



# Business

## Exam Board: WJEC

A business is any activity that provides goods or services, whether that is to make a profit or not. The common thread in business is that owners and employees are striving to satisfy customers. Nowadays, customers are more informed and have more options in terms of what they buy and who they buy from, so a successful business is one that successfully balances satisfying their customers and selling products or providing services.

### Minimum Entry Requirements

- A minimum of 6 A\* to C grades at GCSE (or equivalent).

If you have any questions, please contact Mrs E Williams (Head of Business and Economics).

### How the course is assessed

The course is assessed both internally and externally. Internal assessments are carried out in the classroom under controlled conditions. External assessments will be set and assessed by WJEC; students may have two attempts at the external assessments. Assessment for individual units will be graded A – E, with the ability to achieve an A\* overall based on aggregate performance across all four units.

## Level 3 Business Diploma

### 1. The Organisation: Survival and Prosperity (External)

The aim of this unit is for learners to understand and appreciate how different organisations seek to achieve the key goals of surviving and prospering in their market situation. The examination for this unit is 2 hours in length.

### 2. Active Marketing (Internal)

The aim of this unit is for learners to understand and appreciate the key role that marketing has in the success of an organisation. Assessment for this unit will be completed in controlled conditions.

### 3. Strategies and Decision Making for Retail Organisations (External)

In this unit learners will learn about a range of concepts, techniques and models that aid retailers to make key decisions such as budgeting and breakeven analysis. The retailing sector is faced with significant changes and challenges, a relevant and highly accessible area of study. The examination for this unit is two hours in length.

### 4. Markets and Customers (Internal)

This unit gives learners the opportunity to enhance their knowledge from the 'Active Marketing' unit. Learners will develop their understanding of the importance of having a detailed knowledge of and being able to respond quickly to the needs of an organisation's customers and markets.

### Career Opportunities

This course is designed to both support learner's progressing to university, and to provide learners with the requisite skills and knowledge to enter the world of work. The qualification can be used to support access to degree courses such as: Marketing, Management, Finance, International Business, and Retail Management.