

GCE in Applied Business

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Student Guide

What do I need to know or be able to do before taking this course?

You would benefit most from a GCE in Applied Business if you have one or more of the following:

- a profile of GCSEs at grade A*-C which might include GCSE in Business at grade A* - C
- other level 2 qualifications such as GCSE (Double Award) in Applied Business at grades AA-CC; Intermediate GNVQ in Business; an Edexcel BTEC First Certificate or Diploma in Business

You should also have an interest in exploring the world of business in a highly practical way.

What kind of student is this course suitable for?

You will enjoy this course if you would like to:

- develop an understanding of how business works in the real world
- discover the problems and opportunities faced by local, national and international businesses
- have an opportunity to organise an enterprise activity
- learn about how business functions such as marketing, finance, human and physical resources work together as part of a whole business
- take part in practical activities such as planning and running a business, organising an event or planning and setting up a website

Is the qualification structured like other GCEs?

Yes, the qualification has an AS/A2 structure. AS is short for Advanced Subsidiary. This is the first half of the Advanced GCE course. It is a stepping stone to the full Advanced GCE qualification. You can take the AS on its own, if you and your teacher agree that this is best for you. You can also decide at the end of the AS course to continue with the course and take the A2 units for the full Advanced GCE qualification.

You can study for:

- A Single Award AS GCE (3 units): Units 1, 2, 3
- A Double Award AS GCE (6 units): Units 1,2,3,6, and a choice of two units from Units 4, 5, or 7
- A Single Award Advanced GCE (6 units): Units 1,2,3,8 and a choice of two units from Units 9 -14
- A Double Award Advanced GCE (12 units): Units 1,2,3,6, 8,10 and a choice of two units from Units 4, 5, or 7 and four units from Units 9,11,12,13 or 14

What will I learn about on this course?

The AS units focus on investigation. You will learn about:

- Investigating People at Work - Unit 1
- Investigating Business - Unit 2
- Investigating Marketing - Unit 3
- Investigating Electronic Business - Unit 4
- Investigating Customer Service - Unit 5
- Investigating Promotion - Unit 6
- Investigating Enterprise - Unit 7

The A2 units focus on decision making and the impact of decisions on business. You will learn about:

- Business Development - Unit 8:
- Managing and Developing People - Unit 9
- Marketing Decisions - Unit 10
- Impact of Finance on Business Decisions - Unit 11
- International Dimensions of Business - Unit 12
- Organising an Event - Unit 13
- Influences on Business - Unit 14

How will I be assessed?

You will have an examination in Units 1,6,10 and an assignment set by Edexcel for Unit 8. For the other units you will be assessed by coursework.

What could I go on to do at the end of my course?

The GCE in Applied Business qualifies for UCAS points so if you complete it successfully you could move on to study for a degree or BTEC Higher National Diploma. You could also go on to a Modern Apprenticeship in related subjects such as Administration or Management or on to relevant employment.

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