

Their journey starts here

Level 3 Certificates
in Applied Business

Find out more about Applied Generals at:
aqg.org.uk/applied-general

AQA 
Realising potential

Why teach AQA Applied General qualifications?

Our Applied Generals are a vocational complement to A-levels and ideal for learners looking to broaden their knowledge of a particular sector. Developed with the support of higher education, they meet new performance measurements for achievement and attract

[UCAS tariff points](#)

www.gov.uk/government/collections/performance-tables-technical-and-vocational-qualifications

Our Applied Generals come in two sizes:

- 180 GLH Certificate
- 360 GLH Extended Certificate

Designed with higher education, they reflect the most current and relevant subjects and themes. With a strong focus on synoptic learning and assessment, learners and tutors can be assured there are strong opportunities to develop teaching links within the curriculum and to integrate assessment.



An introduction to the Level 3 Applied Business qualifications

These qualifications provide a broad understanding of business and entrepreneurship knowledge and skills to support progress to higher education. A-levels and/or other Level 3 vocational qualifications can be studied alongside them.

They're all strongly entrepreneurial in character, which provides a focus for their structure and content.

Their synoptic character ensures applied learning is broad, practical and realistic.

All our Applied Generals are supported by HE business schools and enterprise departments.

Assessment is through examinations, external assignments and centre set assignments, which ensures maximum practical experience and appropriate assessment.

Supporting higher education institutions:

- Leeds Beckett University
- Edge Hill University
- University of Buckingham
- University of Wolverhampton
- University of Bath
- University of Huddersfield
- University of Liverpool
- University of Wales Trinity Saint David
- Birmingham City University
- Staffordshire University



Applied Business

Level 3 Certificate in Applied Business

Applied Business focuses on four key themes: people, markets, finance and operational delivery. Each unit addresses aspects of these themes to ensure coherent learning.

Learners cover topics including:

- the role of finance in planning an enterprise, analysing and making financial decisions
- how organisations use human, physical and financial resources to achieve goals
- enterprising behaviour and how it encourages entrepreneurial opportunities.

Level 3 Extended Certificate in Applied Business

Learners undertake a programme of assessment which measures their knowledge and understanding of business whilst equipping them with skills to plan and deliver products and services.

In addition to the units taken as a part of the Certificate qualification, learners will cover topics such as:

- how managers organise, motivate and lead employees through change to achieve business objectives
- skills and processes required to develop, present and evaluate a business proposal
- skills and processes required to develop an e-business proposal for a new business
- the planning, coordination and management of a one-off event to support a business proposal
- the development of a marketing communications mix for a business proposal and a schedule of marketing communications.

“Core content is excellent. Nothing but commendation in the approach... linking the learning back to the business planning unit.”

Dr Kerry Sullivan

University of Surrey, referring to the Marketing communications unit

“The personal enterprise module is particularly interesting, not least because of the demand for related subjects among undergraduate cohorts.”

Dr Gary Brown

University of Liverpool

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).

Unit number	Unit title	Assessment type
1	Financial planning and analysis Learners explore different ways in which enterprises can be owned and financed. Learners will need to understand the issues that enterprises face and will use this information to make business decisions.	External examination
2	Business dynamics Learners investigate factors contributing to the success of businesses, focussing on the role of managers, supervisors and employees. They consider how businesses organise themselves and will analyse and evaluate the effectiveness of these 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. They consider opportunities for personal enterprise for a given context and propose marketing and operations activities to take advantage of entrepreneurial opportunities.	External assignment
4	Managing and leading people Learners explore how organisations operate in a changing environment. Themes include leadership, how employees and managers interact in the workplace and the impact of organisational structures on how managers and employees work.	External examination
5	Developing a business proposal Learners develop, present and evaluate a business proposal. The business proposal will require human resources beyond those provided by the learner. Learners will develop and present their proposal to funding providers.	Internally centre assessed
6	e-Business implementation Learners develop an e-business proposal for a new business start-up. Including how existing small business organisations use e-business to communicate and carry out internal business activities. They 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 how to plan for, manage and review a one-off event related to the business proposal.	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 schedule of marketing communications.	Internally centre assessed

Free support materials

We've worked closely with employers, higher education institutes and tutors to create support materials that you'll find useful and inspiring – they'll also help you hit the ground running.

Each resource will help you with a specific aspect – either planning your lessons, delivery or preparing your learners for exams or assignments.

Our free support includes:

- sample schemes of work for every unit
- direct access to our subject and curriculum experts
- delivery models to support curriculum planning

- specimen question papers and mark schemes
- sample assignment briefs
- specific subject pages to access bespoke resources
- evidence templates.

Access these support materials at aqa.org.uk/subjects/business-subjects/applied-general/business

Supporting you all the way

Our free introductory and prepare to teach events provide you an overview of the qualification and in depth training on content, delivery and assessment.

Available online or face-to-face. Book your course at aqa.org.uk/professional-development

If you have any queries email: business-studies@aqa.org.uk or call 0800 085 0391.



Clear assessment and marking you can trust

We know the time and effort that you and your students put in to exams. We also understand how essential it is that the marks we give are fair, reliable and trustworthy.

Our Applied Generals feature internally and externally assessed units. Externally assessed units are assessed by a one and a half hour examination or external assignment.

Our qualifications are graded using very clear and unambiguous grading criteria, designed to ensure that teachers and internal assessors are confident in their judgements.

The criteria have been developed in consultation with employers, professional bodies and higher education to ensure that learners are always being assessed in a meaningful and relevant manner.

Getting the right results

Our experts in Research and Regulation (R&R) provide statistics and research evidence to ensure we assess and mark your learners' work fairly and accurately. We also recruit and train the highest calibre examiners and continually monitor their work.

Clear question papers and structured mark schemes

Learners of all abilities will understand our clearly worded exam papers, and our mark schemes demonstrate how you can help them achieve the best possible marks.

Administration overview

Centre approval

Centre approval is free for all our technical and vocational qualifications. Please contact us business-studies@aqg.org.uk for further information and details of how to apply.

Register your learners

Register your learners on our approved system and we'll allocate a Non-exam assessment adviser (NEA adviser) to provide quality assurance advice and support for your centre

Assessment

For externally assessed units, you can enter your learners for the next available examination session

and/or external assignment window on our approved system as soon as they are ready. Results will be issued by the date published on the Technical and Vocational examination timetable.

Assessment of internally assessed units can be undertaken at a time to suit yourself and the learner. Internal quality assurance should be undertaken within the centre on an ongoing basis.

Centres will be required to submit learners' work for moderation at specific times during the year.

Certification

Once all units have been successfully achieved, we will issue a full qualification certificate.

We're here to help

If you have any queries or if you'd like to become a centre,
email business-studies@aqa.org.uk or call 0800 085 0391.

Explore our Applied General specification further by visiting
aqa.org.uk/subjects/business/applied-general/business