Delivery Guide

LEVEL 3 APPLIED QUALIFICATIONS IN BUSINESS

GUIDANCE FOR TEACHING

DELIVERY GUIDE

Aims of the Guidance for Teaching

The principal aim of the Guidance for Teaching is to support teachers in the delivery of the WJEC Level 3 Applied Qualifications in Business and to offer guidance on the requirements of the qualification and the assessment process. The Guidance for Teaching is **not intended as a comprehensive reference**, but as support for teachers to develop stimulating and exciting courses tailored to the needs and skills of their own learners in their particular institutions.

The Guidance for Teaching is made up of the following parts:

- Delivery guide
- Course outline
- Assessment Guide
- Year Guides

Each part is published separately and can be downloaded from the Key Documents section of the qualifications subject page.

Aims of the Year Guide

The principal aim of the Year Guide is to support teaching and learning and act as a companion to the Specification. Each Year Guide will offer detailed explanation of key points in the Specification and aim to explain complex areas of subject content. An overview of the whole course can be found in the Delivery Guide.

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CONTENTS

Aims of the Guidance for Teaching 2
Aims of the Year Guide 2
Introduction to the specification 4
Additional ways that WJEC can offer support: 4
Qualification Structure 5
Exploring business fundamentals 5
Marketing principles for business success 5
Managing business finance 5
Managing human resources (HR) 6
Coordinating efficient business operations 6
Developing skills for business 6
Managing ethical business operations 6
Sustainable business 6
Exploring business strategies 7
The use of budgeting as a planning tool 7
Using sales forecasts 7
Using technology to drive change 7
Exploring economies and diseconomies of scale 8
Using SWOT analysis to aid decision-making 8
Measuring business performance 8
Making investment decisions 8
Taking an environmental, social and governance (ESG) approach 8
The impact of the external environment on business operations 8
Trading in the global business environment 8
Summary of Assessment 9
Assessment Objectives 10
WJEC Resources 11
Key Contacts 11

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INTRODUCTION TO THE SPECIFICATION

The WJEC Level 3 Applied Qualifications in Business have been Designated by Qualifications Wales and is available to:

- all centres in Wales
- subject to local agreement, it is also available to centres outside Wales, for example in the crown dependencies of the Isle of Man and the Channel Islands, and in British overseas territories, and to British forces schools overseas. It is not available to other overseas centres or to centres in England.

The Level 3 Applied Certificate in Business will be awarded for the first time in June 2024, using grades A to E. The Level 3 Applied Extended Certificate in Business will be awarded for the first time in June 2025, using grades A to E.

ADDITIONAL WAYS THAT WJEC CAN OFFER SUPPORT:

- sample assessment materials and mark schemes
- professional learning events
- examiners' reports on each unit
- free access to past question papers and mark schemes via the secure website
- direct access to the Subject Officer
- free online resources
- Exam Results Analysis
- Online Examination Review.

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Qualification Structure

WJEC Level 3 Applied Certificate in Business consists of eight Areas of Content:

Areas of content:	
1.1	Exploring business fundamentals
1.2	Marketing principles for business success
1.3	Managing business finance
1.4	Managing human resources (HR)
1.5	Coordinating efficient business operations
1.6	Developing skills for business
1.7	Managing ethical business operations
1.8	Sustainable business

All areas of content are mandatory.

Exploring business fundamentals

In this are of content, learners will gain a knowledge and understanding of fundamental business aspects. These aspects support all of the specialist areas covered throughout the rest of the specification. Learners will consider the creation of businesses through enterprise and make decisions about the scale and types of market. Learners will investigate types of business ownership and the importance of planning to support the achievement of business aims and objectives. Learners will explore the impact stakeholders have on business operations and how business activities affect different stakeholders. The topic concludes by considering the importance of efficient supply chain management and business location.

Marketing principles for business success

This topic introduces learners to the role of marketing to support the success of both profit and not-for-profit organisations. Learners will investigate how market research data may be gathered to help managers understand the needs and wants of customers to create an integrated marketing mix. They will consider each of the four elements of the marketing mix in turn to profitably meet the needs and wants of customers and develop a sustainable competitive advantage.

Managing business finance

This unit introduces learners to the different sources of income and expenditure and how to calculate if a business has made a profit or loss. Learners will explore the concept of break-even and the different sources of finance available. Income statements are an important financial statement and learners will use their knowledge and skills to create an income statement for a business and evaluate its profitability. Cash is often considered the lifeblood of a business and learners will construct a cash flow forecast.

