LEVEL 3 APPLIED QUALIFICATIONS IN BUSINESS

COURSE OUTLINE

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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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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PLANNING FOR DELIVERY AND ASSESSMENT

There is flexibility in the way the qualification can be delivered. The following suggestion is one way of approaching the timing of unit delivery and assessment. Centre specific factors may impact on other approaches.

Certificate delivery	
Winter term	1.1 Exploring business fundamentals 1.3 Managing business finance
Spring term	1.2 Marketing principles for business success 1.6 Developing skills for business *Business Creation NEA*
Summer term	1.7 Managing ethical business operations 1.8 Sustainable business 1.4 Managing human resources (HR) 1.5 Coordinating efficient business operations *Business Skills and Functions Exam* 2.4 Using technology to drive change
Extended Certificate delivery	
Winter term	2.1 Exploring business strategies 2.6 Using SWOT analysis to aid decision-making 2.9 Taking an environmental, social and governance (ESG) approach 2.10 The impact of the external environment on business operations
Spring term	2.11 Trading in the global business environment 2.5 Exploring economies and diseconomies of scale 2.7 Measuring business performance 2.8 Making investment decisions *Business Investigation NEA*
Summer term	2.2 The use of budgeting as a planning tool 2.3 Using sales forecasts *Business Strategy Exam*

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SUGGESTED COURSE OUTLINE PLAN

The recommendations detailed below are suggestions only – they are not at all prescriptive and centres are free to structure the course in the way that best suits their individual circumstances.

Year 1

	GLH	Content focus
September	4	1.1.1 Introduction to enterprise
	3	1.1.2 Resources to enable businesses to operate
	4	1.1.3 Types of market 1.1.4 Scale of operations
	3	1.1.5 Innovation
	2	1.1.6 Business ownership
October		
	6	1.1.6 Business ownership
	3	1.1.7 Planning business activities
	3	1.1.8 Setting aims and objectives
	4	1.1.9 Stakeholders and business activity
November		
	4	1.1.11 Choosing a business location
	4	1.1.10 Managing the supply chain

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		3	1.3.1 Managing income, expenditure and profit/loss
		3	1.3.2 Exploring break-even
		2	1.3.3 Selecting sources of finance

		GLH	Content focus
	December	4	1.3.4 Creating an income statement
		3	1.3.5 Evaluating profitability
		5	1.3.6 Cash flow and cash flow forecasting
		1	1.2.1 The purpose of marketing
		3	1.2.2 How to research the market
	January		
		3	1.2.3 Understand the needs and wants of customers
		3	1.2.4 Creating an integrated marketing mix
		3	1.2.5 Product decisions
		3	1.2.6 Promoting the product
		2	1.2.7 Choosing the price
		2	1.2.8 Distributing the product

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February		
	8	1.6.1 Transferrable business skills
	8	1.6.2 Applying business skills

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	GLH	Content focus
March	10	*Business Investigation NEA*
	1	1.4.1 Introducing human resources
	2	1.4.2 Workforce planning
	2	1.4.3 Coordinating recruitment
	1	1.4.4 The recruitment and selection process
April		
	1	1.4.4 The recruitment and selection process
	2	1.4.5 Workforce performance and appraisal
	2	1.4.6 Developing human resources
	2	1.4.7 Motivating others
	2	1.4.8 Leadership and management
	2	1.5.1 Added value
	2	1.5.2 Methods of production
	2	1.5.3 Productivity

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	GLH	Content focus
May	2	1.5.4 Technology supporting operations
	2	1.5.5 Managing quality
	2	1.5.6 Purchasing
	2	1.5.7 Research and development (R&D)
	3	1.7.1 Introduction to business ethics
	3	1.7.2 Impact of ethics on profitability
	2	1.8.1 Environmental issues facing modern businesses
June		
	2	1.8.2 Sustainable operations
	2	1.8.3 Impact of environmental actions on profitability
	2	Revision
		Business Skills and Functions Exam
	4	2.4.1 Technological developments in business activities
July		
	4	2.4.2 Impact of technological developments on businesses
	4	2.4.3 Barriers to technological change

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Year 2

	GLH	Content focus
September	2	2.1.1 Linking business aims and objectives to mission statements
	2	2.1.2 Planning to achieve business aims
	5	2.1.3 Business growth
	3	2.1.4 Planning for growth using the Ansoff Matrix model
	4	2.1.5 Exploring the competition with Porter's Five Forces
October		
	2	2.1.6 Outsourcing
	2	2.1.7 Rationalisation
	2	2.1.8 Making judgements on and recommendations for plans and operational decisions
	2	2.6.1 The function and purpose of SWOT analysis
	6	2.6.2 Using SWOT analysis as a planning tool
	2	2.6.3 The value and limitations of a SWOT analysis
November		
	4	2.9.1 Environmental factors – impacts and risk management
	4	2.9.2 Social factors – relationships with stakeholders

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		4	2.9.3 Governance factors – how the business is led and managed
		2	2.9.4 Benefits and opportunities for businesses of ESG
		2	2.10.1 Using a SLEPT analysis

		GLH	Content focus
	December	2	2.10.1 Using a SLEPT analysis
		2	2.10.2 Impact of social factors
		2	2.10.3 Impact of legal factors
		3	2.10.4 Impact of economic factors
		2	2.10.5 Impact of political factors
		2	2.10.6 Impact of technological factors
	January		
		3	2.11.1 International business activity
		4	2.11.2 Opportunities and challenges of international trade
		4	2.11.3 The impact of multi-national companies on the countries in which they operate
		5	*Business Investigation NEA*

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February		
	7	*Business Investigation NEA*
	2	2.5.1 Internal economies of scale
	2	2.5.2 External economies of scale
	2	2.5.3 Diseconomies of scale
	3	2.7.1 Statements of financial position

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	GLH	Content focus
March	2	2.7.1 Statements of financial position
	2	2.7.2 Measuring liquidity
	2	2.7.3 Using gearing
	6	2.7.4 Using financial and non-financial measures to comment on the performance of different businesses
	4	2.8.1 Investment appraisal techniques
April		
	2	2.8.2 Other determining factors for investment
	3	2.2.1 The purpose of budgets
	3	2.2.2 Interpreting budgets
	2	2.3.1 Purpose of sales forecasting
	3	2.3.2 Methods of sales forecasting
May		
	2	2.3.3 Limits on sales forecasts
	14	Revision
June		
		Business Strategy Exam

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