



Key Skills – GCE AS/A Level Business Studies

This Appendix offers detailed guidance on the Key Skills evidence that candidates might produce during their programme of study. It focuses on the evidence required to meet the criteria for the internally assessed Key Skills portfolio. For example, in producing work for assessment as evidence of C3.2 (Read and synthesise information from two extended documents about a complex subject. One of these documents should include at least one image.) a candidate is required to:

- select and read material that contains the information you need;
- identify accurately, and compare, the lines of reasoning and main points from text and images; and
- synthesise the key information in a form that is relevant to your purpose.

The Key Skills and Evidence Requirements below are quoted from the Part B of the QCA Key Skills specifications and, as such, are addressed to the candidate. The text below the Evidence Requirements is guidance for teachers about how the specification might be used to provide teaching and learning opportunities and/or assessment opportunities for the Key Skill.

For further information, teachers should refer to QCA's Key Skills specifications (for use in programmes starting from September 2000).

For further information about the assessment and certification of Key Skills, teachers should contact OCR.

C3 Communication Level 3

C3.1a *Contribute to a group discussion about a complex subject*

Evidence Requirements

- i. Make clear and relevant contributions in a way that suits your purpose and situation.
- ii. Listen and respond sensitively to others, and develop points and ideas.
- iii. Create opportunities for others to contribute when appropriate.

Possible Opportunities

All modules within Business Studies offer opportunities for the development of Communication Level 3. Those identified below are most suitable in terms of involving complex subject matter.

The Nature of Business (in module 2871) offers the opportunity of group discussion of the interaction between stakeholders and business; examples might be drawn from local community action.

Further Marketing (module 2874) requires candidates to discuss and justify marketing behaviour and to discuss problems associated with measuring market share and market growth.

Further People in Organisations (module 2876) provides the opportunity for candidates to take part in a discussion on motivation theories.

The topic 'Stakeholder objectives' (in module 2871) offers the opportunity of group discussion of the interaction between stakeholders and business; examples might be drawn from local community action.

Communication (in module 2876) not only covers the 'What you need to know' aspect of Communication Level 3, but provides an opportunity for candidates to contribute to a group discussion on aspects of effective communication.

C3.1b *Make a presentation about a complex subject, using at least one image to illustrate complex points.*

Evidence Requirements

- i. Speak clearly and adapt your style of presentation to suit your purpose subject, audience and situation.
- ii. Structure what you say so that the sequence of information and ideas may be easily followed.
- iii. Use a range of techniques to engage the audience, including effective use of images.

Possible opportunities

A number of modules offer opportunities for candidates to make a presentation, but the most appropriate, in terms of complex subject matter and of using a range of techniques including images, are given below.

Further People in Organisations (module 2876) provides the opportunity for candidates to make a presentation on motivation theories. Communication (in module 2876) not only covers the 'What you need to know' aspect of Communication Level 3, but provides an opportunity for candidates to give a presentation on aspects of effective communication.

The Business Project (module 2878) provides an opportunity for candidates to give a presentation on their own investigations and findings in carrying out their project.

Candidates could give a presentation of tasks undertaken in module 2879 (see page 43).

C3.2 *Read and synthesise information from two extended documents that deal with a complex subject. One of these documents should include at least one image.*

Evidence requirements

- i. Select and read material that contains the information you need.
- ii. Identify accurately, and compare, the lines of reasoning and main points from texts and images.
- iii. Synthesise the key information in a form that is relevant to your purpose.

Possible opportunities

The teaching and learning of the theoretical basis underpinning Business Studies offer opportunities for the development of Communication C3.2 throughout the specification.

Further People in Organisations (module 2876) offers the opportunity for candidates to select and synthesise relevant material on motivation theories and organisation structures, and summarise the information for their own purposes. A suitable image could be included in the form of an organisation chart.

