

GCE in Applied Business

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What do I need to know or be able to do before taking the GCE Applied Business course?

The most important thing you need in order to take the GCE Applied Business course is a lively and enquiring mind, an interest in business, a willingness to explore new ideas and an ability to communicate your ideas effectively.

You must have a minimum of 4 GCSEs grade A-C, including English and Maths.

What will I learn?

You will:

- Gain a broad understanding of business and be able to study selected areas in more depth
- Develop skills, knowledge and understanding in business
- Have an opportunity to apply learning in a practical and realistic way
- Follow a programme of study that enables progression to both higher education and employment within a business
- Develop Key Skills that are highly valued by employees and universities
- Gain confidence through developing independent learning skills

Who is the GCE Applied Business suitable for?

This course will appeal to those students who:

- Have a keen interest in business and how it operates
- Enjoy studying a subject that is relevant to their own lives and experience
- Want to find out more about business through personal investigation
- Are interested in developing and understanding of business organisations, the markets they serve and how they deal with customers effectively
- Want to follow a course that is active and enjoyable
- Want to move on to a related career or higher education course

What are the GCE Double and Single Awards?

- The GCE Business Double Award is made up of 12 units
- The GCE Business Single Award is made up of 6 units

What areas will be studied?

In Year 12:-

Single Award

Unit 1: Investigating People at Work (externally assessed exam)

Unit 2: Investigating Business (internally assessed coursework)

Unit 3: Investigating Marketing (internally assessed coursework)

In Year 13:-

Single Award

Unit 8: Business Development (externally assessed synoptic coursework)

Unit 9: Managing and Developing People (internally assessed coursework)

Unit 10: Marketing Decision (externally assessed exam)

What courses or employment can I progress to at the end of my course?

A GCE in Applied Business double award is equivalent to two A level passes at grades A-E. A GCE in Applied Business single award is equivalent to one A level grades A-E.

Students with the GCE Applied Business have access to a wide range of career and higher education opportunities. You learn and use a wide range of transferable skills throughout the course. These include collecting, interpreting and analysing data, communicating your findings in different ways and identifying and developing the links between different parts of the subject. These skills are in great demand and are recognised by universities and employers as being of great value.

Both the single and double award GCE Business combines well with almost all AS and A2 level subjects for a range of university courses.

Many students choose to use their qualification to go straight into employment, rather than go on to higher education. Because the qualification develops the transferable skills that employers are looking for, they can lead to a very wide range of employment opportunities. This can include further training in such areas as accounting, marketing, personnel and retailing.