

AQA EXTENDED CERTIFICATE IN APPLIED BUSINESS

Business is the study of a wide range of real businesses locally, nationally and globally, investigating the many activities involved in making them successful.

People who study Business become an asset to any employer. This subject provides an ideal background for almost any occupation. The course gives you the opportunity to study a broad range of business activity; from marketing, people management, business ethics and entrepreneurialism, to operations, e-commerce, finance, business law, economics, investment and business planning. The course is creative, interactive, and applies all theory to real businesses, giving you a deeper understanding. There is opportunity to study the type of business or industry that really interests you, with a focus on providing you with expertise and ideas for life after college.

If you have studied Business at GCSE you must have achieved a grade C. If you have not previously studied Business you need to have achieved at least a grade 5 in Mathematics.

If you want to run a business, work for a business, or simply pick up some skills that will give you an advantage for life in the future, this is the course for you. If you have a keen interest in how businesses work and how to run a successful business, enjoy discussion, team work, debate and research, you will enjoy studying Business. Confidence working with numbers and using the internet are important skills.

This qualification is made up of five mandatory units, plus one optional unit from a choice of three, completed over two years:

- 1. Financial planning and analysis (External examination 1.5 hours)**
Business planning, profitability, cash flow, break-even analysis and solvency
- 2. Business dynamics (Internally assessed coursework)**
Ownership, business law, recruitment, management types, competition, stakeholders and economics
- 3. Entrepreneurial opportunities (Externally assessed assignment, controlled conditions)**
Enterprising behaviour, innovation and calculated risk, marketing and contingency planning
- 4. Managing and leading people (External examination 1.5 hours)**
Leaders vs. managers, organisational structure, motivating employees, performance management, empowerment and implementing change
- 5. Developing a business proposal (Internally assessed coursework)**
Identifying a unique selling point, market research, identifying resources, aims and objectives, strategy, communication and testing a business proposal

Optional modules:

- 6. E-Business (e-commerce) implementation (Internally assessed coursework)**
E-business models, e-business income streams, stakeholders, e-business implementation
- 7. Managing an event (Internally assessed coursework)**
Event planning, target audiences, budgeting, marketing, event delivery and timings
- 8. Marketing communications (Internally assessed coursework)**
Target markets, communication materials, schedule of marketing communications, strategy

The course will be graded Pass, Merit and Distinction. In terms of UCAS points this translate as Pass 16, Merit 32, Distinction 48, Distinction* 56.

Students completing both years of the course can choose between entering University or employment. Students may choose to go on to study business management, marketing, e-commerce or economics at University, for example. Alternatively, many University courses combine Business with other subjects, e.g. Modern Foreign Language, ICT, Geography, Human Resource Management, Retail Management, Sciences, and the Arts. This means that you can combine business acumen with your personal interests to gain access to a broad range of career opportunities. Alternatively there are many opportunities with businesses locally and nationally to undertake an apprenticeship or full time career.