

EXTENDED CERTIFICATE IN APPLIED BUSINESS



Examination Board: AQA

Overview

A-level (Level 3) Extended Certificate in Applied Business helps you to develop knowledge and understanding of the practices and techniques used within marketing, finance, operations management, human resource management and the links between them. It helps you develop knowledge of the processes, attractions and risks of setting up an enterprise; the relationship between the business and the changing external environment social and ethical issues. The specification also encourages you to contribute to the development of the skills required for success as an entrepreneur, manager or employee; apply numerical and written business techniques to a variety of business contexts; explore business problems and learn to identify possible solutions.

AS LEVEL

Unit	Content	Assessment
1 – Financial Planning & Analysis	In this exam unit, you will get the opportunity to investigate how a business controls and monitors its finances. The emphasis is on management accounting to aid decision-making and the effective management, motivation and development of staff.	Portfolio 33.3% of Final AS Mark
2 – Business Dynamics	In this portfolio assessed unit, you will investigate a case study of a large multi-national company. The emphasis is on a detailed report highlighting the business structure, functions, business opportunities and SWOT analysis.	Portfolio 33.3% of Final AS Mark
3 – Entrepreneurial Opportunities	In this unit pupils will draw up a business plan for a given case study and how they would approach this business idea in order to make sure it becomes a successful business. You will look at how you can capitalise on market opportunities, use your own skills and qualities and the best ways to reach your target audience.	Portfolio 33.3% of Final AS Mark

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A LEVEL

Unit	Content	Assessment
4 – Managing and Leading People	In this unit, you will explore how organisations, operating in a changing environment, use managers and employees to meet objectives. You will look at leadership and how managers and employees work together.	External Examination 33.3% of Final AS Mark 1 1/2 hour paper
5 – Developing a Business Proposal	In this unit will select a business idea and develop your proposal. You will outline the marketing, financial, operations and human resources of your idea. You will evaluate how to raise capital and assess the viability of your business idea.	Portfolio 33.3% of Final AS Mark
8 – Marketing Communications	Pupils will explore the most effective ways of marketing their business which they have planned in Unit 5. This will include designing and analysing market research and promotional methods aimed at their chosen target market.	Portfolio 33.3% of Final AS Mark

Careers

Accountant, Actuary, Administrative Assistant, Careers in Advertising, Bank Manager/Officer, Building Society Manager/Clerk, Business Manager, Distribution/Logistics, Administrator, Economist, Careers in Insurance, Investment Analyst, Local Government, Clerical Officer/Assistant, Local Environment Manager, Market Researcher, Careers in Marketing, Retail Manager, Financial Adviser, Civil Service Administrative, Civil Service Executive Officer, Hotel Manager, Quantity Surveyor, Management Consultant, Systems Analyst, Human Resources Officer, Business Development Adviser, TV/Film/Video Producer, Theatre Manager, Buyer/Purchasing Officer, Credit Manager/Controller, Charities Fundraiser/Appeals Manager, Company/Chartered Secretary.