



Hartismere Sixth Form College

Applied General Qualification in
Business

Cambridge Nationals

Course Summary

Guided Learning Hours	Course Name	Equivalent to
180	Cambridge Technical Certificate	1 x AS level
360	Cambridge Technical Extended Certificate	1 x A level
720	Cambridge Technical Diploma	2 x A level

Why Choose Applied Business/ Tech Level at Hartismere?

- Flexible – Can lead on to many career paths or further studies and complements many subjects
- Many practical skills learned
- Different assessment structure
- Target Setting – Maximises results
- Good results achieved

Why study Applied Generals/ Tech Levels in Business?

1. They're a vocational complement to A-levels ..
2. They're ideal for learners keen to broaden their knowledge of a particular sector.
3. They're developed with the support of higher education, eg University of Sheffield, Coventry University; as well as business organisations; eg . Alton Towers, BT, Richer Sounds
4. They meet performance measurements for achievement and attract UCAS tariff points.

Course Structure – Year 1

M = Mandatory O = Optional				Certificate (180 GLH)	Extended Certificate (360 GLH)	Diploma in Business (720 GLH)	
Number of units needed				2	5	9	
				PATHWAYS			
Unit number	Unit title	GLH	Assessment method			Marketing Pathway	Accounting Pathway
1	The Business Environment	120	E	M	M	M	M
2	Working in Business	60	E	O	M	M	M
3	Business Decisions	60	E	O	O	M	M
4	Customers and Communication	60	I	O	M	M	M
5	Marketing and Market Research	60	I	O	O	M	-
6	Marketing Strategy	60	I	-	-	M	-
7	Marketing Campaign	60	I	-	-	M	-

Unit 1 - Mandatory

ABOUT THIS UNIT

Businesses don't exist in isolation. They are influenced not only by the people who own them and work for them, but also their suppliers, competitors, local communities, the government, and many other groups and individuals.

In this unit you will find out the reasons why particular different types of businesses exist, discover how different businesses work and how businesses can be managed to remain competitive. You will also find performance information.

LEARNING OUTCOMES

The topics, activities and suggested reading in this unit will help you to:

- 1 understand different types of businesses and their objectives
- 2 understand how the functional areas of businesses work together to support the activities of businesses
- 3 understand the effect that different organisational structures have on how businesses operate
- 4 be able to use financial information to check the financial health of businesses
- 5 understand the relationship between businesses and stakeholders
- 6 understand the external influences and constraints on businesses, and how businesses could respond
- 7 understand why businesses plan
- 8 be able to assess the performance of businesses to inform future business activities.

Unit 1 - Mandatory

A 2 hour examination with a pre-release research task worth 66% of the AS size qualification

9 An overdraft is:

Section B

Answer **all** questions in this Section.

All of the questions in this Section should be answered in relation to businesses that you have researched. A clean copy of the research brief is provided.

21 (a) Describe how a business that you have researched is organised.

28 Evaluate possible impacts on *Convenience Corner* if Kirsten fails to comply with the Working Time Directive.

[12]

Additional Unit

One additional unit will be covered. This will be a coursework style assignment and worth 33% of the AS sized qualification

Unit 4

Customers and Communication

Customers are vital to the success of any business. It is essential that businesses consider the importance of the customer experience and ensure that they communicate effectively with them, whether internal or external.

Repeat business is crucial for future revenue and financial certainty. Businesses depend on customer satisfaction and customer loyalty. To build this you need to know who your customers are and what influences their behaviours.

Unit 5

Marketing and Market Research

Marketing is the function that makes sure a business sells the right products, at the right price, in the right place, using the most suitable promotion methods. Successful marketing is essential if a business is to survive in a very competitive business world.

The unit has particular emphasis on the role of market research and how it contributes to marketing decision-making, and the actions a business may take. Market research is the process by which organisations obtain the information they require. Students will gain an in-depth understanding of primary and secondary market research methods used to inform marketing decision-making and any constraints on marketing activities. They will develop an understanding of the importance of selecting appropriate market research methods for market research proposals and they will be able to carry out market research, analyse the market research findings and present the findings.

Additional Unit

One additional unit will be covered. This will be a coursework style assignment and worth 33% of the AS sized qualification

Task 2: Market Research

(This task should take between 4 and 5 hours.)

