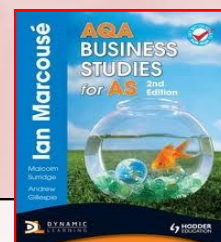




## Applied GCE in Business (level 3)

### Exam Board: AQA



**PLEASE NOTE THAT AQA ARE CURRENTLY IN THE PROCESS OF UPDATING THIS COURSE AND HAVE STILL TO FINALISE DETAILS. HENCE, THE INFORMATION BELOW RELATES TO THE CURRENT AGCE SPECIFICATION AND MAY CHANGE FOR SEPTEMBER 2015.**

#### Course Structure:

The AQA AGCE Business Studies course runs for two years. Students complete six units over the two years. Four of the units are assessed through coursework and the other two are through an exam.

The qualification is graded at the usual 'A' level criteria of grades A - E.

#### What will I study?

**Unit 1: Investigating Business.** This unit gives an introduction to a wide variety of business areas and is based on candidates producing a case study on an actual business.

**Unit 2: People in Business.** A practical unit based on Human Resource Management

**Unit 3: Financial Planning and Monitoring.** This is assessed via an examination and focuses on basic accountancy skills.

**Unit 4: Business Planning.** Candidates produce a business plan examining the feasibility of a new entrepreneurial venture.

**Unit 5: The Marketing Environment.** This is the second unit assessed via an examination and focuses on the economic and marketing environment in which businesses operate.

**Unit 6: Promotion in business.** A practical unit for which candidates have to put together a marketing campaign.

#### What can I do with AGCE Business?

Banking	Insurance	Accountancy
Administration	Personnel management	Marketing
Sales	Teaching	Logistics

#### Desired entry requirements:

At least grade C in Maths and English Language. Studying GCSE Business Studies is not essential.

#### Where can I find out more about studying Business Studies at Broadway?

Ask Mr Mound or visit [www.aqa.org.uk](http://www.aqa.org.uk)