C3.3 *Write two different types of documents about complex subjects. One piece of writing should be an extended document and include at least one image.*

Evidence requirements

- i. Select and use a form and style of writing that is appropriate to your purpose and complex subject matter.
- ii. Organise relevant information clearly and coherently, using specialist vocabulary when appropriate.
- iii. Ensure your text is legible and your spelling, grammar and punctuation are accurate so your meaning is clear.

Possible Opportunities

All modules, and the Business Project in particular, offer opportunities for candidates to produce different types of extended document, such as reports or essays, on complex subjects. Additionally the most appropriate in terms of using suitable images are given below.

The Nature of Business (in module 2871) provides opportunities for candidates to produce an extended document, including images, from their own research using suitable sources such as textbooks and journal articles, on the complex subject of the different classifications and sectors of business.

Further Marketing (module 2874) provides opportunities for candidates to produce an extended document on a complex subject, including images, from their own research using suitable sources such as textbooks.

Further People in Organisations (module 2876): Deciding Employment Issues offers the opportunity for candidates to achieve all of Communication Level 3 including producing a report on a complex subject, which could include a suitable image.

N3 Application of Number Level 3

You must:

Plan and carry through at least one substantial and complex activity that includes tasks for N3.1, N3.2 and N3.3.

N3.1 *Plan, and interpret information from two different types of sources, including a large data set.*

Evidence requirements

- i. Plan how to obtain and use the information required to meet the purpose of your activity.
- ii. Obtain the relevant information.
- iii. Choose appropriate methods for obtaining the results you need and justify your choice.

Possible opportunities

The opportunities outlined below could be suitable for Application of Number N3.1 as regards planning how to obtain and use information, obtaining the relevant information and choosing appropriate methods for obtaining the results.

Module 2874 provides an opportunity for candidates to carry out an exercise involving data sampling methods.

In Module 2875 the Budgets, Accounts, Costs and Costing section offers opportunities for candidates to interpret information from two different sources.

Capacity Utilisation (in module 2877) offers opportunities for considering methods of measuring, maintaining and improving capacity utilisation.

Modules 2872, 2873, 2878 and 2879 also provide opportunities for candidates to meet the evidence requirements.

N3.2 *Carry out multi-stage calculations to do with:*

- (a) amounts and sizes;
- (b) scales and proportion;
- (c) handling statistics;
- (d) rearranging and using formulae.

You should work with a large data set on at least **one** occasion.

Evidence requirements

- i. Carry out calculations to appropriate levels of accuracy, clearly showing your methods.
- ii. Check methods and results to help ensure errors are found and corrected.

Possible opportunities

The opportunities for the generation of evidence outlined below could be suitable for Application of Number N3.2 as regards carrying multi-stage calculations.

Module 2874 provides an opportunity for candidates to carry out an exercise involving calculations to do with amounts, sizes and statistics.

In module 2875, the Budgets, Accounts, Costs and Costing offer opportunities for candidates to carry out calculations using formulae.

Capacity Utilisation (in module 2877) offers opportunities for considering methods of measuring, maintaining and improving capacity utilisation.

Modules 2872, 2873, 2878 and 2879 also provide relevant opportunities.

N3.3 *Interpret results of your calculations, present your findings and justify your methods. You must use at least one graph, one chart and one diagram.*

Evidence requirements

- i. Select appropriate methods of presentation and justify your choice.
- ii. Present your findings effectively.
- iii. Explain how the results of your calculations relate to the purpose of your activity.

Possible opportunities

The opportunities for the generation of evidence outlined below could be suitable for Application of Number N3.3 as regards interpreting results of calculations, presenting findings and justifying methods.

Module 2874 provides an opportunity for candidates to interpret results using graphs and charts.

In module 2875, the Budgets, Accounts, Costs and Costing section offers opportunities for candidates to interpret the results of calculations, although there may not be an opportunity to use a graph, chart or diagram.

Capacity Utilisation (in module 2877) offers opportunities for interpreting the results of calculations and presenting findings.

Modules 2872, 2873, 2878 and 2879 also provide relevant opportunities.

