

Examiners' Report/ Principal Moderator Feedback

Summer 2010

GCE

GCE Applied Business Coursework (6929) Paper 01

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PM report on unit 6929/01

General Comments

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 AOs, and the mark band (MB) distributions (Applied Business Awards Specifications Pages 131 to 134). 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 AOs and marking criteria bands.

Therefore, in relation to the unit specifications (p131 and 132) learners should:

- Provide clear coverage of the four issues influences on a business, with suitable exemplar material to support the discussion.
- Include relevant and up-to-date information, from a suitable range of sources and examples with appropriate materials presented in support of the final issue conclusions
- Use appropriate techniques and methods on the collection of information and analysis, showing awareness of the selection and relevance of information, issues, problems or opportunities.
- Explain the positive and negative aspects of the key issues on a business.
- Show judgement in the selection and appropriate presentation of the findings in a suitable format.
- Evaluate the business external issues, the business influences and the wider organisational context, thus being aware of the issues, problems and/or opportunities

The work sampled indicated an adoption of the chair's reports suggested from previous reports and training material. The report should be supported by supplementary documentation that explains and highlighting the external issue (including evidence of research) that the company may/is facing over the next years.

It should be noted that the unit has four prescribes issues to address and each strands focuses specifically on an individual AOs and performance descriptors. Therefore, the business selection is important for the candidates to research and explore the external impacts associated with that business.

Candidates demonstrated a generally good understand of the overall external factors (stand a)), with substantial amount of research data generated in some cases, however, this material needs to be filtered, evaluated and used as appropriate to the business and influence under discussion, thus enhancing the overall quality of the report as required for MB2/3 in strands (b), (C) and (d).

Authentication

As evidence to confirm originality of learner work, the counter signature of the Mark Record Sheets by tutors is critical in this process.

Standardisation

Suitable marking by centres was evident however in assessing higher performance assessors need to consider the depth and scope of material in terms of quantity of examples and the quality of reasoning and evaluation in the learner's work to award the higher marks.

Enhancing Assessment

An appropriate Chair's report must be produced, although no specific structure is suggested, it would be advisable for candidates to present their findings in a form as previously described in unit reports and training material. Candidates should be encouraged to select a business which is of sufficient size, structure and product and/or service range to allow all four influences to be examined to an appropriate depth.

Where candidates select a Non-UK based organisation, the influences should still be addresses primarily from a UK perspective, (as outline in the unit content specification), therefore the legal and economic influences should be described and where necessary alternative country legislation and economic situation be explained and compared to that of the UK to show equability or difference in influences.

Centres should encourage fuller/wider consideration of the range, value, up to date and appropriateness of the information being used and applied. Guidance on currency of material is given within the specifications (last 5 to 10 years) however, for higher grade performance the most up to date and current references should be used and considered. Technological and to some extent the environmental influences were covered to a lesser extent or explored within strand (a) and thus not fully applied in strand (b).

Substantial amount of research data is being generated, this material needs to be filtered and evaluated for appropriateness (covering AO2 and AO3) to the business of choice and the influence under discussion, this will enhance the quality of the documentation and ensure fuller consideration of the range, value, up to date (see above for currency) and appropriateness of the information presented for each influence, especially for MB3.

For stand (d) clear justifications made about the impacts of each of the four influences is required. Consideration of the wider business context beyond descriptive/generic is required for all four influences.

Grade Boundaries - June 2010

6929	Total	A*	A	B	C	D	E
Raw Mark	60	54	49	43	37	32	27
UMS	100	90	80	70	60	50	40

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