LEVEL 3 BUSINESS

Why choose Level 3 Business?

WJEC Applied Certificates and Diplomas 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 to research organisations which interest you
- the choice of a 'retail business' or 'business' focus
- questions and tasks designed to enable you to demonstrate what you know, understand and can do

What will I study?

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.

Certificate (two units)

Unit 1: The Organisation – Survival and Prosperity

In this mandatory examined unit, the aim is for you to understand and appreciate how different organisations seek to achieve the key goals of surviving and prospering in their market situation.

Unit 2: Active Marketing

In this mandatory non-examination assessment (NEA) unit, the aim is for you to understand and appreciate the key role that marketing has in the success of an organisation.

Diploma (four units)
Units 1 and 2, plus:

EITHER:

Unit 3: Organisational Strategies and Decision Making

In this optional examined unit, the aim is for you to recognise and understand the necessity to organisations of establishing a strategy and making decisions to support that strategy.

For part of the examination, you will choose questions based on finance or marketing.

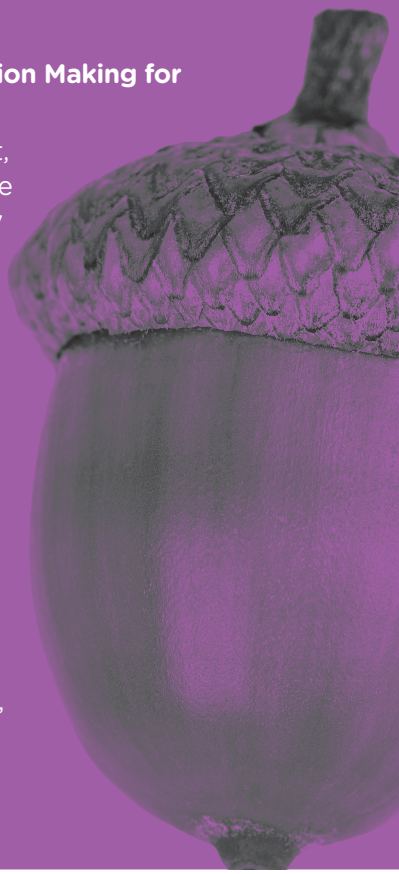
OR:

Unit 4: Strategies and Decision Making for Retail Organisations

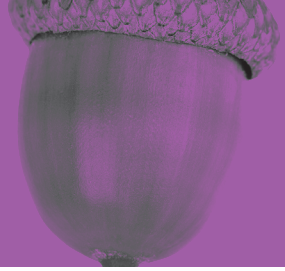
In this optional examined unit, the aim is for you to recognise and understand the necessity to retail organisations of establishing a strategy and making decisions to support that strategy.

Unit 5: Markets and Customers

In this mandatory NEA unit, the aim is for you to understand the importance of having a detailed knowledge of, and being able to respond quickly and appropriately to the needs of, an organisation's customers and markets.



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What skills will I develop?

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

Careers with Level 3 Business

One purpose of these Level 3 Business 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.

How will I be assessed?

Certificate
Unit 1: The Organisation – Survival and Prosperity will be assessed through a written examination.

- 2 hours
- 50% of certificate (25% of diploma)
- a range of questions based on stimulus material and applied contexts

Unit 2: Active Marketing will be assessed through non-examination assessment (NEA): marked by your teacher, externally moderated by WJEC.

- 12 hours
- 50% of certificate (25% of diploma)
- evidence may include written and/or audio-visual material

Diploma
Units 1 and 2, plus:

EITHER:

Unit 3: Organisational Strategies and Decision Making will be assessed through a written examination.

- 2 hours
- 50% of certificate (25% of diploma)
- a range of questions based on stimulus material and applied contexts
- compulsory sections plus a choice of finance or marketing questions

OR:

Unit 4: Strategies and Decision Making for Retail Organisations will be assessed through a written examination.

- 2 hours
- 50% of certificate (25% of diploma)
- a range of questions based on stimulus material and applied contexts
- all questions are compulsory

Unit 5: Markets and Customers will be assessed through non-examination assessment (NEA): marked by your teacher, externally moderated by WJEC.

- 10 hours
- 50% of certificate (25% of diploma)
- evidence may include written and/or audio-visual material