



# Applied Business



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## GCE

**The Edexcel GCE in Applied Business is a broad-based qualification that provides the opportunity for students to explore the world of business in a highly practical way. By adopting an investigative approach, students develop a range of skills while discovering the problems and opportunities faced by businesses.**

### Why choose the Edexcel GCE in Applied Business?

The vocational focus of this Edexcel qualification encourages students to develop an understanding of how business works in the real world. They discover the problems and opportunities faced by local, national and international businesses and have the opportunity to organise an enterprise activity.

Because emphasis is placed on realistic business contexts throughout, students develop an understanding of how various business functions such as marketing, finance, human and physical resources work together, as part of a cohesive business.

Students are encouraged to take part in practical activities such as planning and running a business, organising an event or planning and setting up a website. Practical activities outside the classroom can also contribute towards the qualification.

The broad base of this qualification makes it suitable for teaching by all Business Studies teachers and lecturers without any need for specialism.

The aim of the AS units is to encourage investigation, and to support a highly active, student-centred approach.

The A2 units require a decision-making approach, encouraging students to consider management decisions and their impact on business.

### Progression

The GCE in Applied Business qualifies for UCAS points. It gives students a wide choice of progression options into further study, training or relevant employment in the business sector.

Students who successfully complete the qualification will be well equipped to move onto degrees, BTEC Higher National Diplomas or Modern Apprenticeships in related subjects.

### Comprehensive support, every step of the way

- A wide range of tutor support materials will be available from spring term 2005. This will include suggested delivery programmes, materials and textbooks, and suggested activities for each of the assignments.
- Free events introducing the new GCEs and training events to prepare for teaching the new qualifications.
- Further information is available from our regularly updated website at [www.edexcel.org.uk/gce](http://www.edexcel.org.uk/gce).

We are constantly examining new ways to provide support and would welcome your suggestions.

## Course structure

The qualification has an AS/A2 structure. It can take the form of:

- a Single Award AS GCE (3 units)  
*Units 1-3*
- a Double Award AS GCE (6 units)  
*Units 1-3, 6 plus two from 4, 5 or 7*
- a Single Award Advanced GCE (6 units)  
*Units 1-3, 8 plus two from 9-14*
- a Double Award Advanced GCE (12 units)  
*Units 1-3, 6 plus two from 4, 5 or 7 plus 8, 10 plus four from 9, 11-14*

These have been developed to ensure a comprehensive overview of all business functions.

AS Units
<b>Unit 1</b>
Investigating People at Work (externally assessed)
<b>Unit 2</b>
Investigating Business (internally assessed)
<b>Unit 3</b>
Investigating Marketing (internally assessed)
<b>Unit 4</b>
Investigating Electronic Business (internally assessed)
<b>Unit 5</b>
Investigating Customer Service (internally assessed)
<b>Unit 6</b>
Investigating Promotion (externally assessed)
<b>Unit 7</b>
Investigating Enterprise (internally assessed)

## A2 Units

### Unit 8

Business Development (externally assessed)

### Unit 9

Managing & Developing People (internally assessed)

### Unit 10

Marketing Decisions (externally assessed)

### Unit 11

Impact of Finance on Business Decisions (internally assessed)

### Unit 12

International Dimensions of Business (internally assessed)

### Unit 13

Organising an Event (internally assessed)

### Unit 14

External Influences on Business (internally assessed)

External assessment will be through written examinations for Unit 1: Investigating People at Work, Unit 6: Investigating Promotion and Unit 10: Marketing Decisions. These assessments will be available in both January and June. Unit 8: Business Development will be externally assessed and will be available in May only.

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## Contact us

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### Further copies of this publication are available from Edexcel Publications:

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