam paper that students sit.
- Designing a business proposal. Students will come up with an idea for their own business and work on an independent project to demonstrate their skills and knowledge.
- Market and pitch a business proposal. Students will need to work creatively to “sell” their business idea to others, as well as working on their written reports and evaluations.

There are three units in total: two controlled assessment units and one examined unit. As you can see from the information above, the new course overlaps significantly with the content from the old BTEC. The course will give students exciting opportunities to present their work in a range of ways, from presentations on video to ICT-based work.

I appreciate that some students will be frustrated by the change of name from a BTEC to an OCR National. Please reassure them that we have spent a great deal of time choosing a course which we feel they will be successful at and which we are sure they will enjoy.

If you wish to read more about the course, please visit the OCR website and search for Cambridge Nationals Enterprise and Marketing. There is a wealth of information including the syllabus for you to read. If you have specific questions, please do email me at [carnell.n@welearn365.com](mailto:carnell.n@welearn365.com).

Thank you in advance for your support,

Yours sincerely,

Mrs Nancy Carnell

Assistant Headteacher

