

A Level Applied Business Studies – 2011-12

Course Booklet

This course guide should be brought to all classes. It provides important information regarding a range of course details but particularly coursework deadlines.

Official Title

Advanced Subsidiary GCE in Applied Business (Single Award: 8721)/ (Double Award: 8722)
Advanced GCE in Applied Business (Single Award: 9721)/ (Double Award: 9722)

Exam Board & Web Details

This and all Business and Economics Department subjects are registered with Edexcel, their website contains useful information such as course specifications, past examination papers and examination dates. The particular page for this course is:

<http://www.edexcel.com/QUALS/GCE/APP-GCE/BUSINESS/Pages/default.aspx>

Outline of Assessment

Each year will be assessed upon three Units; two assignments and one examination, each Unit will be given a percentage and grade. All of these three Units are all equally weighted.

Over two years of a Single Award program you will therefore study six Units each worth a 6th of your final grade. If you are a Double Award student you will be assessed on twelve Units of Equal weighting over two years. Your combined average percentage over the course will give you the following grade.

The grade boundaries are as follows:

Single Award Course

Grade	Overall Percentage
A*	90%
A	80%
B	70%
C	60%
D	50%
E	40%
U	Below 40%

Double Award Course

Double Award courses are given two grades based upon their overall percentage of combined units.

Grade	Overall Percentage
A*/ A*	90%
A*/ A	85%
A/ A	80%
A/ B	75%
B/ B	70%
B/ C	65%
C/ C	60%
C/ D	55%
D/ D	50%
D/ E	45%
E/E	40
U	Below 40%

Assessment Criteria for Each Unit

The following Units will be taught for the various elements of the Single and Double elements of the course.

Unit Number and Name	Course Type	Assessment Method
Unit 1 – Investigating People at Work	AS Single	Examination (1.5 hrs)
Unit 2 – Investigating Business	AS Single	Assignment
Unit 3 – Investigating Marketing	AS Single	Assignment
Unit 4 – Investigating Electronic Business	AS Double	Assignment
Unit 5 – Investigating Customer Service	AS Double	Assignment
Unit 6 – Investigating Promotion	AS Double	Examination (1.5 hrs)
Unit 8 – Business Development	A2 Single	Timed Essay
Unit 9 – Management and Developing People	A2 Single	Assignment
Unit 10 – Marketing Decisions	A2 Double	Examination (1.5 hrs)
Unit 13 – Organising an Event	A2 single	Assignment
Unit 12 – International Dimensions of Business	A2 Double	Assignment
Unit 14 – External Influences on Business	A2 Double	Assignment

Assessment Tasks Across the year

Over the course of the year you will be taught the assignment units first and then the examination/ timed assessment for the June Examination Season. There are no formal January Mock Examinations for the subjects. As with all subjects in the department there is no studies leave, students will be taught up to and including the day of their examination on a full timetable.

AS Single Business

	Details of Assessment	Assessment Format	Teacher	Date
1	Assignment Unit 2 – Section A – Business Planning	Class/ homework time	NDS/ WCO/ MSS	2/ 10/ 11*
2	Assignment Unit 2 – Section B – Managing Business Activities	Class/ homework time	NDS/ WCO/ MSS	23/ 10/ 11*
3	Assignment Unit 2 – Section C – Financial Management in Business	Class/ homework time	NDS/ WCO/ MSS	20/ 11/ 11*
<i>Parents / students / tutors will receive grades 1-3 (minimum) at Progress Review 2 in November</i>				
4	Assignment Unit 2 – Section D – The Use of Software in Decision making	Class/ homework time	NDS/ WCO/ MSS	18/ 12/ 11*
5	Assignment Unit 3 – Section A – Identifying Marketing Aims and Objectives	Class/ homework time	NDS/ WCO/ MSS	22/ 1/12*
6	Assignment Unit 3 - Section B – Using Appropriate Methods of Marketing Research	Class/ homework time	NDS/ WCO/ MSS	5/2/12*
<i>Parents / students / tutors will receive grades 1-6 (minimum) at Parents' Evening</i>				
7	Assignment Unit 3 – Section C – Choosing the Appropriate Marketing Mix	Class/ homework time	NDS/ WCO/ MSS	26/2/12*
8	Assignment Unit 3 – Section D – Other Factors Influencing the Marketing Mix	Class/ homework time	NDS/ WCO/ MSS	12/3/12*
9	Unit 1 - Mock Examination 1) – Sections A & B	Class time - exam conditions - 45 mins	NDS/ WCO/ MSS	29/3/12*
10	Unit 1 - Mock Examination 2) – All Sections	Class time – exam conditions – 1.30hrs	NDS/ WCO/ MSS	30/4/12*

A2 Single Business

	Details of Assessment	Assessment Format	Teacher	Date
1	Assignment Unit 13 – Section A	Class/ homework time	NDS/ MSS	2/ 10/ 11*
2	Assignment Unit 31 – Section B	Class/ homework time	NDS/ MSS	23/ 10/ 11*
3	Assignment Unit 13 – Section C	Class/ homework time	NDS/MSS	20/ 11/ 11*
<i>Parents / students / tutors will receive grades 1-3 (minimum) at Progress Review 2 in November</i>				
4	Assignment Unit 13 – Section D	Class/ homework time	NDS/MSS	18/ 12/ 11*
5	Assignment Unit 9 – Section A – Motivation	Class/ homework time	NDS/ WCO/ MSS	22/ 1/12*
6	Assignment Unit 9 - Section B – Teams and Managing People	Class/ homework time	NDS/ WCO/ MSS	5/2/12*
<i>Parents / students / tutors will receive grades 1-6 (minimum) at Parents' Evening</i>				
7	Assignment Unit 9 – Section C – Developing People	Class/ homework time	NDS/ WCO/	26/2/12*

