

# Applied Business GCE

## Year 12 AS Course Content

<b>Investigating Business</b>  <i>Portfolio</i>	<p>Candidates will explore the aims and objectives of businesses, the needs of their customers and how these are met through the use of the marketing mix.</p> <p>They will investigate how businesses deal with competition from other businesses and how external factors, such as changing social values, can affect a business.</p> <p>Candidates will explore the meaning of enterprise and why individuals and teams are vital to the success of a business.</p>
<b>People in Business</b>  <i>Portfolio</i>	<p>Candidates will study the roles and responsibilities of people in business and the qualities an employer looks for in its employees.</p> <p>They will investigate the training and development opportunities available to individuals and why motivation is vital in retaining staff.</p> <p>This unit gives candidates the opportunity to develop the skills and knowledge needed to carry out the activities associated with the recruitment process.</p>
<b>Financial Planning and Monitoring</b>  <i>Externally tested</i>	<p>Candidates will be assessed on their ability to calculate business costs, revenues and hence profits and be required to know how managers use this information in decision making.</p> <p>They will need to know the ways in which businesses plan their finances by, for example, drawing cash flow forecasts or budgets and how businesses use these data to monitor the performance of the organisation.</p>

## Year 13 A2 Course Content

<b>Business Planning</b>  <i>Portfolio</i>	<p>Candidates will be given the opportunity to produce a structured business plan for a new product or service.</p> <p>The plan should be suitable to present to an external lender, such as a bank, who might provide finance for a new or existing business, or to an internal stakeholder, such as a senior manager, who may have the authority to give the go-ahead for the business idea.</p>
<b>Marketing Strategy</b>  <i>Portfolio</i>	<p>Candidates will investigate why marketing activities are vital to the achievement of business aims and objectives.</p> <p>Candidates will consider the importance of marketing strategies and tactics for businesses as they attempt to meet different customer needs and successfully deal with a variety of competitors.</p> <p>Candidates will learn how to use quantitative and qualitative information when recommending a marketing strategy and associated mix of marketing activities.</p>
<b>Managing People</b>  <i>Externally tested</i>	<p>Candidates will be required to demonstrate that they understand how different types of management style impact upon the way in which a business operates and upon the staff who work in it.</p> <p>They should be able to recognise that different management styles are appropriate in different situations and be able to discuss whether a particular style is appropriate in a given situation.</p>