

Our ref: JD/hw

31<sup>st</sup> July 2015

FAO Simon Richards  
Sector Strategist – Business  
AQA  
Regus Business  
Central Boulevard  
Blythe Valley Business Park  
Solihull  
B90 8AG

Dean: Mr. Miceál Barden  
Faculty of Social Sciences  
MN Building  
Nursery Street  
Wolverhampton WV1 1AD  
United Kingdom

T. +44 (0) 1902 321000 (Switchboard)  
T. +44 (0) 1902 321789 (General Enquiries)  
F. +44 (0) 1902 321701  
W. [www.wlv.ac.uk](http://www.wlv.ac.uk)  
E. [FoSS-UGenquiries@wlv.ac.uk](mailto:FoSS-UGenquiries@wlv.ac.uk)

Dear Simon

**AQA Level 3 Certificate in Applied Business**  
**AQA Level 3 Extended Certificate in Applied Business**

This letter is to confirm our support for AQA's new Level 3 Certificate in Applied Business and Level 3 Extended Certificate in Applied Business.

These qualifications will be recognised by the University of Wolverhampton Business School as contributing to the entry requirements to a range of undergraduate courses alongside other qualifications at the same level.

I believe that the qualification units cover, in sufficient depth, a breadth of business knowledge and skill across the following areas: finance, competitive business environment, personal business enterprise, management and leadership, business planning, marketing communications, e-business operations and events management. The qualifications' focus upon the practical application of business knowledge and skills means that there is a strong emphasis on entrepreneurial values and attitudes which will help the development of independent, motivated and resilient learners. I believe that the qualifications will present learners with an academically rigorous and challenging programme of study that will prepare them both for further study and the world of business.

Yours sincerely



June Dennis  
Associate Dean, Undergraduate  
Faculty of Social Sciences



**LEEDS  
BECKETT  
UNIVERSITY**

Professor Phil Cardew  
Deputy Vice Chancellor  
(Academic)

510 Rose Bowl, T: 0113 812 9122  
City Campus, W: [www.leedsbeckett.ac.uk](http://www.leedsbeckett.ac.uk)  
Leeds LS1 3HB

FAO Simon Richards  
Sector Strategist – Business  
AQA  
Regus Business  
Central Boulevard  
Blythe Valley Business Park  
Solihull  
B90 8AG

Thursday 18<sup>th</sup> June 2015

Dear Simon

**AQA Level 3 Certificate in Applied Business**  
**AQA Level 3 Extended Certificate in Applied Business**

This letter is to confirm our support for AQA's new Level 3 Certificate in Applied Business and Level 3 Extended Certificate in Applied Business.

These qualifications are recognised by Leeds Beckett University as fulfilling the entry requirements to a range of undergraduate courses alongside other qualifications at the same level.

We believe that the qualification covers, in sufficient depth, a breadth of business knowledge and skill across the following areas: finance, competitive business environment, personal business enterprise, management and leadership, business planning, marketing communications, e-business operations and events management. The qualification's focus upon the practical application of business knowledge and skills means that there is a strong emphasis on entrepreneurial values and attitudes which will help the development of independent, motivated and resilient learners. We believe that the qualification will present learners with an academically rigorous and challenging programme of study that will prepare them both for further study and the world of business.

Yours sincerely

Prof. Phil Cardew  
Deputy Vice Chancellor (Academic)



26 June 2015

FAO Simon Richards  
Sector Strategist – Business  
AQA  
Regus Business  
Central Boulevard  
Blythe Valley Business Park  
Solihull  
B90 8AG

The University of Buckingham  
Buckingham  
MK18 1EG  
United Kingdom

Tel +44(0) 1280 814080  
Fax +44(0) 1280 822245  
info@buckingham.ac.uk  
www.buckingham.ac.uk

Dear Simon,

**AQA Level 3 Certificate in Applied Business**  
**AQA Level 3 Extended Certificate in Applied Business**

Having reviewed your proposals for these qualifications, this letter is to confirm our support for AQA's new Level 3 Certificate in Applied Business and Level 3 Extended Certificate in Applied Business.

