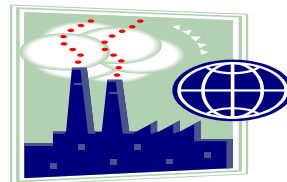


## What type of work will you do on an Applied Business Course?

Unit	Type of Portfolio work
<b>Investigating business</b>	You will investigate the activities of a business by researching its: <ul style="list-style-type: none"><li>• objectives</li><li>• external factors</li><li>• marketing activities</li><li>• teamwork and enterprise.</li></ul>
<b>People in business</b>	You will produce a portfolio of work investigating a local business and complete a practical recruitment exercise. You will describe the job roles and responsibilities of a manager, a supervisor and an employee. You will also plan and take part in a recruitment and selection process (which involves interviewing and analysing the effectiveness of recruitment documentation).
<b>Business Planning</b>	You will produce a business plan for a business proposal which explains the activities of the business – aims and objectives, type of ownership and key personnel. In the business plan you will include information on your marketing, operations and financial plan. You will also be expected to assess the viability of your business proposal.
<b>Promotional Activities</b>	You will produce a promotional campaign, that includes the following: <ul style="list-style-type: none"><li>• main objectives of the campaign</li><li>• range of promotional activities</li><li>• characteristics of target audience</li><li>• timings and cost data</li><li>• analyses of customer attitudes, the AIDA model and other business resources.</li></ul>

### Further details

These can be obtained from Andrew Coles (Course Co-ordinator) at the College. You can also gain information from the College website [www.greenhead.ac.uk](http://www.greenhead.ac.uk).



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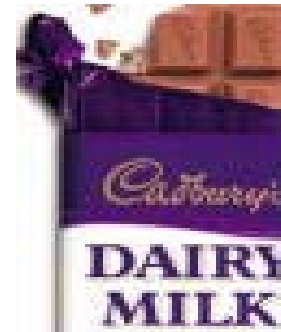
**GREENHEAD COLLEGE  
APPLIED BUSINESS**

## What is Applied Business?

AS and A-level Applied Business gives you the opportunity to study with the main emphasis of assessment being on portfolio and project work.

The Applied Business course enables you to:

- Investigate the activities of different business organisations and how they operate in the real world through project and portfolio work.
- Acquire knowledge and understanding of various business themes and topics eg marketing, finance, people in business.
- Develop creative and analytical thinking through your research investigations.





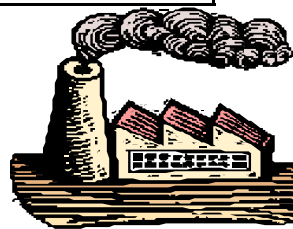
## Teaching and Learning

Students taking Applied Business learn to take responsibility and with the support of their teachers are expected to take control of their own learning. Examples of some of the activities you will be involved in include:

- ⇒ Individual work and working as part of a team
- ⇒ Project and assignment based work
- ⇒ Case study and data response questions
- ⇒ Presentations
- ⇒ Examination questions and papers

## Types of course

Award	Length of Course/ Teaching	Explanation
AS-level	<ul style="list-style-type: none"> <li>* 1 year</li> <li>* Taught by one teacher in one option block</li> </ul>	<ul style="list-style-type: none"> <li>• Equivalent in length and standard to one AS-level</li> <li>• Course content includes marketing, people, finance</li> <li>• Two portfolio (project) units and one examined unit</li> <li>• One grade awarded – A, B, C, D, E, U</li> </ul>
A-level	<ul style="list-style-type: none"> <li>* 2 years</li> <li>* Taught by one teacher in one option block</li> </ul>	<ul style="list-style-type: none"> <li>• Equivalent in length and standard to one A-level</li> <li>• Course content includes marketing, people, finance</li> <li>• Four portfolio (project) units and two examined units</li> <li>• One grade awarded – A, B, C, D, E, U</li> </ul>



## Assessment

- In two-thirds of the units, your teachers will assess your work internally through project work.
- In the remaining units, you will be assessed through external examinations.

