

Examiners' Report/ Principal Moderator Feedback

Summer 2010

GCE

GCE Applied Business Coursework (6919) Paper 01

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PM report on unit 6919/01

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 AO's, and the mark band (MB) distributions (Applied Business Awards Specifications Pages 37 and 41). 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 (p35 and 36) learners should:

- Show knowledge and understanding of a range of business situations and web based concepts
- Be aware of relevant and up-to-date information from a range of sources in relation to an online presence
- Use adequate techniques and methods on the collection of information, analysis and design of a business web site
- Be awareness of the issues, problems or opportunities of website/online presence
- Be able to prioritise evidence and arguments
- Show judgement in the selection and presentation of findings
- Present additional examples and appropriate materials in support of a conclusions
- Demonstrate the application of techniques and methods in the design and building of a website in an appropriate business context
- Evaluate the business context and is aware of the issues, problems or opportunities poses by a web presence.

Work sampled indicated a much improved selection of appropriate websites, with a sound explanation of the features and purpose of the sites, with a more detailed analysis of the site's functionality in support of the business achieving its objectives (for AO1/2) being included. Generally more specific and realistic examples were included to show the linkage between the website and the business objectives, however, the level of evaluation on how a business can use a web presence to meet its objectives was still limited for MB3.

The assessment of strand (a) is improving, centres should ensure, clear evidence of the analysis of what and how a business can use a web presence to meet its objectives should be included as well as an evaluation with examples of how these businesses set objectives are met for MB3 (a).

For MB3 strands (b) and (c) work is much improved, especially in strand (d) with more consideration of the widening legislation and the on going costs of maintenance, training and updating expenses included, with appropriate examples.

For the design and operation of a website strand (d), evidence of navigation, examples of images, clips, page linkage and content outlines to support the construction of the and the assessors confirm the operation of the site is improving, tutor witness statements and/or comments, signed screen/output documents and observation material to confirm working site is much better.

Authentication

In Strand (d) MB2 & MB3, centres must ensure that the evidence includes confirmation of originality of learner work, especially in relation to the website functionality and appropriateness for the business and user. The use of witness statement, tutor comments, observation checklist and signed screen/output documents should be present in the material.

Standardisation

Consistent marking and internal standardisation within centres was evident, however in assessing higher performance, assessors need to consider the depth and scope of material in terms of quality of examples and quality and reasoning of evaluation in the learners' work to award the higher MB3 marks.

Enhancing Assessment

For strand (a), centres should ensure that clear evidence of the analysis of what and how a business can use a web presence to meet its objectives is included, as well as an evaluation with examples of how these business' set objectives are met for MB3 (a).

For strands (b and c) detailed analysis and consideration of factors should be included. Candidates should be encouraged to explore and evaluate the influences on using a website and include appropriate examples.

For the design and operation of a website in Strand (d), candidates should be encouraged to provide a working example of their designed website to achieve higher marks in MB3. Therefore, authenticated evidence/statements to support its construction and functionality should be included by tutors.

Grade Boundaries - June 2010

| 6919 | Total | A | B | C | D | E |
|----------|-------|----|----|----|----|----|
| Raw Mark | 60 | 49 | 43 | 38 | 33 | 28 |
| UMS | 100 | 80 | 70 | 60 | 50 | 40 |

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