

Global Business Communication

2018

Details at a Glance

Qualification

Vocational Award

Level

1 & 2

Exam Board

WJEC

Tiered

No

Limited Group size

Yes



Staff

Mrs R Thomas

Mrs S Griffiths

Course Structure

We are pleased to offer the WJEC Vocational Award in Global Business Communication.

Developed with businesses, language institutes and teachers, these qualifications will provide a practical and exciting language qualification which will enable learners to work effectively in global markets and develop their language skills in a real work context.

Learners will develop skills in French to be able to understand activities such as

- International work & travel
- Building global business relationships
- Global sales & marketing

Units will include

Global Opportunities

Learning to understand the benefits of languages in a global economy and to understand available opportunities, including jobs abroad

Global Travel

This unit will help learners to develop language skills to be able to plan, organise and undertake work-related travel in French

Global Customer Relationships

Learning to understand the importance of building customer relationships in a global market and to develop customer service and social skills in French

Global Sales and Marketing

Understanding the principles of global sales and marketing and to develop skills in promoting

and selling products & services in French



Examination/Assessment

3 internally assessed units

1 externally assessed unit
(Online examination)



Examination Board Website -

<http://www.wjec.co.uk/qualifications/vocational-qualifications/global-business-communication>