

Examiners' Report/ Principal Examiner Feedback

Summer 2016

Pearson Edexcel GCE
in Applied Business (6927)
Unit 12: International Dimensions of
Business

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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). 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, in relation to the Unit specifications learners should:

- 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.

- Prioritise evidence and show judgement in the selection and presentation of findings
- Present exemplar material appropriate to support their conclusions
- 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.
- QWC is assessed within strand (a).

For strand (a), Two businesses should be identified, they should be of a complementary nature and have differing international/global activity (one EU and the other Global is suggested in the unit specification). In addition, sound research material and examples related to the factors that influence a business in creating an international presence should be provided.

Candidates should be encouraged to select the chosen business for strand (b) from those used in strand (a).

QWC marks awarded for this unit (out of three) should be identified within the assessment of this strand.

The selection of International Organisation (IO) and the effect they can have on a business are generally covered although rather generically, for MB2/3 candidates need to show clearly the link and in particular the relevance, between specific IOs and the business under discussion.

Candidates demonstrated a general understand of the issues relating to the growth in Global/Multi-National Corporations(MNC), in terms of GDP and consumer impact, further consideration of the wider socio-economic and environmental aspects on the Host country could have been included..

Authentication

Work would appear authentic with original learner work counter signed on the Assessment Marking Forms by tutors to confirm status.

Standardisation

Consistent marking was evident however, in assessing higher grade performance, assessors need to consider the depth, scope and quality of examples and quality the material used and its application in context to award the higher MB3 marks.

Enhancing Assessment

The clear identification of QWC should be included within the assessment of strand (a).

It would be of value to encourage candidates to select the chosen business for strand (b) from those used in strand (a).

For a Strand (c) detailed analysis and consideration of a wider range of influences, from a business perspective, of the IOs, the selection of which should be more aligned with the business area or sector rather than being over generic and descriptive of the IOs function.

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, for higher MB2/3.

Grade Boundaries

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

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