These qualifications would be recognised by the University of Buckingham as fulfilling the entry requirements to a range of undergraduate courses alongside other qualifications at the same level.

We believe that the qualification units cover, in sufficient depth, a breadth of business knowledge, entrepreneurial approach and skill across the following areas: finance, competitive business environment, personal business enterprise, management and leadership, business planning, marketing communications, e-business operations and events management.

As the qualifications' focus upon the practical application of business knowledge and skills, it means that there is a strong emphasis on entrepreneurial values and attitudes which will help the development of independent, motivated and resilient learners. We believe that the qualifications will present learners with an academically rigorous and challenging programme of study that will prepare them both for further study and the world of business and the future challenges that will affect them throughout their lives.

Yours sincerely,

**Nigel Adams**  
Programme Director BSc Business Enterprise  
University of Buckingham Business School

Email: [nigel.adams@buckingham.ac.uk](mailto:nigel.adams@buckingham.ac.uk)  
Mobile: +44 7779 010838

Simon Richards  
AQA  
Regus Business  
Central Boulevard  
Blythe Valley Business Park  
Solihull  
B90 8AG

16<sup>TH</sup> July 2015

Dear Simon,

Further to our recent correspondence regarding the applied general qualifications that you are developing titled:

AQA Level 3 Certificate in Applied Business.  
AQA Level 3 Extended Certificate in Applied Business.

I can confirm that the IOEE would be supportive of the development and pending sight of finalised units/materials would be happy to allow learners of these qualifications to be directed to IOEE membership following completion of the qualifications.

Once finalised, we would be able to complete mapping exercise against our membership criteria to allow membership progression from Affiliate through to Fellow.

I hope this letter provides sufficient information and I would be happy to discuss in more detail once you have progressed your development.

Yours Sincerely

Sarah Trouten  
Chief Executive

FAO Simon Richards  
Sector Strategist – Business  
AQA  
Regus Business  
Central Boulevard  
Blythe Valley Business Park  
Solihull  
B90 8AG

21<sup>st</sup> July 2015

Dear Simon,

**AQA Level 3 Certificate in Applied Business**  
**AQA Level 3 Extended Certificate in Applied Business**

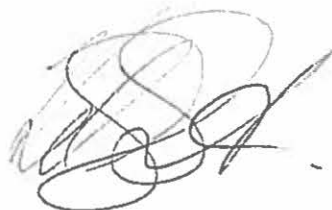
This letter is to confirm my support for AQA's new Level 3 Certificate in Applied Business and Level 3 Extended Certificate in Applied Business.

I consider that these qualifications would fulfil the entry requirements for our BA Enterprise Development degree courses alongside other qualifications at the same level. The University of Huddersfield's BA Enterprise Development degree is itself an applied business degree where students start-up a business as part of their studies. I am Course Leader and Admissions Tutor for this degree.

I believe that the qualification units cover, in sufficient depth, a breadth of business knowledge and skill across the following areas: finance, competitive business environment, personal business enterprise (particularly in terms of opportunity assessment), management and leadership, business planning, marketing communications, e-business operations and events management. The qualifications' focus upon the practical application of business knowledge and skills means that there is a strong emphasis on entrepreneurial values and attitudes which will help the development of independent, motivated and resilient learners. I believe that the qualifications will present learners with an academically rigorous and challenging programme of study that will prepare them both for further study and the world of business.

I consider that the qualification units are compatible with the cross-subject QAA guidelines for enterprise and entrepreneurship education in Higher Education.

