

# Applied Business Studies

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**Awarding Body:** Students to follow OCR Applied Business Studies

## Course Content and Examination Requirements

The AS course forms a bridge between GCSE and the Advanced Applied GCE Course. The focus for the AS level Applied course is to investigate the business environment by analysing how it impacts on the decision-making process, exploring potential marketing proposals that can be used by a business and investigating how individuals are recruited and selected for a particular job roles.

Students can progress to the full Applied Advanced GCE in the second year, upon the successful completion at AS level. A2 level focuses more on business planning including the use of contingency plans to deal with unexpected events and the use of decision-making tools to inform business decisions, this information will then be used to develop a business plan. Students will also explore issues relating to promotional activity and construct a promotional strategy for a new product or service.

Year 12	Year 13
<b>Unit 1</b> – Creating a marketing proposal	<b>Unit 9</b> – Strategic decision making
<b>Unit 2</b> – Recruitment in the workplace	<b>Unit 10</b> – Business Plan for the entrepreneur
<b>Unit 3</b> – Understanding the business environment	<b>Unit 11</b> – Promotion in action
<b>Assessment</b> 2 coursework units <b>Unit 1</b> - 33% of the total AS GCE marks/ 16.7% of the total AS GCE - 50 marks <b>Unit 2</b> - 33% of the total AS GCE marks/ 16.7% of the total AS GCE – 50 marks	<b>Assessment</b> 2 coursework units <b>Unit 10</b> - 16.7% of the total Advanced GCE marks Coursework - 50 marks <b>Unit 13</b> - 16.7% of the total Advanced GCE marks Coursework - 50 marks
<b>Assessment</b> 1 examination unit <b>Unit 3</b> - 33% of the total AS GCE marks/ 16.7% of the total AS GCE 1 hr 30 mins written paper 100 marks	<b>Assessment</b> 1 examination unit <b>Unit 9</b> - 16.7% of the total Advanced GCE 2 hrs written paper 100 marks

## Entrance requirements

There is no prerequisite to have studied the subject at GCSE level; however it would provide a firm basis for the course. However, consideration will be taken for students who have 5A\*- C grades in other subjects.

## Relevance to Further Studies and Careers

Applied Business studies allows entry to a wide range of university courses in Business Management, Business Finance, Human Resources and Business Marketing and can also link to other subjects such as computing or sports management. It can form the basis for numerous careers including those in management, marketing, personal finance and government.

**Further information:** Miss R Prestwood  
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