



Hartismere
College



zsea
ZOOLOGICAL SOCIETY of east anglia



Applied General
Business

A STUDENT'S GUIDE TO THE APPLIED GENERAL IN BUSINESS

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

In order to study this subject, you should have at least grade 4 in English and maths. You do not need to have studied the subject for GCSE or BTEC. If you did, then you should have a grade 5 at GCSE Business or merit for BTEC Business.

The course is an applied business course and so real businesses are studied and real skills developed throughout. You will develop the skills and knowledge needed to set up your own business and understand how businesses function at a local level and within the economy. The applied general course is, and is seen by universities and employers as, equivalent to an A level. At Hartismere, we study AQA Applied General Business.

What will I learn on this course?

The course will enable you to:

- understand the issues in setting up a business
- identify and develop your own enterprise skills
- be aware of how financial aspects are important to business success
- identify and apply procedures for managing, leading and communicating with workers
- understand how businesses compete and manage change
- produce your own business plan
- apply your knowledge to relevant business situations

What kind of student is this course suitable for?

This course will appeal to students who:

- have an interest in business
- enjoy carrying out research and presenting their findings
- prefer coursework assessment

What assessments will I need to take to get my qualification?

In year 12 you will take three units each with equal weighting

Unit 1: Financial Planning and Analysis

In this unit you will explore the financial issues that enterprises need to consider. To do this you will explore different ways in which enterprises can be owned and how they can be financed. You will need to understand the issues that enterprises face concerning cash flow and sources of finance. You will calculate profit, break-even and cash flow to monitor the enterprise and interpret final accounts. Finally, you will use this information, as well as stakeholder and market information, to make business decisions.

This is assessed through a **90 minute exam** which has **one resit opportunity**.

Unit 2: Business Dynamics

In this unit you will investigate the factors contributing to the success of businesses, focussing on the role played by managers, supervisors and employees. You will consider how businesses organise themselves and you will develop your ability to analyse and evaluate the effectiveness of these organisational structures. You will investigate how businesses can gain a competitive advantage over other businesses, for example, through improving their operations, and the factors that determine the market share held by a business. You will then consider the role of management in improving the competitive position of businesses and how managers implement policies to improve the ways in which staff operates - individually and as part of the wider organisation. Finally, you will consider the potential for businesses to survive and grow by investigating the strengths, weaknesses, opportunities and threats of businesses.

This is assessed by **internally assessed coursework** – This year we have used ‘Banham Zoo’ as our local business case study.

Unit 3: Entrepreneurial Opportunities

In this unit you will develop your understanding of entrepreneurial opportunities and investigate how individuals can exploit these through personal enterprise, e.g. by offering a service. You will consider opportunities for your own personal enterprise, for a given context, and propose marketing and operations activities to take advantage of the entrepreneurial opportunity.

This is assessed by an **externally assessed piece of coursework** which is marked by the exam board.

In year 13 you will take three units each with equal weighting

There are two compulsory units

Unit 4: Managing and Leading People

In this unit you will explore how organisations operate in a changing environment and use managers and employees to achieve objectives. You will study the importance of leadership, how employees and managers interact in the workplace and the impact of different organisational structures on managers and employees.

This is assessed through a **90 minute exam**, taken in January of year 13, which has **one resit opportunity**

Unit 5: Developing a Business Proposal

In this unit you will investigate the processes required to develop, present and evaluate a business plan proposal. This business proposal will require human resources beyond those provided by the learner. You will develop a concise proposal and present this to funding providers.

This is assessed by **internally assessed coursework**.

In addition, you will complete **one additional unit** that is based on your business proposal.

Unit 8: Marketing Communications

You will investigate the use of marketing communications by small businesses, develop a marketing communications mix for the business proposal and recommend a marketing communications schedule. This unit is assessed by **internally assessed coursework**.

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

Students with applied business have a wide range of possible career and higher education opportunities. Most careers involve some aspect of business, so whatever job you decide to do, an understanding of business will help. It leads directly into careers in management, personnel, accountancy, marketing and sales, logistics, civil service and local government. A number of our ex-students have started their own business, including one who was named Young Business Woman of the Year!

Business can be studied as a single subject in higher education or can be combined with other subjects. Students often focus on particular aspects of business to study at university, for example marketing, management, logistics and accountancy.

Students taking Applied General Business at Hartismere have received offers from, and are now studying at universities such as: UEA, Leicester, Essex, Loughborough, Newcastle, Sheffield, Sussex, Brighton, Lincoln, Reading, Kent, Greenwich and Coventry.

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