Yours sincerely



Dr Kelly Smith

*Head of Enterprise, Research and Enterprise, University of Huddersfield*  
*Principal Enterprise Fellow, University of Huddersfield Business School, University of Huddersfield*  
*Visiting Professor, International Institute of Creative Entrepreneurial Development, University of Wales Trinity St David*  
*Life Fellow of Enterprise Educators UK*  
*Vice-President Policy and Practice, Institute of Small Business and Entrepreneurship*

Queensgate, Huddersfield, HD1 3DH, UK

☎ +44 (0) 1484 422288 ☎ +44 (0) 1484 516151

Patron: HRH The Duke of York, KG

Vice-Chancellor: Professor Bob Cryan CBE DL MBA DSc CEng FIET FHEA





**BIRMINGHAM CITY  
University**

Simon Richards  
Sector Strategist – Business  
AQA  
Regus Business  
Central Boulevard  
Blythe Valley Business Park  
Solihull  
B90 8AG

21 July 2015

Dear Simon

**AQA Level 3 Certificate in Applied Business  
AQA Level 3 Extended Certificate In Applied Business**

This letter is to confirm our support for AQA's new Level 3 Certificate in Applied Business and Level 3 Extended Certificate in Applied Business.

These qualifications are recognised by Birmingham City University, Birmingham City Business School as fulfilling the entry requirements to a range of Business & Management undergraduate courses alongside other qualifications at the same level.

We believe that the qualification units cover, in sufficient depth, a breadth of business knowledge and skill across the following areas: finance, competitive business environment, personal business enterprise, management and leadership, business planning, marketing communications, e-business operations and events management. The qualifications' focus upon the practical application of business knowledge and skills means that there is a strong emphasis on entrepreneurial values and attitudes which will help the development of independent, motivated and resilient learners. We believe that the qualifications will present learners with an academically rigorous and challenging programme of study that will prepare them both for further study and the world of business.

Yours sincerely

Dr Dawn Albery  
Head of Birmingham City Business School

Professor Keith Horton Executive Dean

Business, Law and Social Sciences, Birmingham City University, The Curzon Building, 4 Cardigan Street, Birmingham B4 7BD

W: [www.bcu.ac.uk](http://www.bcu.ac.uk)



FAO Simon Richards  
Sector Strategist – Business  
AQA  
Regus Business  
Central Boulevard  
Blythe Valley Business Park  
Solihull  
B90 8AG

26 July 2015

Dear Simon

**AQA Level 3 Certificate in Applied Business**  
**AQA Level 3 Extended Certificate in Applied Business**

This letter is to confirm our support for AQA's new Level 3 Certificate in Applied Business and Level 3 Extended Certificate in Applied Business.

These qualifications are recognised by the University of Bath, School of Management as fulfilling the entry requirements to a range of undergraduate courses alongside other qualifications at the same level and offering complementary skills and knowledge.

We believe that the qualification units cover, in sufficient depth, a breadth of business knowledge and skill across the following areas: finance, competitive business environment, personal business enterprise, management and leadership, business planning and, as options, one of marketing communications, e-business operations and events management. The qualification's focus upon the practical application of business knowledge and skills means that there is a strong emphasis on entrepreneurial values and attitudes which will help the development of independent, motivated and resilient learners. Assuming the assessments are well-designed, we believe that the qualifications will present learners with an academically rigorous and challenging programme of study that will prepare them both for further study and the world of business.

Yours sincerely

Dr R.M. Kamm  
Head of Learning and Teaching



FAO Simon Richards  
Sector Strategist – Business  
AQA  
Regus Business  
Central Boulevard  
Blythe Valley Business Park  
Solihull  
B90 8AG

16<sup>th</sup> July 2015

Dear Simon

**AQA Level 3 Certificate in Applied Business**  
**AQA Level 3 Extended Certificate in Applied Business**

This letter is to confirm our support for AQA's new Level 3 Certificate in Applied Business and Level 3 Extended Certificate in Applied Business.

We believe that the qualification units cover, in sufficient depth, a breadth of business knowledge and skill across the following areas: finance, competitive business environment, personal business enterprise, management and leadership, business planning, marketing communications, e-business operations and events management. The qualifications' focus upon the practical application of business knowledge and skills means that there is a strong emphasis on entrepreneurial values and attitudes which will help the development of independent, motivated and resilient learners. We believe that the qualifications will present learners with an academically rigorous and challenging programme of study that will prepare them both for further study and the world of business.