Learning Outcome 3: *Be able to present market research findings* is assessed in this task.

After listening to your presentation on successful marketing for a business, Elizabeth Brentley, owner of Office Lunches, has an idea about using a tablet or smart phone to make this a USP (Unique Selling Point).

You have been commissioned to improve its profile and provide an effective service. Without your help, the business will struggle.

You **must**:

- select the market research method of your choice.

Elizabeth approves your proposal.

- conduct primary and secondary research for the business.

Once the research has been completed:

- assess your choice of research method
- justify the choice of research method

Task 3: Validate and Present Market Research Findings

(This task should take between 4 and 5 hours.)

Learning Outcome 4: *Be able to present market research findings* is assessed in this task.

The owner of Office Lunches, Elizabeth Brentley, is pleased with the progress that you have made by carrying out detailed market research. She has asked for the results to be presented directly to her in the near future.

You **must** complete the following tasks for Elizabeth:

- Assess the validity of your market research findings for Office Lunches against your market research proposal
- Present market research findings in an appropriate format for the data obtained and for Elizabeth to use.

You **could** also complete the following:

- Based on your assessment of your market research findings, recommend improvements or additional market research that Office Lunches would benefit from undertaking
- Recommend and justify marketing decisions that Office Lunches could take based on your research.

Pass	Merit	Distinction
P7: Assess the validity of market research findings for a specific business opportunity against its market research proposal	M3: Based on assessment of own market research findings recommend improvements or additional market research requirements	D2: Recommend and justify marketing decisions that the business could take
P8: Present market research findings in an appropriate format for the data obtained and audience		
Evidence		
<ul style="list-style-type: none"> You must produce a report of your assessment and findings. Examples of completed primary research must be included (a selection of which must be referred to – not just for illustrative purposes) as evidence as part of the portfolio. 		

Marketing
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Course Structure – Double Award

Accounting

Through collaboration with The Institute of Chartered Accountants in England and Wales (ICAEW) we have developed this pathway to ensure that your students gain the knowledge and skills required to embark upon a career within the financial sector. Using the latest International Financial Reporting Standards (IFRS), students will be able to gather the financial information required to produce final business accounts, and be able to use financial information to assess business performance. This pathway will allow your students to progress onto degree programmes such as Accounting or Business and Accounting. It will also allow them to choose a non-related degree programme. It also prepares them to take up employment in business where they could be employed in roles such as Accounts Assistant, Finance Assistant, Payments Assistant or Sales Ledger Assistant

Marketing

In order to develop this pathway, we drew upon the expertise of organisations such as Alton Towers and BT to make sure your students develop the skills required by those wishing to work in this dynamic area. By integrating both traditional and new marketing techniques and media, this pathway highlights the importance of market research in creating a marketing strategy that can be delivered through co-ordinated, multi-channel marketing campaigns. This pathway will allow your students to progress onto degree programmes such as Marketing or Business and Marketing. It will also allow them to choose a non-related degree programme. It also prepares them to take up employment in business where they could be employed in roles such as Marketing Administrator, Market Research Analyst, Digital Marketing Assistant or Public Relations Officer.

Course Structure – Double Award

5	Marketing and Market Research	60	I	M	-
6	Marketing Strategy	60	I	M	-
7	Marketing Campaign	60	I	M	-
8	Introduction to Human Resources	60	I	-	-
9	Human Resources	90	E	-	-
10	Economic Environment	90	E	-	-
11	Accounting Concepts	60	I	-	M
12	Financial Accounting	60	I	-	M
13	Management Accounting	60	I	-	M
14	Resource Management	60	I	-	-
15	Change Management (New Exam for a 720 GLH)	60	E	M	M
16	Principles of Project Management	60	I	M	M
17	Responsible Business Practice	60	I	-	-
18	Business Operations	60	I	-	-
19	International Business	60	I	-	-
20	Business Events	60	I	-	-
21	Being Entrepreneurial – Evaluating Viable Opportunities	60	I	-	-
22	Delivering a Business Project	120	I	M	M

Course Structure – Year 2

Additional units will be studied to make up to the A level equivalent or 2 x A level equivalent.

