



General Certificate of Education

Applied Business 8611/8613

BS07 Career Planning

Report on the Examination

2008 examination - June series

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Set and published by the Assessment and Qualifications Alliance.

General comments

A significant number of centres appreciated the spirit of the qualification. Their candidates produced portfolio work which was genuinely applied. These successful candidates:

- were sure of the tasks they had been set
- demonstrated independence of thought and research
- had an applied understanding of the concepts covered by each unit.

Assessment issues

It was pleasing to observe an improvement in the quality of annotation. Assessors had, on the whole, annotated the highest level responses within each candidate's portfolio. Many centres made effective use of assessor feedback sheets which provided a clear summary as to why particular mark bands and marks had been selected for each assessment objective. However, when centres had not used focused annotation, it was often very difficult for moderators to confirm the marks given. It is of utmost importance that every assessor annotates portfolio evidence, ie by indicating both the assessment objective and the mark band against key pieces of evidence, eg AO2/MB3. Equally, where centres have more than one assessor, it is vital that every assessor applies the same standard of annotation.

BS07 – Career Planning

Overall, moderators witnessed an excellent range of portfolios for this Career Planning unit. This unit continues to be a genuinely applied one, and one which candidates gain from in terms of understanding their future career options.

Candidates were particularly successful when realistic pathways were selected and when they carried out sufficient research and analysis into themselves and these pathways so as to inform a logical choice of career route. To repeat last year's report:

“Successful candidates demonstrated ‘joined up thinking’ within their evidence for Requirements B, C and D. Moderators could clearly perceive the logic behind each candidate's choice of pathway and route. This was backed up by careful analysis and a series of clear judgements using techniques such as 360 degree appraisal and a range of personality tests freely available on the Internet.”

A minority of centres confused career pathways and routes. A career pathway is a general occupational area, eg sports psychology. A career route is description of the steps taken to prepare for and gain employment within a particular occupation area.

Mark Ranges and Award of Grades

Grade boundaries and cumulative percentage grades are available on the [Results statistics](#) page of the AQA Website.