The Board of Undergraduate Studies at University of Liverpool Management School considered the proposals and agrees that these qualifications could fulfil the entry requirements for a range of undergraduate courses alongside other qualifications at the same level. We should make clear that this qualification would be considered as an alternative to BTEC Business and/or A-Level Business. Applicants to our programmes would receive credit for one of them only and would be advised accordingly.

As you will know, this letter represents the school's academic support for the qualifications for the purposes of the qualifications being considered by DfE. These views are subject to University Qualifications Group approval, which has yet to consider the proposals but we will inform you shortly of the outcome of this process.

Yours sincerely,

A handwritten signature in black ink, appearing to be 'G. Brown'.

Dr. Gary Brown  
Director of Studies (BA Business Management)  
University of Liverpool Management School



PRIFYSGOL CYMRU  
**Y Drindod Dewi Sant**  
UNIVERSITY OF WALES  
**Trinity Saint David**

21/7/2015

Professor Andy Penaluna

C/o Pro Vice Chancellors Office (Research, Innovation and Enterprise Services)

University of Wales Trinity Saint David

Swansea, SA1 6ED

Tel: +44(0)1792 481199

<http://www.uwtsd.ac.uk/iiced>

FAO Simon Richards

Sector Strategist – Business

AQA

Regus Business

Central Boulevard

Blythe Valley Business Park

Solihull

B90 8AG

Dear Simon

**AQA Level 3 Certificate in Applied Business**

**AQA Level 3 Extended Certificate in Applied Business**


This letter is to confirm our support for AQA's new Level 3 Certificate in Applied Business and Level 3 Extended Certificate in Applied Business.

These qualifications are recognised by the University's Enterprise and Employability Teaching and Learning Enhancement Group (which I Chair) as fulfilling the entry requirements to a range of undergraduate courses alongside other qualifications at the same level.

We believe that the qualification units cover, in sufficient depth, a breadth of business knowledge and skill across the following areas: finance, competitive business environment, personal business enterprise, management and leadership, business planning, marketing communications, e-business operations and events management. The qualifications' focus upon the practical application of business knowledge and skills means that there is a strong emphasis on entrepreneurial values and attitudes which will help the development of independent, motivated and resilient learners. We believe that the qualifications will present learners with an academically rigorous and challenging programme of study that will prepare them both for further study and the world of business.

Moreover, I can confirm that the units align well with the UK's Quality Assurance Agency (QAA) Guidance on Enterprise and Entrepreneurship for Higher Education<sup>1</sup>, and also with the recent All Party Parliamentary Group for Micro Businesses report 'An Education System fit for an Entrepreneur'.<sup>2</sup>

Yours sincerely



Prof. Andrew Penaluna

Director – International Institute for Creative Entrepreneurial Development / Chair Enterprise and Employability Enhancement Group at UWTSD.

Also:

Chair - Quality Assurance Agency – Enterprise and Entrepreneurship Group  
Educational Spokesperson – All Party Parliamentary Group for Micro Businesses

---

<sup>1</sup> See: <http://www.qaa.ac.uk/en/Publications/Documents/enterprise-entrepreneurship-guidance.pdf>

<sup>2</sup> See link at: <http://www.enterprise.ac.uk/index.php/news/item/402-entrepreneurs-and-educators-agree-new-report-calls-for-better-integration-of-entrepreneur-skills-at-all-levels-of-education>



FAO Simon Richards  
Sector Strategist – Business  
AQA  
Regus Business  
Central Boulevard  
Blythe Valley Business Park  
Solihull  
B90 8AG

Faculty of Business,  
Education and Law

Professor Susan K Foreman  
Dean

Staffordshire University  
Leek Road  
Stoke-on-Trent ST4 2DF  
United Kingdom

+44 (0) 1782 294000 (enquiries)  
[www.staffs.ac.uk](http://www.staffs.ac.uk)

28 July 2015

Dear Simon

**AQA Level 3 Certificate in Applied Business**  
**AQA Level 3 Extended Certificate in Applied Business**

This letter is to confirm our support for AQA's new Level 3 Certificate in Applied Business and Level 3 Extended Certificate in Applied Business.

These qualifications are recognised by the Staffordshire University as fulfilling the entry requirements to a range of undergraduate courses alongside other qualifications at the same level.

