

Vocational Qualifications (QCF, NVQ, NQF)

Understanding Business Enterprise

Level 1 Award Understanding Business Enterprise – **10315**

Level 2 Award Understanding Business Enterprise – **10316**

Level 3 Award Understanding Business Enterprise – **10317**

OCR Report to Centres August 2015

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This report on the examination provides information on the performance of candidates which it is hoped will be useful to teachers in their preparation of candidates for future examinations. It is intended to be constructive and informative and to promote better understanding of the specification content, of the operation of the scheme of assessment and of the application of assessment criteria.

Reports should be read in conjunction with the published question papers and mark schemes for the examination.

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Overview

The majority of entries for this qualification are for Levels 1 and 2. A few centres are using Level 1 as an introduction to Level 2 Award in Business Enterprise, 10313, especially where they have candidates with learning difficulties who need a structured introduction to the work.

General Comments

Level 3 – work seen at this level has normally been of a high standard with good depth of understanding. Occasionally a centre has not appeared to understand this need for greater depth and has submitted work which is more on a par with Level 2.

Level 2 – while there is plenty of evidence of good assessment by centres there are still some worrying aspects, in particular: lack of any obvious assessment having taken place, even though this is a requirement; missing tasks; and ignoring the command word. Centres and assessors must realise that commands such as 'Explain' cannot be answered in a two or three words and that describe is not the same as Identify or State.

Level 1 – this has proved to be the most popular level this year. While adherence to providing the correct units is very high, a few centres seem to think that any unit comes under Level 1 thus often severely disadvantaging candidates. Level 1 covers Units 1-8. The introductory rubric to the qualification does state: 'Candidates must achieve a minimum of two credits from the Level 1 units contained within this booklet. Candidates may achieve the final credit from the Level 1 units contained within the booklet, or from the Level 2 or 3 units which can be found in the relevant corresponding assignment booklets'. Two or more units from 9-17, Level 2, or 18-20, Level 3, means that the candidate has been wrongly entered.

Comments on Individual Units

Level 3 Unit 19 – candidates have shown a good idea as to why they want to start a business, the effects on themselves of so doing and the skills they would need. The weakest task is often Task 6 on networks. Centres are advised to ensure that candidates spend sufficient time on research so that they understand what networks are and which networks would be suitable for their proposed business.

Level 2 Unit 11 – a popular and usually well done unit with candidates showing good understanding of who their customers would be and how they could promote the business. A small number of centres/candidates feel that television advertising would be appropriate for a new business. The work of candidates must be carefully checked to prevent this sort of misunderstanding.

Level 2 Unit 12 – this unit still produces problems. Centres are advised to try and bring in someone involved in negotiations to give candidates a clearer idea of what it means, and what and who is involved. Another way would be to use discussions on the topics covered by the tasks so that candidates have sorted out their ideas and misconceptions prior to starting the written work.

Level 1 Unit 1 – a popular unit which too often shows problems with understanding the command words for Tasks 1, 2 and 3. It is vital that responses to these tasks are in sentences and not two or three word bullet points. Candidates, on the other hand, normally provide good explanations for the other tasks.

Level 1 Unit 3 – please note that candidates are asked to supply their intended business at the start of this unit so as to assist the moderator in understanding why particular answers have been given. It is good to see, however, that the great majority of candidates understand market research and provision of services. It is important in Task 4 that the three methods are clearly different. Some candidates have been giving two or three very similar ways of delivery, for example DHL and Parcelforce which is not allowed.

Sector Update

There is an opportunity for centres to use these qualifications for less academic candidates or for those looking to go into the world of work post qualifications.

In addition, Government policy on getting people into work is still a positive factor in terms of these qualifications. Especially at Level 3, with its emphasis on individual research this qualification meets this requirement.

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