

# LEVEL 3 AWARD



## ADVANCED APPLIED BUSINESS

### GCE APPLIED BUSINESS

The AQA GCE in Applied Business provides students with a broad introduction to the business sector and the opportunity to develop knowledge and understanding of the practices and techniques used within marketing, finance, operations management and human resource management. It encourages students to develop a wide range of skills through the study of realistic business contexts, such as discovering the problems and opportunities faced by local businesses and organising an enterprise activity.

The GCE in Applied Business qualifies for **UCAS points**. It gives students a wide choice of progression options into further study, training or relevant employment in the business sector. It is graded in the same way as traditional "A" levels from Grade E to A. Assessment is based both on portfolio evidence and external assessment. External assessments will be through written examinations for Units 3 and 12. These assessments will be available in both January and June.

#### Entry Requirements:

- 4 GCSEs at grade A\*–C, (including English and Business Studies at grade C or above)  
**plus**
- A good school/college report
- The score from the College's diagnostic exam will also be considered in appropriate cases.
- See application form for restrictions on number of A levels that can be undertaken.

#### Course Structure:

The qualification has an AS/A2 structure, and it can take the form of:

- Single Award AS GCE (3 units) *Units 1-3. One As qualification*
- Single Award Advanced GCE (6 units) *Units 1-3, 8, 9, 12, One AS/A2 qualification*

AS UNITS		
UNIT 1	INVESTIGATING BUSINESS	PORTFOLIO ASSESSED
UNIT 2	PEOPLE IN BUSINESS	PORTFOLIO ASSESSED
UNIT 3	FINANCIAL PLANNING AND MONITORING	EXTERNALLY ASSESSED

A2 UNITS		
UNIT 8	BUSINESS PLANNING	PORTFOLIO ASSESSED
UNIT 9	MARKETING STRATEGY	PORTFOLIO ASSESSED
UNIT 12	MANAGING PEOPLE	EXTERNALLY ASSESSED

*Overleaf are brief descriptions of the units that are included in the award*

## UNIT DESCRIPTION

### **UNIT 1: AS - INVESTIGATING BUSINESS (PORTFOLIO ASSESSED)**

In this unit you will explore the aims and objectives of businesses, the needs of their customers and how these are met through the use of the marketing mix. You will investigate how businesses deal with competition from other businesses and how external factors, such as changing social values, can affect a business. You will explore the meaning of enterprise and enterprising behaviour and why individuals and teams are vital to the success of a business.

### **UNIT 2: AS - PEOPLE IN BUSINESS (PORTFOLIO ASSESSED)**

In this unit you will study the roles and responsibilities of people in business and the qualities an employer looks for in its employees. You will investigate the training and development opportunities available to individuals and why motivation is vital in retaining staff. It will provide you with the opportunity to develop the skills and knowledge needed to carry out the activities associated with the recruitment process.

### **UNIT 3: AS - FINANCIAL PLANNING AND MONITORING (EXTERNALLY ASSESSED)**

You will be assessed on your ability to calculate business costs, revenues and hence profits and be required to know how managers use this information in decision making. You will need to know the ways in which businesses plan their finances by for example, drawing cash flow forecasts or budgets and how businesses use these data to monitor the performance of the organisation.

### **UNIT 8: A2 - BUSINESS PLANNING (PORTFOLIO ASSESSED)**

In this unit you will be given the opportunity to produce a structured business plan for a new product or service. The plan should be suitable to present to an external lender, such as a bank, who might provide finance for a new or existing business, or to an internal stakeholder, such as a senior manager, who may have the authority to give the go-ahead for the business idea.

This unit is a synoptic unit designed to provide you with the opportunity to apply enterprise, team working and presentation skills as well as applying the skills and knowledge learnt across the entire qualification.

### **UNIT 9: A2 - MARKETING STRATEGY (PORTFOLIO ASSESSED)**

In this unit you will investigate why marketing activities are vital to the achievement of business aims and objectives. You will consider the importance of marketing strategies and tactics for businesses as they attempt to meet different customer needs and successfully deal with a variety of competitors. You will learn how to use quantitative and qualitative information when recommending a marketing strategy and associated mix of marketing activities.

### **UNIT 12: A2 - MANAGING PEOPLE (EXTERNALLY ASSESSED)**

You will be required to show understanding of how different types of management styles impact upon the way in which the business operates and upon the staff who work in it. You will become aware that different management styles are appropriate in different situations and be able to discuss whether a particular style is appropriate in a given situation.