IT3 IT Level 3

You must:

Plan and carry through at least one substantial activity that includes tasks for IT3.1, IT3.2 and IT3.3

IT 3.1 *Plan, and use different sources to search for, and select, information required for two different purposes.*

Evidence requirement

- i. Plan how to obtain and use the information required to meet the purpose of your activity.
- ii. Choose appropriate sources and techniques for finding information and carry out effective searches.
- iii. Make selections based on judgements of relevance and quality.

Possible opportunities

Modules 2871, 2872, 2873, 2874 and 2878, where candidates can select and read material containing relevant information, may be suitable opportunities to search for and select information from ICT-based sources such as CD-ROM and the Internet. Tasks undertaken in module 2879 may also provide relevant opportunities.

IT 3.2 *Explore, develop, and exchange information and derive new information to meet two different purposes.*

Evidence requirements

- i. Enter and bring together information in a consistent form, using automated routines where appropriate.
- ii. Create and use appropriate structures and procedures to explore and develop information and derive new information.
- iii. Use effective methods of exchanging information to support your purpose.

Possible opportunities

Further Marketing (module 2874) offers the opportunity for candidates to carry out a market research assignment and explore, develop and exchange information and derive new information by generating charts and drafts from data and preparing reports from a database.

IT3.3 *Present information from different sources for two different purposes and audiences. Your work must include at least one example of text, one example of images and one example of numbers.*

Evidence requirements

- i. Develop the structure and content of your presentation using the views of others, where appropriate, to guide refinements.
- ii. Present information effectively, using a format and style that suit your purpose and audience.
- iii. Ensure your work is accurate and makes sense.

Possible opportunities

All modules, and the Business Project (module 2878) in particular, offer opportunities for candidates to word process different types of extended document, such as reports or essays, including numbers and images.

Where opportunities have been indicated under Communication C3.3 for candidates to produce documents, the opportunity also exists for such documents to be presented using a word processor.

The Nature of Business (in module 2871) provides opportunities for candidates to word process an extended document, including images.

Tasks undertaken in module 2879 may also provide relevant opportunities.

Further Marketing (module 2874) provides opportunities for candidates to word process an extended document on a complex subject, including images.

Budgets, Formulae, Costs and Costing, (in module 2875) provides opportunities for candidates to use spreadsheets to derive new information such as total/average debtor, to explore the effect of changing information, to convert information into graph format and to select and use appropriate layouts for the presentation of information. This would generate evidence for both IT3.2 and 3.3.

Decision-making provides an opportunity for candidates to carry out a practical exercise using integrated spreadsheet, database and word processing facilities to manage and present information.

Deciding Employment Issues (in module 2876) offers the opportunity for candidates to word process a report on a complex subject, which could include a suitable image.

WO3 Working with Others Level 3

You must:

Provide at least one substantial example of meeting the standard for WO3.1, WO3.2 and WO3.3 (you must show you can work in both one-to-one and group situations).

WO3.1 Plan complex work with others, agreeing objectives, responsibilities and working arrangements.

Evidence requirements

- i. Agree realistic objectives for working together and what needs to be done to achieve them.
- ii. Exchange information, based on appropriate evidence, to help agree responsibilities.
- iii. Agree suitable working arrangements with those involved.

Possible opportunities

See WO3.3

WO3.2 Seek to establish and maintain co-operative working relationships over an extended period of time, agreeing changes to achieve agreed objectives.

Evidence requirements

- i. Organise and carry out tasks so you can be effective and efficient in meeting your responsibilities and produce the quality of work required.
- ii. Seek to establish and maintain co-operative working relationships, agreeing ways to overcome any difficulties.
- iii. Exchange accurate information on progress of work, agreeing changes where necessary to achieve objectives.

Possible opportunities

See WO3.3

WO3.3 *Review work with others and agree ways of improving collaborative work in the future.*

Evidence requirements

- i. Agree the extent to which work with other has been successful and the objectives have been met.
- ii. Identify factors that have influenced the outcome.
- iii. Agree ways of improving work with others in the future.

