

(APPLIED) BUSINESS AS Level

Head of Department: Miss V Hill
Teachers: Miss V Hill, Mrs J Moriarty,
Mrs R Jones, Mrs R Hussain
Examination Board: Edexcel

Course Outline

AS Level

Unit 1: "Investigating People at Work" - Exam

Unit 2: "Investigating Business" - Portfolio

Unit 3: "Investigating Marketing" - Portfolio

Entry Requirements

Five GCSE grade C or above. This course builds on the knowledge, understanding and skills established in GCSE Business Studies but is not a requirement that candidates should have previously gained a qualification in this subject.

What Will I Study?

You will study the formation of businesses and their operations and organisation recognising that:

People are equally as important as the product that the company supplies; recruitment, motivation and managements techniques will be analysed.

Marketing plays a key role within any business and various techniques will be studied.

External influences on businesses will affect their planning and performance. These could include government economic policy and social issues.

Finance, planning and monitoring are vital aspects of running a business.

UNIT 1: INVESTIGATING PEOPLE AT WORK - COMPULSORY UNIT

This is assessed by a 1 hour and 30 minutes exam. Students will attempt the examination in May/June. The unit studies how and why people work in business and the various contexts in which this will take place. Students will study the nature of work within a wide range of business types and environments. Real organisations will be studied.

UNIT 2: INVESTIGATING BUSINESS - COMPULSORY UNIT

This is assessed by an internal piece of work. Students will investigate the setting up of a small business, which provides a service to the local area only. The presentation will consist of a business plan, an explanation of who the business will manage activities and resources, financial management and how software can support the business and its operations.

UNIT 3: INVESTIGATING MARKETING - COMPULSORY UNIT

This is assessed by an internal piece of work. The work will be a report consisting of a marketing mix for a new or existing product. The report will include objectives and segmentation, market research, the marketing mix and justification of all aspects of the mix. The unit builds on student's knowledge learnt in Units 1 and 2.

How Will I Be Assessed?

You will experience a variety of teaching methods including group work, individual work, presentations, discussions, videos and the comprehensive use of ICT. You will gain valuable insights into the business world from guest speakers.

Each unit is equal weighting. Students can expect to be assessed in a variety of ways. Portfolio units are assessed through assignment based tasks. All tasks must be linked to 'real' business situations. Students are expected to use a variety of methods to gain information from visiting organisations, work experience, to case studies. All assignments are moderated internally and a sample externally by the examination board.

The examination unit is assessed by a 1 1/2 hour written examination.

Students also have the opportunity to participate in Young Enterprise and set up their own business.

Career Opportunities And Progression

An understanding of the business world is an integral and vital part of many occupations in today's market led society. When you have finished this course you will be able to analyse and evaluate business organisations and understand the way in which they operate. Successful completion will allow you to progress to full A Level in Year 13.

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(APPLIED) BUSINESS A2 Level



Course Outline

The course will allow you to develop your skills and understanding from your AS studies and will encourage you to make management decisions.

GCE A Level

Unit 8: "Business Development" - Externally set Controlled Assessment

Unit 9: "Managing and Developing People" - Portfolio

Unit 14: "External Influences on Business" - Portfolio

Entry Requirements

Successful grade at AS Level.

What Will I Study?

UNIT 8

'BUSINESS DEVELOPMENT' - EXTERNALLY SET CONTROLLED ASSESSMENT

This unit will look at how a small business can be established in response to the need for change, including the reasons for, processes and the likely outcomes of the decisions taken. It will involve the students setting up their own business and exploring areas such as marketing and finance. This unit is a controlled assessment and needs to be completed under exam conditions.

UNIT 9

'MANAGING AND DEVELOPING PEOPLE' - PORTFOLIO

This unit looks at the management, training, development and motivation of individuals within organisations and well managed, trained and why a motivated work force is more likely to be effective and ensure the long-term success of a business. It also allows students to explore their own career development through a personal development plan.

UNIT 14 EXTERNAL INFLUENCES - PORTFOLIO

This unit gives students the opportunity to consider some of the external influences that affect a business or industry, such as economic, legal, technological and environmental influences and how businesses rarely have any control over these. Students will analyse how a business or industry has reacted to these influences in the actions that it has taken and the changes it has made to its practices and activities.

How Will I Be Assessed

Three equal weighting portfolio units. One of the units is to be completed as a controlled assessment. All portfolio units are moderated internally and externally. Students will be given regular verbal and written feedback throughout the course and will be required to meet set deadlines.

Career Opportunities

Business is a desirable qualification for many professions and successful completion can lead to business related degrees and employment such as management, teaching, HR and marketing.