

Applied Business

Why should I choose Business?

Applied Business has been designed to form a qualification that provides knowledge and understanding of this vocational area. Within the national qualifications framework their approach lies between the more general AS/A2 level in Business Studies and NVQ's in Administration Management. This is an ideal qualification for those students who want a broad background to the general business environment that will allow them to progress to further and higher education or employment.

What can I expect to learn?

Applied Business (Single Award)

Candidates for the Applied Business (Single award) will study 4 units. 2 will be external assessment and 2 will be portfolio based.

Unit 1: The organisation: Survival and prosperity

Unit 2: Active marketing

Unit 3: Organisational strategies and decision making

Unit 4: Markets and customers

Where does this course lead?

Students who achieve this qualification will be fully prepared to enter a variety of HND or Degree level courses in business related subjects.

Entry requirements:

You will require a grade 4 in GCSE English and Maths.

