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January 2012

GCE Applied Business (6927)  
Paper 01

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## **Unit 6927 - International Dimensions Of Business**

To successfully achieve this unit, learners need to demonstrate an appropriate level of understanding and application of knowledge across the full range and scope of the unit outcomes, in particular the unit assessment outcomes/criteria, the specific AO's, and the mark band (MB) distributions (Applied Business Awards Specifications 2010 Pages 126 to 127). In as much as learners need to show a clear understanding of the subject and the practical application of the unit requirements from a balanced contribution across the four knowledge/applications Strands, the related AO's and marking criteria bands.

### **Therefore,**

- Explain the impact and opportunities created for businesses in international context.
- Present relevant and up-to-date information, from a range of sources, on the factors influencing the establishment of an international presence.
- Perform an investigation into the chosen (international) businesses.
- Identify the advantages and disadvantages in the growth potential for a business supported by international organisations.
- Explain the strengths and weaknesses in all aspects of creating/developing a presence as offered to a business within an international context.
- Examine the opportunities and challenges offered by global business
- Explore and present conclusions and outcomes, reflecting the positive and negative aspects for Host countries, international organisations and businesses operating in an international environment.
- Quality of Written Communication (QWC) is assessed within strand (a).

### **Enhancing Assessment**

A clear identification of QWC should be included within the assessment of strand (a) where the three marks maximum should be identified out of the total of 15 marks available.

It would be of value to encourage candidates to select the chosen business for strand (b) from those used in strand (a), this would provide a base for material research, and be supplemental to that collected for strand (a).

Centres should ensure, when assessing for the higher mark bands across these strands, that clear evidence of explanation, critique and analysis of how/why the businesses would consider have or having global activity are given, with good examples in support.

For Strand (c) more detailed analysis and consideration of the wider range of influences, from a business perspective, offered by an International Organisations is required. The choice of IOs to discuss should be such that key IOs in the business area or sector are included.

Strand (d), candidates should consider looking beyond the financial and consumer/customer impact, to the wider socio-economic, suppliers, distribution and environmental aspects on the host country.

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