			MSS	
8	<i>Assignment Unit 9 – Section D – Personal Development Plan</i>	<i>Class/ homework time</i>	<i>NDS/ WCO/ MSS</i>	<i>12/3/12*</i>
9	<i>Unit 8 - Mock Timed Essay Draft 1) – Sections A & B</i>	<i>Class time – drafted submission</i>	<i>NDS/ WCO/ MSS</i>	<i>29/3/12*</i>
10	<i>Unit 8 - Mock Timed Essay Draft 2) – Sections C & D</i>	<i>Class time – drafted submission</i>	<i>NDS/ WCO/ MSS</i>	<i>30/4/12*</i>

*some deadlines are subject to change and will be given by individual teachers where courses have been split between teachers. Please make sure you have asked your teacher about specific deadlines

AS Double

In terms of assessment the course is judged upon the basic premise that E grade students use only **description** of concepts, C grade students **analyze and apply** concepts and A grade students give original **judgments and evaluation** of concepts. We fully recommend that you use the PEA methodology approach to your work.

All assignments, course materials and supporting presentations are available on the Student Area of the school intranet. If you do not want to spend your time in class copying from the board, it is recommended that you save and print off in a handout format the materials for that week.

Subject Specific Additional Material

It is highly recommended that you do additional reading throughout the year, at a very basic level to improve your written Business English you should read the *Business Review* magazine in the library. This magazine is specifically aimed at Business Studies A Level Students and includes many articles and case studies which will support your studies.

For more challenging and relevant articles you might wish to also read *the economist* which is read the world over by high level Business Executives.

In terms of Websites the Times 100 (www.thetimes100.co.uk) provides excellent case studies to support your assignments and examination preparation.

The www.tutor2u.net and www.bized.co.uk provide good academic support materials.

Specified Reading

In terms of recommended course text we would particularly recommend *Applied Business for Edexcel* by Causeway Press, there are AS and A2 versions of this text. These texts will be

particularly useful for examination based Units. The department will order you a copy after payment has been received.

Teacher school email addresses

The following teachers will be teaching different elements of the A Level Business course, they can be emailed at any time. However we will **not** accept coursework that is submitted by email.

Mr Nathan de Garis	nathandegaris@qkschool.org.uk
Mr Frank Albrecht	frankalbrecht@qkschool.org.uk
Mr Walter Castro	waltercastro@qkschool.org.uk
Miss Michelle Smith	michellesmith@qkschool.org.uk

Study clubs and additional support available

Business Studies club will be offered throughout the academic year on Monday from four until five thirty. Additional arrangements can be made by students to meet tutors for individual assistance, however appointments must be met. If students do not turn up to after school tutorials without notice they will not be given further opportunities.

Coursework Hand-In

All coursework and homework will be submitted to the 6th form learning center's Coursework/ Homework Submission system. Students who have not submitted work by the given deadline will have a letter automatically generated and sent to their parents. The student will be placed onto the cause for concern register and will be expected to attend the Monday morning catch-up sessions coordinated by the pastoral team until the outstanding piece of work is completed.

Plagiarism Policy

Plagiarism, as defined in the 1995 Random House Compact Unabridged Dictionary, is the "use or close imitation of the language and thoughts of another author and the representation of them as one's own original work."

The use of referenced material is encouraged by the department to add weight of argument to a piece of work or particular point. Any quotations within a piece of work are expected to be noted. Additional care must be observed given that all Edexcel moderated work is electronically scanned.

Teachers will take every reasonable care to monitor work which is copied between students' assignments. Submitted work which is copied will be dealt with on a case by case basis. No

work which is suspected will be submitted to Edexcel meaning that plagiarised submissions will not be counted towards a final grade. Student's overall grade will therefore suffer directly as a result of any plagiarism.

Causes for Concern

All causes for concern will be tracked by the department this will provide evidence of interventions and allow tracking to be carried out with students across class boundaries between teachers. Students will be classified a cause for concern under the following headings:

Behaviour – a student's behaviour has meant they have impacted upon their or other students learning.

Coursework/ homework – a student has not submitted a piece of coursework

Attendance – a student's lack of attendance is having a direct effect upon their performance.

Equipment – a student has attended class without their required notes, books, stationary or other equipment.

The five stages of the departmental cause for concern policy are as follows:

- In the first instance (stage one) one letter will be sent home to inform parents of our concern.
- At stage two, another formal letter is issued of more severity to parents.
- At stage three, a parent or guardian must be spoken to directly by the teacher involved, usually by telephone or at a progress review.
- At stage four, a formal meeting will be set up with Mr Albrecht(Head of Faculty), the parent, the student, the classroom teacher and the DoL in attendance.
- At stage five, the progress of the student will be passed through from the department to the Director of Learning or SLT. Given the severity of this point it will most likely be our recommendation that the student should be removed from the course.

Student Order Form

Student Name Tutor Group.....

Course

Folder/ Dividers

Please order me folder/ divider set(s) at £2:00 each, for a total of £.....

Book Order

Please order me the following course texts:

Text Name	ISBN No.	Price
.....
.....
.....
.....
.....
	Book Total

Received by **(Teacher name)**

Signed **(Teacher)**