



DRAYTON MANOR HIGH SCHOOL

ADVANCED LEVEL COURSE 2020-2022

Applied Business

Specification AQA

Entry Requirements

A grade 5 in English GCSE or a grade 5 in Maths GCSE is required

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

You do not need to have studied Business at GCSE in order to take an A Level course in the subject. It is more important that you should have a lively and enquiring mind, an interest in the Business world whether it is enterprise and setting up a business or in the external factors such as technology, politics and economics which may impact an organisation.

What will I learn on this course?

- Finance (Budgeting, Profit and Loss, Accounting Ratios)
- Business Dynamics (Competitive Advantages, ownership and structure)
- Managing and Leading People (Motivation, Management Styles, Organisational Structures)
- Enterprise and Entrepreneurial Behaviour (How to develop ideas and finance plans)
- Marketing Communications (How to promote and target customers)

How is the course structured?

Unit	Title	Weighting	Assessment Type
1	Financial Planning and Analysis	16.66%	External Exam
2	Business Dynamics	16.66%	Internally assessed coursework
3	Entrepreneurial Opportunities	16.66%	Externally assessed coursework
4	Managing and Leading People	16.66%	External Exam
5	Developing a Business Proposal	16.66%	Internally assessed coursework
6	Marketing Communications	16.66%	Internally assessed coursework

What skills will I develop by doing this course?

This course will enable you to develop some key skills, which will be essential to you whatever you go on to do afterwards. The key skills you can develop during this course are

- Analysis and Evaluation
- Interpretation of Data (Financial and Non-Financial)
- Research and referencing
- Team working
- Independent Learning

What kind of student is this course suitable for?

The course will appeal to students who

- have an interest in running their own business
- Business and Strategy
- International Relations

- Financial markets and investment
- Interested in marketing and is creative

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

Students with A Level Economics have access to a wide range of possible career and higher education opportunities. These may include but are not limited to

- Accounting and Finance
- Law
- Business Management (Marketing, HR, Operations)
- Economics
- Public Relations