



## Applied Business

### What you will learn:

You will learn about many of the aspects of running a business. You will learn about:

- \*Financial planning and analysis which looks at how to ensure businesses are financially successful.
- \*Business dynamics which considers who the business environment is changing
- \*Entrepreneurial opportunities which is an investigation of an opportunity to develop a new business
- \*Managing and leading people where you will look at the skills you need to lead others
- \*Developing a business proposal where you would investigate your own business idea.
- \*Managing an event where you would run an event

### Elements of the course:

This course has a practical approach to delivery and assessment. You will be basing all of your investigations on real businesses and will be developing your ideas and proposals through the study of real businesses and people. In the second year you will be largely focused on your business proposal and organising and running a successful event.

### Where could it take me?

Everyone works in a business organisation and so the understanding of how they operate gives you a distinct advantage. The most popular subject at university level is Business. This course can lead to jobs in marketing, management, human resources, the charitable sector or running your own business.

### Assessment:

This assessment of this course is made up of 67% coursework with students completing assessments regularly throughout the course. The financial planning and managing people units are assessed through written examinations in the first and second years and this makes up the other 33%. This means that there are less assessment pressures with this course in the summer allowing you to increase your overall achievement.

## Entry Requirements

### Minimum Required:

You do not need to have studied Business Studies at GCSE to apply for this course. Grade C or above in GCSE Business.  
**Standard Sixth Form entry requirements.**

### Preferred Requirements:

A grade 5 in English would be desirable.

### Special Requirements:

You do not need to have studied Business Studies at GCSE to apply for this course, subject to an interview.