

# Global Business Communication

2019

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>