

## APPLIED GENERALS IN BUSINESS

**EXAMINING BOARD:** AQA

**Minimum Entry Requirements:** Level 2 Merit in Business and/or Grade 4 in Maths and English

### KEY FEATURES OF THE COURSE:

- Develops skills, knowledge and understanding in a vocational context
- Offers students the opportunity to develop skills, knowledge and understanding to prepare them for entry into employment in the business sector or university study
- The course qualifies for UCAS points enabling progression to study for a degree or BTEC Higher National Diploma. Successful completion also enables progression to an Apprenticeship in related subjects such as Administration or Management or on to relevant employment
- Graded Distinction \*, Distinction, Merit or Pass.

### ASSESSMENT

6 units will be completed over a 2 year course. One unit a year will be examined, one will be an externally set assignment and the other unit will be internally assessed initially, subject to external verification. Assessment will take place through set assignments, projects, case studies and time constrained assessments where appropriate.

### UNITS COVERED IN YEAR 12

**Unit 1** (Exam) Financial planning and analysis– financial issues enterprises need to consider. Learners explore ways enterprises can be owned and financed. Learners will need to understand the issues that enterprises face concerning cash-flow and be able to calculate profit, break-even and cash-flow. They will use this information along with final accounts and market information to make business decisions.

**Unit 2** (Internal assignment) Human, physical and financial resources are essential for the success of business organisation. Learners will investigate factors contributing to the success of businesses, focussing on the role of managers, supervisors and employees. They will consider how businesses organise themselves and will develop the ability to analyse and evaluate the effectiveness of organisational structures.

**Unit 3** (Externally set assignment) Learners develop an understanding of entrepreneurial opportunities and investigate how individuals can exploit these through personal enterprise, e.g. offering a service. They will consider opportunities for their own personal enterprise, a given context and propose marketing and operations activities to take advantage of the entrepreneurial opportunity.

## UNITS COVERED IN YEAR 13

**Unit 4** (Exam). Learners explore how organisations operate in a changing environment and use managers and employees to achieve objectives. They study the importance of leadership, how employees and managers interact in the workplace and the impact of different organisational structures on managers and employees.

**Unit 5** (Internal assignment) Developing a business proposal. Learners investigate the processes required to develop, present and evaluate a business proposal. The business proposal will require human resources beyond those provided by the learner. Learners will develop a concise proposal and present this to funding providers.

**Unit 8** (Internal assignment) Marketing communications. Learners investigate the use of marketing communications by small businesses, develop a marketing communication mix for the business proposal and recommend a marketing communications schedule.