YOUR JOURNEY

TO BECOMING EXAM READY



WELCOME TO LEVEL 3 BUSINESS

wjec cbac

The Level 3 Applied Certificate and Diploma in Business qualifications are designed for 16-19-year-old learners and offer you exciting and interesting experiences that focus your learning through application, i.e. the acquisition of knowledge and understanding in purposeful contexts linked to a sector or subject area. Applied Certificates and Diplomas are characterised by:

- clearly structured content and straightforward assessment criteria
- the opportunity for research into selected organisations
- the provision of 'model assignments' for non-examined assessment
- questions and tasks designed to enable you to demonstrate what you know, understand and can do

An understanding of the business world is relevant to most job roles within the United Kingdom's economy. These qualifications are designed to provide you with the underpinning knowledge, understanding and skills associated with business activities. They will prompt research, investigation and review of many aspects of business, to promote an awareness of the career opportunities available.

PLANNING AHEAD...

By studying Level 3 Business you will be able to gain essential employability skills that are valued by employers, further and higher education, including:

- **literacy and numeracy**
- **digital literacy**
- **critical thinking and problem solving**
- **planning and organisation**
- **creativity and innovation**
- **personal effectiveness**

One purpose of these qualifications is to support access to higher education degree courses, such as:

- **Marketing**
- **Marketing Management**
- **Retail Management**
- **Marketing with Digital Communications**
- **Business**
- **International Business**
- **Management**
- **Finance**
- **Business Finance**

Alternatively, the qualifications allow you to gain the required understanding and skills to be able to undertake employment within business, including the retail sector. The purpose of these qualifications is to provide you with an understanding of key business terms, content and concepts. Together with other relevant GCE/Level 3 qualifications, it develops the understanding to support entry to higher education courses in the business sector.

Find out more at **www.wjec.co.uk/qualifications/business-level-3**

GIVE IT YOUR ALL!

TOP TIPS

Start to reflect on your own strengths and what interests you.

Consider the many different types of organisations and the huge range of roles needed to run them.

Try to match your own strengths and interests with appropriate organisations and roles within those organisations.

You should consider which option unit and which option route (for Unit 3) is best for you.

Make yourself aware about business and the economy in general, watch news programmes and other programmes about business.

When you visit an organisation such as a shop or a hospitality outlet, consider the way they operate. Is there something good you can see they are doing and are there things you know they could do better?

Look at how certain businesses organise their digital offer, how clear are their websites and can they be navigated logically and easily?

Consider organisations' use of social media, this will vary according to sector and the organisations' target markets.

WELLBEING GUIDANCE

Take baby steps.

Remember this is a journey and you will pick skills and knowledge up along the way.

Take regular breaks from studying.

Exercise, meet friends, spend time with family.

Look after yourself.

Make sure you are getting a balanced diet and get enough sleep.

Try to stay positive.

Even if you don't feel like it, a positive attitude will help you.

Remember that everyone's different.

Try not to compare yourself to others.

HOW ARE YOU ASSESSED?

Certificate

Unit 1: The Organisation – Survival and Prosperity

There will be a written examination in May/June each year.

Unit 2: Active Marketing

You will need to complete a non-examination assessment (NEA) containing a number of tasks.

Diploma

Units 1 and 2, plus:

EITHER:

Unit 3: Organisational Strategies and Decision Making

There will be a written examination in May/June each year.

OR:

Unit 4: Strategies and Decision Making for Retail Organisations

There will be a written examination in May/June each year.

Unit 5: Markets and Customers

You will need to complete a non-examination assessment (NEA) in two parts, each containing a number of tasks.

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