

# Applied Business

**Qualification:** Cambridge Technicals Level 3 Extended Certificate in Business

**Additional Entry Information:**  
Speak to **Miss J Gavaghan** for more information.

## What do students need to know or be able to do before taking the course?

There are no prior learning requirements. However, you should have a keen interest in business and current affairs and should be willing to get in to the habit of reading or watching the business news regularly.

## What will students learn on this course (skills and course content)?

You will learn about how a business might evolve, from a small start-up business to a large multinational organisation. Students will consider a range of different business types and gain an understanding of how the choice of business type might affect the objectives that are set. Internal workings of businesses will be looked at along with gaining an understanding of the external constraints under which businesses must operate and the need to respond to the changes in their economic, social and technological environment.

## What sort of student is this course suitable for?

- Students with an interest in the dynamic business environment or an entrepreneurial flair in creating business opportunities.
- Students who would prefer to have a more coursework approach to studying Business at this level.

## What kind of work will students need to be able to do outside of lessons?

Business is constantly changing so you will need to keep up to date via a range of resources. These might include BBC/Guardian Business news webpages and subject specific websites (tutor2U, Times 100 case studies) along with watching relevant documentaries focusing on the insight of multinational businesses. You will need to be able to discuss business issues and developments with classmates with confidence.

## What is the course content and how is this assessed?

5 Units - 3 mandatory and 2 optional (2 externally assessed, 3 internally assessed).

Some unit titles are: The Business Environment, Working in Business, Customers and Communication, Business Decisions, Marketing and Market Research, Introduction to Human Resources, Accounting Concepts, Principles of Project Management, Responsible Business Practices, Being Entrepreneurial – evaluating opportunities

## What could students go on to do at the end of this course?

This course is suitable preparation for a Business related degree and is also a good entry point for other careers such as accountancy, marketing, law or operations.