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Managing human resources (HR)

This topic introduces learners to the issues surrounding the management of people within a business. Learners will investigate how businesses plan their human resource needs. Based on requirements different activities are used to effectively manage the human resources including recruitment, performance management and development. The impact of the managers and leaders is considered and the different styles that may be adopted.

Coordinating efficient business operations

This unit introduces learners to the concept of added value and the ways of increasing added value to satisfy customers. The different methods of production including flow, batch and job production are covered alongside ways of measuring and improving productivity. Most modern business operations are supported by technology and learners will explore a range of technological applications. Ways of managing quality will be reviewed. Resources need to be purchased to support operations and businesses must ensure that they gain the best value for money. Learners will also explore the importance of research and development to remain competitive.

Developing skills for business

This unit introduces learners to a range of transferrable skills (or 'soft skills') to enable them to positively meet the demands of any modern business. This unit is synoptic as the transferrable skills will be used in conjunction with knowledge/understanding from the other topic areas to complete business challenges, projects, and tasks. Skills are not static and need to be enhanced over time. Learners will be encouraged to reflect on the advancement of their transferrable skills and create action plans to support further development.

Managing ethical business operations

This unit introduces learners to the concepts of business ethics and corporate social responsibility (CSR) which underpin modern business operations. These contemporary topics are extended further in Year 2 of the qualification. Learners will explore a range of ethical considerations that a business faces and how ethical behaviour may affect profitability.

Sustainable business

This unit introduces learners to the concept of sustainability and the issues facing modern businesses. Learners will consider the environmental impact of business operations, the implications for the business and impact on stakeholders. The trade-off between environmental sustainability and profitability will be analysed by learners so they can make informed decisions. This important topic should be supported with the inclusion of current news articles and business examples.

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WJEC Level 3 Applied Extended Certificate in Business consists of the eight Areas of Content listed above, plus the eleven Areas below:

Areas of content:	
1.1	Exploring business strategies
1.2	The use of budgeting as a planning tool
1.3	Using sales forecasts
1.4	Using technology to drive change
1.5	Exploring economies and diseconomies of scale
1.6	Using SWOT analysis to aid decision-making
1.7	Measuring business performance
1.8	Making investment decisions
1.9	Taking an environmental, social and governance (ESG) approach
1.10	The impact of the external environment on business operations
1.11	Trading in the global business environment.

Exploring business strategies

In this topic, learners will explore how business strategy aligns with the aims, objectives, and mission of the business. They will use their skills to investigate the link between aims and objectives and mission statements and the impacts of these on business operations. For many businesses, strategy is focused on growth and the different ways to achieve growth. Learners will also consider strategy models and how outsourcing and rationalisation can be used to achieve business aims.

The use of budgeting as a planning tool

This topic introduces learners to budgeting. They will gain an understanding of the features of different budgets and their purpose, and the problems and limitations of budgeting. They will use their data-handling skills and understanding to interpret budgets and make suggestions for improvements, and to calculate, comment on and suggest reasons for variances in given budgets for a range of different businesses.

Using sales forecasts

This topic introduces learners to the purpose and methods of sales forecasting, and the factors that can influence sales forecasts.

Learners will use their skills and understanding to identify and interpret the data found in sales forecasts and assess their impact on a business.

Using technology to drive change

This topic introduces learners to technological developments in business activities. Learners will use their skills and understanding to consider these developments and their impact on different businesses. Learners also need to understand why stakeholders are sometimes reluctant to change and the existence of barriers to change.

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Exploring economies and diseconomies of scale

This topic introduces learners to economies of scale, the factors that impact on internal and external economies of scale, how potential economies of scale can benefit businesses and their customers, and the problems associated with diseconomies of scale.

Using SWOT analysis to aid decision-making

This topic introduces learners to the purpose and use of SWOT analysis in a business setting. Learners will use their skills and understanding to gather data, prepare and interpret a SWOT analysis for a business, also recognising the value and the limitations of the tool.

Measuring business performance

This topic introduces learners to the ways in which businesses measure performance using both financial and non-financial measures.

Learners are introduced to the statement of financial position and the elements within. They will use their skills and understanding to interpret the statement of financial position and use its contents to measure liquidity and calculate gearing ratios.

Learners will build on their knowledge from Year 1 to assess the financial performance of a range of different businesses using the income statement and its associated ratios. Learners will also consider how non-financial measures can be used to evaluate business performance.

Making investment decisions

This topic introduces learners to investment appraisal, its purpose and two main investment appraisal techniques. Learners will use their skills and understanding to calculate investments and interpret their calculations. Leaners will also consider other factors when decided to invest.

