

# Course Information



## Applied Business

### What is Applied Business?

Businesses have a major impact upon society. This course examines the way business organisations function, how they aim to achieve their objectives and the constraints upon them. Students will develop their communication skills, research capabilities and their capacity to work independently.

### What does the course involve?

- Exploring the role of finance in planning an enterprise and how to make relevant financial decisions
- Studying how organisations use their resources to achieve their goals
- An investigation of enterprising behaviour and how it encourages entrepreneurial opportunities

### What themes are studied? How is it assessed?

#### Extra information

Lessons include the use of discussion, debate, group work, quizzes and individual presentations, use of media that focus upon recent business developments, seminars, private reading, role play and independent research. There is no expectation that students have studied Business in the past. Regular after school support sessions are offered to all students and extra curricular opportunities are offered eg Investment Challenge. It is beneficial if students can acquire an interest in business matters and/or have contact with a variety of local businesses. The 3 units of Year 12 are a recognised qualification in their own right. **There are 3 further units in Year 13 which are based on Human Resources, Marketing and Business Planning.**

### Examination Board: AQA

<p><b>UNIT 1</b> <b>Financial Planning and Analysis</b></p> <p>In this unit students will study the different types of business ownership eg sole trader. They will also investigate how businesses can be financed. Decision making based upon financial data is a skill that is tested within this unit.</p> <p><b>One exam</b> (January 2021) that consists of some multiple choice questions and some extended written answers.</p> <p><b>33%</b> of final grade</p>	<p><b>UNIT 3</b> <b>Entrepreneurial Opportunities</b></p> <p>This unit is based upon students assessing opportunities that people may have to become entrepreneurs. Such opportunities may arise because of local or national developments and students are expected to plan a new business start up based upon such factors.</p> <p>This unit is a piece of <b>controlled assessment</b>.</p> <p><b>33%</b> of final grade</p>
<p><b>UNIT 2</b> <b>Business Dynamics</b></p> <p>This gives students an opportunity to investigate the factors that lead to success within a business. The roles of managers, supervisors and employees are all considered. The unit also assesses the impact of organizational structures upon businesses.</p> <p><b>This unit involves students producing an assignment.</b></p> <p><b>33%</b> of final grade</p>	<p><b>YEAR 13 UNITS</b> <b>Managing and Leading People</b></p> <p>An external exam that looks at what managers do and how they perform their roles.</p> <p><b>Business Planning</b></p> <p>This is a chance for you to develop a business idea and write a detailed report about it.</p> <p><b>Marketing</b></p> <p>You have a chance to market your idea.</p>

### What next?

This course will prove of value to all students as it is most likely that you will have to work in an organization one day. The course will give you a good understanding of how businesses operate and the methods they employ to reach their goals. Completion of the course will prepare you to work in an organization of any size or study the subject further at university level. Previous students who have entered employment after studying this course report back that "it all makes total sense"

For more information about the course or your suitability for it, talk to Mr Myers.