

# Why study our Applied Generals in Business?

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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.
4. They meet performance measurements for achievement and attract UCAS tariff points.

## **Level 3 Certificate in Applied Business (180 GLH)**

Focus is on four themes: people, markets, finance and operational delivery. The qualification is split into units to address these themes so that content is coherent and joined up.

## **Level 3 Extended Certificate in Applied Business (360 GLH)**

Learners gain a broad understanding of business topics and consider how to plan and deliver a product or a service.

### **Both our Applied Business qualifications:**

- provide a broad understanding of business knowledge and skills to support progress to higher education and can be studied alongside A-levels and/or other Level 3 vocational qualifications
- prepare learners to work in business and entrepreneurship after achieving the qualification or via university or college
- are strongly entrepreneurial to provide a focus for the structure and content of the qualification
- synoptic character ensures applied learning is broad, practical and realistic
- are supported by HE business schools and HE business enterprise departments
- use examination, external assignment and centre set assignment to ensure learners' practical experience is maximised and assessed appropriately.

### **Both qualifications are supported by the following higher education institutes:**

- Birmingham City University
- Edge Hill University
- Staffordshire University
- University of Bath
- University of Wolverhampton

### **Want to find out more?**

[Visit our website](#) to find out more about our Applied Generals in Business, teaching resources and support.

### **Unit summary**

The Level 3 Certificate in Applied Business consists of three mandatory units (units 1 – 3 below). The Level 3 Extended Certificate in Applied Business consists of six units (the Certificate units plus units 4, 5 and one from units 6, 7 and 8 below).

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<b>Unit title</b>	<b>Unit content</b>	<b>Assessment type</b>
1 Financial planning and analysis	Financial issues enterprises need to consider. Learners explore ways enterprises can be owned and financed. Learners will need to understand the issues that enterprises face concerning cash-flow and be able to calculate profit, break-even and cash-flow. They will use this information along with final accounts and market information to make business decisions.	External examination
2 Business dynamics	Human, physical and financial resources are essential for the success of business organisations. Learners will investigate factors contributing to the success of businesses, focussing on the role of managers, supervisors and employees. They will consider how businesses organise themselves and will develop the ability to analyse and evaluate the effectiveness of organisational structures.	Internally centre assessed
3 Entrepreneurial opportunities	Learners develop an understanding of entrepreneurial opportunities and investigate how individuals can exploit these through personal enterprise, eg offering a service. They will consider opportunities for their own personal enterprise, a given context and propose marketing and operations activities to take advantage of the entrepreneurial opportunity.	External assignment
4 Managing and leading people	Learners explore how organisation operate in a changing environment and use managers and employees to achieve objectives. They study the importance of leadership, how employees and managers interact in the workplace and the impact of different organisational structures on managers and employees.	External examination
5 Developing a business proposal	Learners investigate the processes required to develop, present and evaluate a business proposal. The business proposal will require human resources beyond those provided by the learner. Learners will develop a concise proposal and present this to funding providers.	Internally centre assessed
6 e-business implementation	Learners investigate the processes required to develop an e-business proposal for a new business start-up. They investigate how existing small business organisations use e-business applications to communicate with suppliers and customers and how they carry out internal business activities. They will use information from the Business proposal to create an e-business strategy capable of supporting the business proposal.	Internally centre assessed
7 Managing an event	Learners investigate the processes required to plan for, co-ordinate and manage a one-off event. This event will be related to the business proposal. Learners will review the success of the event and modify their business proposals accordingly.	Internally centre assessed
8 Marketing communications	Learners investigate the use of marketing communications by small businesses, develop a marketing communications mix for the business proposal and recommend a marketing communications schedule.	Internally centre assessed