

Subject: Applied Business Studies**What the subject is about:**

This subject affords pupils the chance to investigate real life business situations. It is a practical subject and is mainly assessed through coursework over 2 years. It would suit pupils who prefer to work at a continuous pace rather than sitting end of unit exams.

Course content and assessment schedule:

Unit	Duration	Season when first taken	Brief outline of main content. (Identify where coursework or practical forms part or all of a module)
1	Coursework	Sept- Jan Yr 13	Pupils investigate a real life, large business e.g. Tesco. They complete a project on the aims and objectives
2	Coursework	Feb-May Yr 13	This unit looks at the role of people within an organisation e.g. recruitment, selection, training and motivation.
3	1 Hour	Jan Yr 13	Pre-released case study. Pupils will be expected to carry out research tasks. Usually 3 questions.
4	Coursework	Sept-May Yr 14	Pupils have to produce a business plan for a new business.
5	Coursework	Feb-May Yr 14	Pupils have to research and produce a marketing strategy for a new product.
6	1.5 hours	Jan Yr 14	Pupils sit a test on the accounting aspects of a business e.g. ratio analysis.

Entry requirements:

Compulsory GCSE subjects	Grade	Desirable subjects	Grade
		Business Studies	B
		English	B
		Maths	B
		ICT	B

Qualities / skills needed to succeed in the course

- Ability to meet deadlines. (time management)
- Word processing skills.
- Team working skills.
- Research skills.