Taking an environmental, social and governance (ESG) approach

This topic builds on the notion of sustainable businesses studied in Year 1 and introduces learners to the ESG approach and how businesses use ESG reporting to demonstrate that they are operating in a sustainable way.

The knowledge and skills in this topic will allow learners to gain the understanding that is needed consider the ESG approach of different businesses and to appreciate the benefits and opportunities gained by businesses of implementing the three central factors of ESG.

The impact of the external environment on business operations

This topic introduces learners to the social, legal economic, political and technological (SLEPT) factors of the external business environment that impact on businesses and their operations. The knowledge and skills in this topic will allow learners to gain the understanding that is needed to prepare and interpret SLEPT analyses on a range of different businesses.

Trading in the global business environment

This topic introduces learners to the global business environment. This includes international business activity, its opportunities and challenges and introduces learners to multi-national companies and the impact they have on the host countries in which they operate.

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Summary of Assessment

To achieve the Applied Certificate, learners must complete the following assessments:
Business Skills and Functions Written examination: Time of exam – 1 hour 40 minutes 20% of Applied Extended Certificate (40% of Applied Certificate) 80 marks
Questions requiring objective responses, short and extended answers, based around applied situations, and with a section in which candidates can select assessment of a variety of topics.
Business Creation Controlled assessment: Time of assessment – 10 hours 30% of Applied Extended Certificate (60% of Applied Certificate) 120 marks
An assignment brief will be provided by WJEC via the secure website that will include a series of fixed tasks that require learners to produce a business proposal.
To achieve the Applied Extended Certificate, learners must complete the above assessments, plus the following:
Business Strategy Written examination: Time of exam – 1 hour 40 minutes 20% of Applied Extended Certificate 80 marks
Questions requiring objective responses, short and extended answers, based around applied situations, and with a section in which candidates can select assessment of different topics.
Business Investigation Controlled assessment: Time of assessment – 12 hours 30% of Applied Extended Certificate 120 marks
An assignment brief will be provided by WJEC via the secure website that will include a series of fixed tasks that require learners to produce a business investigation.

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Assessment Objectives

This qualification has three assessment objectives:

AO1 Demonstration of knowledge of content from across the specification.

AO2 Application of knowledge and understanding.

AO3 Synthesis and evaluation.

AO1 is only assessed in external units. AO2 and AO3 are assessed in both examined and non-examined units.

	AO1	AO2	AO3	Total
Business Creation	0%	20%	10%	30%
Business Skills and Functions	10%	5%	5%	20%
Business Investigation	0%	20%	10%	30%
Business Strategy	7.5%	7.5%	5%	20%
Overall weighting	17.5%	52.5%	30%	100%

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WJEC Resources

Resources available on the WJEC website:	Subject Page (Level 3 Applied Certificate/Extended Certificate in Business (wjec.co.uk)) You can access the Specification, Sample Assessment Materials and full Guidance for Teaching from the subject page of the WJEC website (Level 3 Applied Certificate/Extended Certificate in Business (wjec.co.uk)) WJEC/Eduqas resources website (https://resources.wjec.co.uk/)

Key Contacts

Contact our subject team with any subject specific queries and support:

Subject Officer: Stephen Oliver
Subject Support Officer: Clare Williams
Email: business@wjec.co.uk
Telephone: 02922 404257

For general enquiries please contact reception:
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Cardiff
CF5 2YX
Main Switchboard: 029 2026 5000
info@wjec.co.uk

Centre Registration and Support

To register as an approved WJEC centre, contact our dedicated Centre Registrations Team for more information.
029 2026 5077
centres@wjec.co.uk

Entries

For all questions about entries, preliminary entries, and final entries.
029 2026 5193
entries@wjec.co.uk

Vocational Department

For all enquiries related to Entry Level, Entry Pathways, Applied and Vocational qualifications please contact the team.
029 2026 5180
pathways@wjec.co.uk

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Special Requirements

029 2026 5155

specialrequirements@wjec.co.uk

Malpractice/Maladministration

We can assist with all of your queries regarding Malpractice or Maladministration.

029 2026 5400

malpractice@wjec.co.uk

IT Helpdesk

If you have any queries relating to secure website access, please contact us.

029 2026 5163

securewebsite@wjec.co.uk

Post Results Service

Following the publication of results for each examination series, WJEC offers a range of post-results services relating to reviews of marking and moderation and access to examination scripts.

post-results-services@wjec.co.uk

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