

GCE AS/A LEVEL APPLIED BUSINESS

Entry requirements - 4 grade A-C at GCSE. Students do not have to have studied GCSE Business Studies or Business and Communication, to study this course.

Applied Business is an exciting course which offers students a lot of flexibility. Students can gain an AS, A2 or double A2 award. It provides students with the opportunity to apply their knowledge and skills within a wide range of business areas. The subject focuses on the practices and techniques used within marketing, finance, human resource management, customer service, operations management and the links between them. Due to the vocational element of this course a wide range of research is undertaken with local businesses.

This subject focuses on the following topic areas:

Investigating Business – this requires students to examine the aims and objectives, marketing, Enterprise and teamwork within the Trafford Centre

People in Business – this requires students to investigate the human resource department of a local business

Financial Planning and Monitoring – this examined unit provides students with an opportunity to gain an understanding of the financial running of a business

Meeting Customer Needs – this examined unit considers how businesses target different types of customers

Business Communication and Information – a practical examined unit which provides students with the experience of using different forms of software

Developing a Product - this is a practical unit which provides students with the scope to invent their own product / service

Career Planning – this is practical unit which will help students with their future career planning

Marketing Strategy – students look at the marketing used by a local business and conduct market research to devise a new and improved marketing strategy

Promotional Activities – this unit gives students the opportunity to devise a suitable promotional campaign for a business of their choice

The Marketing Environment – this examined unit explores how businesses alter their marketing strategy according to changes in the marketing environment.

Managing People – this unit looks at different leadership styles, techniques for motivating a team and decision making techniques

Financial Accounting for Managers – students will construct financial statements in order to analyse how well a business is performing in relation to the business's ability to pay debts, make profits and operate efficiency. They will be given an insight into accountancy.

A wide range of skills will be utilized and developed through this course; practical skills such as ICT and time management, presentational skills, interpersonal skills and cognitive skills.

Assessment

This course is based both on portfolio coursework and examinations