

Subject: Global Business Communication with French

Head of Subject:



Examination Board: WJEC

Level 1/2 Vocational Award in Global Business Communication with French

Curriculum Content:

Unit 1 Global Opportunities (Internal Assessment)

Understanding the role of languages, benefits, links to the global economy and how to access work opportunities abroad.

Unit 2: Global Travel (External Assessment in June of Year 11)

Be able to plan, organise and undertake global travel. Making work related travel arrangements.

Unit 3: Global Customer Relationships (Internal assessment)

Cultural Awareness, dealing with customers effectively, meeting and greeting, building customer relationships. Handling orders, enquiries or complaints.

Unit 4: Global Sales and Marketing (Internal assessment)

Principles of global marketing, marketing channels and materials, web pages and carrying out a sales pitch. Producing marketing materials.

How are students assessed:

There are 4 Assessments, 3 or which are in - class, coursework type assessments and 1 external assessment to be taken at the end of year 11.

Grades are awarded as follows:

Level 1 Pass (equivalent to Grade D at GCSE Level)

Level 2 Pass (equivalent to Grade C at GCSE)

Level 2 Merit (equivalent to Grade B at GCSE)

Level 2 Distinction (equivalent to A/A*)

What skills are developed:

Students will develop language and business skills to be able to undertake activities such as International work and travel, building global customer relationships and engaging in global sales and marketing. They will develop real life working knowledge of the language and be able to apply it in a variety of work related scenarios. Students will naturally gain in confidence in all areas of speaking, listening, reading and writing. They will also gain a sound understanding of the international business world.

What equipment/ resources are needed:

Students are encouraged to bring a file with them to keep notes. A list of support websites will be available to students in September.

Who will achieve success in this subject:

Students who have enjoyed learning languages in KS3 and would like to use them in a real work context. An interest in travel and the wider world would also be advantageous to those wishing to take this option.

This qualification offers an alternative to traditional GCSE style exams and enables learners to study a foreign language in an international business context, developing language skills to undertake a variety of roles.

Possible next steps and future careers

This qualification has been developed in conjunction with businesses and language institutes and it provides a practical and exciting qualification that will facilitate learners' ability to work effectively in a global market. Languages are enabling skills are useful in all walks of life and in all professions. The acquisition of language skills is not an end in itself. A language is a tool

to be used in conjunction with other skills. As the business and industrial community continues to expand a working knowledge of a foreign language has become increasingly important as a qualification for many different career paths.

How can parents help:

Parents can help by ensuring that their son/daughter keeps their file up to date and encouraging them to submit coursework on time.

Any other information:

If you would like to see example assessment material for this qualification please do not hesitate to contact the MFL Department.