



AS Business  
Miss Hill & Miss Hussain

# Subject Content

## Unit 1 Business Opportunities

Written examination: 1 hour 15 minutes

Stimulus response to case studies **(15%)**

This unit focuses on new business start-ups and small and medium sized enterprises (SMEs). Learners are required to know the different types of business organisations and the markets they operate in and their various stakeholders.

Learners will need to study the content areas below:

- Enterprise
- Business plans
- Markets
- Market research
- Business structure
- Business location
- Business finance
- Business revenue and costs.



# Subject Content

## Unit 2 Business Functions

Written examination: 2 hours

Essay writing and stimulus response to source/data **(25%)**

**Unit 2 will assess the full AS content.**

Learners will study a range of businesses from small businesses to well-established multinational companies. Learners need to understand that, in order to succeed in a competitive market, all businesses have to consider the **core functions** of business.

Learners will need to study the content areas below:

- Marketing
- Finance
- People in organisations (human resources)
- Operations management.

HSBC 



# Assessment & Skills

## AS (2 units)

AS Unit 1  
Business Opportunities  
Written examination: 1 hour 15 minutes  
15% of qualification 60 marks

Short answer and structured questions.  
Business opportunities, business start-ups, SMEs and other types of business organisations and the markets in which they operate.

AS Unit 2  
Business Functions  
Written examination: 2 hours  
25% of qualification 80 marks

Data response questions.  
Covers the full AS content.

### Skills:

**Application** skills required to apply Knowledge to industry

**Numeracy skills** required for financial sections

**Evaluative and Analytical** skills required for essay writing and putting forward arguments

## A Level (the above plus a further 2 units)

A2 Unit 3  
Business Analysis and Strategy  
Written examination: 2 hours 15 minutes  
30% of qualification 80 marks

Data response plus structured questions.  
Business strategy and analytical techniques used in the business decision-making process.

A2 Unit 4  
Business in a Changing World  
Written examination: 2 hours 15 minutes  
30% of qualification 80 marks

Case study plus one essay from a choice of three.  
Covers the full A level content.

# Higher Education & Careers

- BA (Hons), BS (Hons), LLB degree classifications in Business Management, Marketing, Human Resources, Engineering, Finance, Accountancy, Law, Business with Languages, International Business and Politics.





**AS Applied Business**  
**Miss Hussain & Miss Hawkins**

# Subject Content



## Unit 1 – Examination

- ✓ Business structure & Stakeholders
- ✓ Business location
- ✓ Business finance
- ✓ Business revenue and costs.
- ✓ The economy



## • Unit 2 – Case Study

- ✓ Markets – types
- ✓ Market Research - But how does an organisation know what we want? It has to ask questions: in other words, it needs to carry out some form of market research.
- ✓ Marketing function - importance of market research, and how organisations have to plan their marketing activities by considering what makes up their 'marketing mix'.

# Overall Assessment

## Certificate Structure

The Applied Certificate in Business (Inclusive of Retail Business) is made up of two mandatory units.

Unit number	Unit	Assessment	GLH	%
1	The Organisation – Survival and Prosperity	On-screen examination (External)	90	50%
2	Active Marketing	Controlled Assessment (Model Assignment) *,** (Internal)	90	50%

The 'Certificate' = AS Qualification

The 'Diploma' = A2 Qualification



# U1 Examination – Assessment

## Assessment summary

This unit is externally assessed. The external assessment will be in June of each year. The specification for the external assessment is as follows:

*Duration:* 2 hours

*Number of marks:* 100

*Grading:* A – E

*Weightings of Learning Outcomes:*

<b>Generic to all Routes)</b>	<b>LO1</b>	<b>LO2</b>	<b>LO3</b>
%	35% – 45%	35% - 45%	15% - 30%
Marks	35 – 45	35 - 45	15 – 30

*Format:* Short and extended answer questions based around given contexts.

# U2 Controlled Assessment

## Assessment summary

This unit is internally assessed.

## Guidance for Delivery

To understand and appreciate the role that marketing plays in business, centres need to involve learners to actively investigate marketing in business.

As in unit 1, learners have to recognise that the knowledge and understanding they develop about marketing is vocationally relevant. Visits can be arranged to retail and other organisations to experience, carry out research about and/or discuss with employees these organisations' present marketing mix activities, aims and objectives.

## Making teaching vocationally relevant

It is important that learners recognise the knowledge and understanding they develop are vocationally relevant. There are a number of ways this can be achieved:

### Example 1

Talks by visiting marketing specialists or other business people can provide insightful information; for example, a local retail franchisee could explain the approach to customer service being used, and outline and appraise the marketing-related support being received from the franchisor organisation.



# Level 3 Applied Business (A2)

## 1.5. Structure

The WJEC Level 3 Applied Diploma in Business is made up of five units. Candidates complete four units, three of which – Units 1, 2 and 5 – are mandatory. Candidates have the choice of completing **either** Unit 3 **or** Unit 4.

Unit number	Unit	Assessment	GLH	M/O	%
1	The Organisation: Survival and Prosperity	On-screen examination (External)	90	M	25%
2	Active Marketing	Controlled Assessment (Model Assignment) *,** (Internal)	90	M	25%
3	Organisational Strategies and Decision Making	On-screen examination (External)	90	O	25%
4	Strategies and Decision Making for Retail Organisations	On-screen examination (External)	90	O	
5	Markets and Customers	Controlled Assessment (Model Assignment) *,** (Internal)	90	M	25%
	Key: * Synoptic ** A separate controlled assessment model assignment will be issued for Units 2 and 5				

A'Level will consist of a further additional 2 units:  
**Unit 4 – Examination (25%)**  
**Unit 5 – Controlled assessment (25%)**

# Further Education and Careers

The main purpose of the WJEC Certificate in Business (inclusive of Retail Business) is to use this qualification 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 qualification allows learners to gain the required understanding and skills to be able to undertake **employment within business**, including the retail sector.