Possible opportunities for WO3.1, WO3.2 and WO3.3

Opportunities exist during the teaching and learning process for all AS/A Level Business Studies modules for candidates to carry out tasks in groups.

Further Marketing (module 2874) provides an opportunity for candidates to carry out a market research exercise as a group.

Decision-making provides an opportunity for candidates to carry out a practical exercise in data collection, which could be a group activity.

LP3 Learning Performance Level 3

You must:

Provide at least one substantial example of meeting the standard for LP3.1, LP3.2 and LP3.3.

LP3.1 *Agree targets and plan how these will be met over an extended period of time, using support from appropriate people.*

Evidence requirements

- i. Seek information on ways to achieve what you want to do, and identify factors that might affect your plans.
- ii. Use this information to agree realistic targets with appropriate people.
- iii. Plan how you will effectively manage your time and use of support to meet targets, including alternative action for overcoming possible difficulties.

Possible opportunities

See LP3.3.

LP3.2 *Take responsibility for your learning by using your plan, and seeking feedback and support from relevant sources to help meet your targets.*

Improve your performance by:

- Studying a complex subject;
- Learning through a complex practical activity;
- Further study or practical activity that involves independent learning.

Evidence requirements

- i. Manage your time effectively to complete tasks, revising your plan as necessary.
- ii. Seek and actively use feedback and support from relevant sources to help you meet targets.
- iii. Select and use different ways of learning to improve your performance, adapting approaches to meet new demands.

Possible opportunities

See LP3.3

LP3.3 *Review progress on two occasions and establish evidence of achievements, including how you have used learning from other tasks to meet new demands.*

Evidence requirements

- i. Provide information on the quality of your learning and performance, including factors that have affected the outcome.
- ii. Identify targets you have met, seeking information from relevant sources to establish evidence of your achievements.
- iii. Exchange views with appropriate people to agree ways to further improve your performance.

Possible opportunities

The modular framework of these specifications encourages candidates to take responsibility for their own learning.

The opportunity exists throughout the process of delivering the Advanced Subsidiary GCE and Advanced GCE Business Studies for developing this Key Skill.

PS3 Problem Solving Level 3

You must:

Provide at least one substantial example of meeting the standard for PS3.1, PS3.2 and PS3.3.

PS3.1 *Explore a complex problem, come up with three options for solving it and justify the option selected for taking forward.*

Evidence requirements

- i. Explore the problem, accurately analysing its features, and agree with others on how to show success in solving it.
- ii. Select and use a variety of methods to come up with different ways of tackling the problem.
- iii. Compare the main features of each possible option, including risk factors, and justify the option you select to take forward.

Possible opportunities

Further Accounting and Finance: Costs and Costing (in module 2875) offers the opportunity for candidates to tackle the problem of establishing where costs are too high.

The Business Project (module 2878) and the Business Thematic Enquiry (module 2879) both provide opportunities for candidates to develop problem solving skills.

Modules 2872 and 2873 may also provide relevant opportunities.

PS3.2 *Plan and implement at least one option for solving the problem, review progress and revise your approach as necessary.*

Evidence requirements

- i. Plan how to carry out your chosen option and obtain agreement to go ahead from an appropriate person.
- ii. Implement your plan, effectively using support and feedback from others.
- iii. Review progress towards solving the problem and revise your approach as necessary.

Possible opportunities

The opportunities identified above for development of PS3.1 and generation of evidence may also be suitable for PS3.2.

PS3.3 *Apply agreed methods to check if the problem has been solved, describe the results and review your approach to problem solving.*

Evidence requirements

- i. Agree with an appropriate person, methods to check if the problem has been solved.
- ii. Apply these methods accurately, draw conclusions and fully describe the results.
- iii. Review your approach to problem solving, including whether alternative methods and options might have proved more effective.

Possible opportunities

The opportunities identified above for development of PS3.1 and generation of evidence may also be suitable for PS3.3.