We believe that the qualification units cover, in sufficient depth, a breadth of business knowledge and skill across the following areas: finance, competitive business environment, personal business enterprise, management and leadership, business planning, marketing communications, e-business operations and events management. The qualifications' focus upon the practical application of business knowledge and skills means that there is a strong emphasis on entrepreneurial values and attitudes which will help the development of independent, motivated and resilient learners. We believe that the qualifications will present learners with an academically rigorous and challenging programme of study that will prepare them both for further study and the world of business.

Yours sincerely

A handwritten signature in black ink, appearing to read 'David Shepherd', with a stylized flourish at the end.

David Shepherd  
Faculty Director – Business, Planning & Resources

Young Enterprise  
Yeoman House  
Sekforde Street  
London EC1R 0HF  
Telephone 020 7549 1980  
info@young-enterprise.org.uk  
young-enterprise.org.uk



31<sup>st</sup> July 2015

Dear Simon

**AQA Certificate and Extended Certificate in Applied Business**

Young Enterprise is the leading enterprise and financial education charity in the UK. Each year Young Enterprise works with over 250,000 young people in schools, colleges and universities from a diverse range of backgrounds, to help prepare them for work and life. We deliver a range of enterprise programmes across the UK with the active involvement of a network of 6,000 local business volunteers from 3,500 UK companies.

Learning by doing is a key element of our programmes. It is also at the heart of good teaching and learning practice in enterprise education and can motivate pupils to think beyond their immediate experiences, encouraging them to consider a broader and more ambitious range of future education, career and life options.

Young Enterprise is committed to ensuring that all young people leave education with the skills necessary to succeed in the workplace which is why we welcome the inclusion of the Certificate in Applied Business and the Extended Certificate in Applied Business to the suite of level 3 awards offered by AQA. They provide a framework for young people to gain the knowledge they require to understand how businesses function and at the same time increase their qualifications portfolio.

The mandatory unit 3 - Personal Enterprise - provides an excellent context for students to learn through undertaking a real enterprise activity such as the Young Enterprise Company Programme. Students who undertake the Extended Certificate can also use this experience to support learning for the units on managing and leading people and, business planning.

Yours sincerely

Steve Stillwell

Head of Education

Chairman  
Grey Denham

Chief Executive  
Michael Mercleca

Part of Junior Achievement Worldwide

Incorporated in England as Company Limited by Guarantee No. 712260  
Registered Charity No. 313697

Registered office: Young Enterprise, Yeoman House, Sekforde Street, London EC1R 0HF





Edge Hill  
University

FAO Simon Richards  
Sector Strategist – Business  
AQA  
Regus Business  
Central Boulevard  
Blythe Valley Business Park  
Solihull  
B90 8AG

10<sup>th</sup> August 2015

Dear Simon,

**AQA Level 3 Certificate in Applied Business**  
**AQA Level 3 Extended Certificate in Applied Business**

Following a thorough review of the proposed qualifications against our current HE provision this letter confirms our support for AQA's new Level 3 Certificate in Applied Business and Level 3 Extended Certificate in Applied Business.

These qualifications are recognised by Edge Hill University as fulfilling the entry requirements to a range of undergraduate courses alongside other qualifications at the same level.

We believe that the qualification units cover, in sufficient depth, the opportunities to develop a breadth of business knowledge together with vocational capability, academic critical thinking and intellectual skills appropriate at this level across the following areas: finance, competitive business environment, personal business enterprise, management and leadership, business planning, marketing communications, e-business operations and events management. The qualifications' focus upon the practical application of business knowledge and skills means that there is a strong emphasis on entrepreneurial values and attitudes which will help the development of independent, motivated and resilient learners.

We believe that the qualifications will present learners with an academically rigorous and challenging programme of study that will prepare them both for further study and the world of business.

Yours sincerely

*Helen Knapp for John Mercer*

John Mercer  
Associate Director of Edge Hill Business School  
Email: [merceri@edgehill.ac.uk](mailto:merceri@edgehill.ac.uk)  
Phone: 01695 657642

