

VOCATIONAL

GLOBAL BUSINESS COMMUNICATION

AWARD



Background

The vocational award in Global Business Communication (French, German and Spanish) is a language qualification which enables students to apply their language skills to real life situations linked to the world of work.

The qualification has been developed in conjunction with businesses, language institutes and teachers and provides a practical and exciting course that develops the learners' ability to communicate effectively in the global workplace whether that be from the UK or abroad.

"Born Global" research by the British Academy indicates that language competence is a major enabling skill which develops not only communication skills but also problem solving, creativity and self-confidence. Learners will develop practical knowledge and understanding in how to apply their language skills to real life business activities such as:

- International work and travel
- Building global customer relationships
- Global sales and marketing.

Benefits to Learners

During the course, learners will fully appreciate and understand how languages are an important tool to operating successfully in global markets and will also develop intercultural awareness and understanding to underpin their language skills.

This qualification will complement and enhance students' learning in a wide range of settings including:

- leisure and tourism
- hospitality and catering
- sales and marketing
- customer services
- general business activity
- manufacturing and engineering.

Global Business Communication will provide a unique skillset that can open doors to access and take advantage of a wide range of global opportunities.

Course Structure

Unit Title		Assessment	GLH
1 Global Opportunities	Mandatory	Internal	30
2 Global Travel	Mandatory	External exam	30
3 Global Customer Relationships	Mandatory	Internal	30
4 Global Sales and Marketing	Mandatory	Internal	30

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Languages

The qualification is currently available in French, Spanish and German.

Qualification Level

The Global Business Communication qualification is a Level 1 / Level 2 Award that offers learners the opportunity to get a qualification with equivalences to the whole range of GCSE grades.

	GCSEs 9-1	GCSEs A*-G	Vocational Awards
Level 2	9		Distinction * Distinction
	8	A*	
	7	A	
	6	B	Merit Pass
	5	C	
Level 1	4		Pass
	3	D	
	2	E	
	1	F G	

Support Materials

Sample assessment materials for all four units are available on our website www.wjec.co.uk to give learners and teachers insight into the type of tasks that will be undertaken on the course.

Performance Measures

WALES – This qualification has been designated for use in Wales and contributes the Welsh Baccalaureate (Foundation and National) and the four ‘other’ qualifications that make up the Capped 9 points score.

ENGLAND - The qualification is regulated by Ofqual for use in England and is available for students. Only GCSEs in MFL count towards the EBacc measures.

Contact our team for further information

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