Students may get a selected choice if studying the single A level route. If studying the double A level equivalent route then they will need to follow either the Marketing or the Accounting Pathway.

Style of learning

- **Coursework input lessons** – taught basic knowledge.
- **Coursework workshops** – usually in IT room V9, structured assignments – students research, write up assignments, teacher as resource.
- **Exam units** – mix of teacher input, group work, IT research, videos, exam practice.

Progression

- **Style of learning** – ideally suited to prepare students for university system
- **Past university places** include Aston, Loughborough, Exeter, Nottingham, York, UEA etc.
- **Careers** – Accountancy, Management, Personnel, Marketing & Sales, Finance, own business start up.

Business Woman of the Year Natwest Everywoman
Artemis Award – Samantha Coe

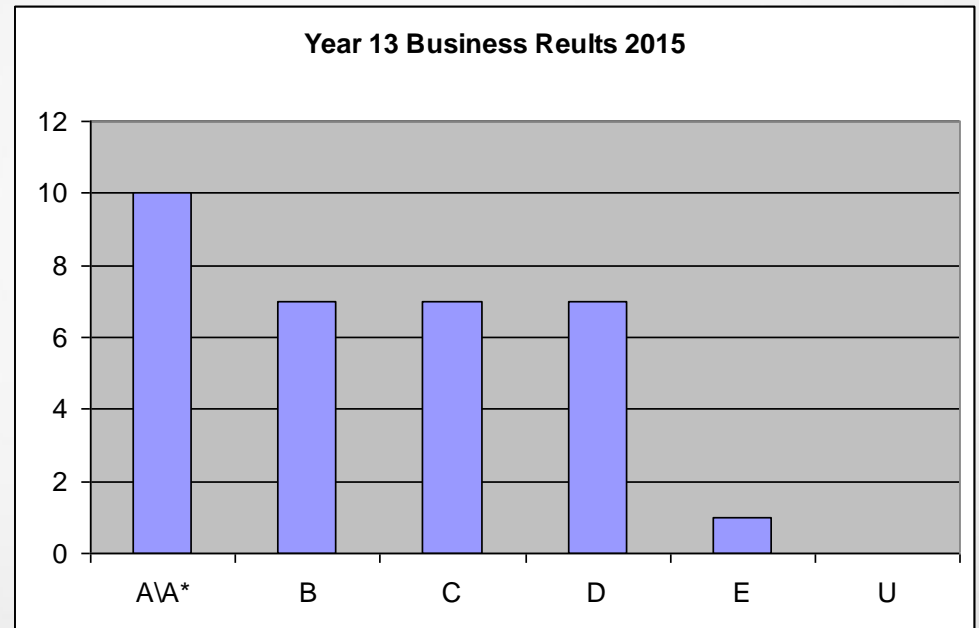
Results

2016 A Level Results:

A to B = 40%

A to C = 90%

No grade below a D



31% As

53% A-B

75% A-C

M = Mandatory O = Optional				Applied General					
				Certificate (180 GLH)	Extended Certificate (360 GLH)	Foundation Diploma in Business (540 GLH)	Diploma in Business (720 GLH)		Extended Diploma in Business (1080)*
Number of units needed				2	5	8	9		13
				PATHWAYS					
Unit number	Unit title	GLH	Assessment method				Marketing Pathway	Accounting Pathway	
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9	Human Resources	90	E	-	-	-	-	-	M
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11	Accounting Concepts	60	I	O	O	M	-	M	M
12	Financial Accounting	60	I	-	-	-	-	M	O
13	Management Accounting	60	I	-	-	-	-	M	O
14	Resource Management	60	I	-	-	-	-	-	O
15	Change Management (New Exam for a 720 GLH)	60	E	-	-	-	M	M	M
16	Principles of Project Management	60	I	O	O	M	M	M	M
17	Responsible Business Practice	60	I	-	O	M	-	-	M
18	Business Operations	60	I	-	-	-	-	-	O
19	International Business	60	I	-	O	-	-	-	M
20	Business Events	60	I	-	O	M	-	-	-
21	Being Entrepreneurial - Evaluating Viable Opportunities	60	I	-	O	-	-	-	-
22	Delivering a Business Project	120	I	-	-	-	M	M	M