

Applied Business Studies

This AS and A2 vocational specification has been specially designed to suit the modern Northern Ireland business and builds on the foundation laid by the GCSE Business Studies specification. This course of study in AS and A2 Applied Business could be undertaken by students entering the vocational / business area for the first time.

The six-unit single award course is appropriate as a vocational AS or A Level for candidates taking two – three other A Level subjects. Therefore, this specification meets the needs of candidates wishing to progress towards higher education in a Business area such as Marketing, Human Resources or Financial Management, to further training, or to employment.

Having a vocational emphasis, this specification is based on the belief that a better understanding of business is achieved through active participation in the business environment through work experience, links with local employers, case studies on, or research into, local businesses, for example.

Career Opportunities

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| • Accountancy | Entrepreneurship | Marketing |
| • Advertising | Estate Management | Production |
| • Banking | Finance | Retail Management |
| • Consulting | Human Resources | Travel & Tourism |
| • Distribution | Insurance | Systems Analyst |

Course Structure

AS Level

Unit		Assessment
AS Unit 1: Enterprising Business A presentation highlighting why you consider your chosen business to be worthy of the 'Enterprise of the Year' Award.	Compulsory	Internal
AS Unit 2: Enterprising Manager Write an article entitled 'The Enterprising Manager' to be placed in the Business Review section of the 'Daily News'.	Compulsory	Internal
AS Unit 3: External Influences 1½ hour paper. There is a pre-release case study which will be issued six weeks before the examination.	Compulsory	External

A2 Level

Unit		Assessment
A2 Unit 7: Finance 1½ hour written paper.	Compulsory	External
A2 Unit 9: Enterprise in Practice This unit will give you the opportunity to make use of all the information you have studied in other parts of your course and, for this reason, it is known as a 'synoptic' unit and is practical in nature. It will allow you to study all aspects of how a business is run. You will plan, organise and run a mini-enterprise. This will include the processes, attractions and the risks involved in setting up a business.	Compulsory	Internal
Your teacher will choose one unit from the following: A2 Unit 8: Quality Management A2 Unit 10: Investing in People A2 Unit 11: Marketing	Compulsory	Internal