

Statement of Purpose

Proposed WJEC Level 3 Business qualifications

Overview

The proposed WJEC Level 3 qualifications in Business for England and Wales will be designed to provide learners with the underpinning knowledge, understanding and skills associated with business activities. They will provide a broad basis for further or higher education or for moving into employment.

Although there are no formal entry requirements, the qualifications support progression from GCSE subjects such as Business Studies or the WJEC Level 1/2 Award/Certificate in Retail Business. The qualifications will be designed to be delivered over one or two years and are likely to be studied in schools and colleges alongside GCE A Levels and other Level 3 vocational qualifications.

Proposed qualifications structure and content

It is proposed that the WJEC Level 3 qualifications in Business will consist of a Certificate in Business (180 guided learning hours (GLH) – core units only) and a Diploma in Business with the choice of four pathways in Retail, Finance, Marketing and Management (360 GLH – core and optional units):

WJEC Level 3 Certificate in Business		
Unit	Unit title	Assessment method
Unit C1	The Organisation – Prosperity And Survival	External – examination
Unit C2	Markets And Customers	External – examination
Both units are 90 guided learning hours		

WJEC Level 3 Diploma in Business		
Business Core		
Unit	Unit title	Assessment method
Unit C1	The Organisation – Prosperity And Survival	External – examination
Unit C2	Markets and Customers	External – examination
Core units C1 and C2 to be taken in conjunction with any paired (3 and 4) units outlined below.		
Retail Business		
Unit R3	Retail Channels	Internal – controlled assessment
Unit R4	Marketing, Sales and Merchandising	Internal – controlled assessment
Finance		
Unit f3	Financial Management and Control	Internal – controlled assessment
Unit F4	Financial Decision Making	Internal – controlled assessment
Marketing		
Unit M3	Marketing Principles and Practice	Internal – controlled assessment
Unit M4	Marketing Communications and Digital Capability	Internal – controlled assessment
Management		
Unit Mg3	Business Strategy	Internal – controlled assessment
Unit Mg4	Managing Business Functions	Internal – controlled assessment
All units are 90 guided learning hours		

Core units

The Organisation – Prosperity and Survival focuses on how organisational goal-setting is influenced by both internal and external factors, and how such factors determine the extent to which organisations achieve their long-term goals.

Markets and Customers focuses on the nature, needs, influences and behaviour of customers and markets and how organisations respond to these factors in the pursuit of their long-term goals.

Retail

Marketing, Sales and Merchandising focuses on the retail organisation/customer interface and how marketing strategies and related activities contribute towards the achievement of long-term goals.

Retail Channels focuses on how organisations get their products to customers by designing and setting up retail channels, how these channels are supported by organisational resources and how they can be evaluated.

Finance

Financial Management and Control focuses on how risks can be minimised through the development and use of systems to control and direct the financial effects of business operations in the achievement of long-term goals.

Financial Decision Making focuses on the key tools used in financial decision making, how they are applied and how the results they generate can be interpreted.

Marketing

Marketing Principles and Practice focuses on how organisations develop marketing plans, carry out market and marketing research and use the marketing mix with a view to achieving marketing objectives.

Marketing Communications and Digital Capability focuses on how traditional and contemporary approaches to marketing communications are used by organisations with a view to meeting customer needs and competing in the marketplace.

Management

Business Strategy focuses on the long-term scope and direction of organisations and how their resources are configured to meet stakeholder expectations in an ever-changing environment.

Managing Business Functions focuses on how the gathering, processing and analysis of information in organisations and the efficient management of organisational resources supports effective decision making across business functions.

Learning experience

The proposed WJEC Level 3 Certificate and Diploma in Business are designed to enable learners to gain the knowledge, understanding and skills required for independent learning and development, not exclusively including:

- a range of generic and transferable skills
- the ability to solve problems
- the skills of project-based research, development and presentation
- the ability to apply learning in business-related contexts

Assessment

The proposed WJEC Level 3 Business qualifications are assessed either through examinations (Certificate) or a combination of internally assessed controlled assessments and examinations (Diplomas).

Progression

The proposed WJEC Level 3 Business qualifications should prompt research, investigation and consideration of many aspects of business which should promote an understanding of the career opportunities available. The qualifications will be designed to support access to higher education undergraduate degree courses such as:

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

The qualifications will also enable learners to gain the required understanding and skills to be able to consider employment within a wide spectrum of organisations.