

Moderators' Report/
Principal Moderator Feedback

Summer 2014

GCE Applied Business (6929)

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To successfully achieve this unit, students 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 assessment objectives (AOs), and the mark band (MB) distributions (Applied Business Awards Specifications Pages 148 to 149). In as much as students 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 (p145 and 157) students 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 judgment 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.
- Quality of written communication (QWC) in strand (d).

The work sampled indicated more appropriate contextualised report formats are being used to explain and highlighting the four external issue (including evidence of research) that the company may/is facing over the next years . The business selection should be of sufficient size, dimension and complexity to allow students to research and explore the external impacts associated with that business to help satisfy tie MB3 marks.

It should be noted that the unit has four prescribes issues to address and each strands focuses specifically on an individual AOs and influence, and QWC is identified within strand (d).

Students overall demonstrated a good understand of the overall external factors (strand 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

Evidence to confirm originality of student work is with the Assessment Marking Forms via counter signed tutors statements.

Standardisation

Suitable internal standardisation by centres was evident.

Enhancing Assessment

Centres are remaindered:

1. Chair's reports must be produced, although no specific structure is suggested, an introductory/summary should be present to contextualise their findings.
2. Students should be encouraged to select a business, it is recommended to use a UK based company, which is of sufficient size, structure and product and/or service range to allow all four influences to be examined to an appropriate depth.
3. All influences should be from a UK perspective, (as outlined 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.

Grade Boundaries

Grade boundaries for this, and all other papers, can be found on the website on this link:

<http://www.edexcel.com/iwant to/Pages/grade-boundaries.aspx>

