



SINGLE AWARD BUSINESS STUDIES

WHAT DO I NEED TO STUDY THIS COURSE?

The entry requirements for this course are 5 GCSEs at grade 4 or above including Maths and English Language. A prior level 2 qualification Business would be an advantage.

IS THIS COURSE FOR ME?

This qualification will give learners an opportunity to develop an understanding of the dynamic environment that businesses operate in and the skills, knowledge and understanding required when undertaking many day-to-day roles in a business. Learners cover the fundamental concepts that underpin most business courses including types of businesses and their objectives, how to use financial information, understanding the relationships between stakeholders and assessing business performance. You are required to demonstrate how you would plan and action daily workplace tasks including running meetings, prioritising tasks and communicating in writing with stakeholders. Furthermore, you explore the importance of customers and communication with them and have to practically demonstrate some of the skills required to communicate effectively with customers.

WHERE WILL THIS COURSE TAKE ME?

Business students go on to further study at universities such as Liverpool, Chester and Edge Hill studying further Business courses or often use their Level 3 Business qualification to support them in many different subject areas.

WHAT WILL I LEARN?

Unit 1: The Business Environment

In this unit you will develop an understanding of how and why businesses operate in the way they do. You will look at a range of different types of business and business structures, and explore how the ownership of a business and its objectives are interrelated. You will learn about the importance of different functions within a business and how they work together. You will understand the legal, financial, ethical and resource constraints under which a business must operate and how these can affect business behaviour. You will explore ways in which businesses respond to changes in their economic, social and technological environment, and the necessity for a business to plan. You will appreciate the influence different stakeholders can have on a business, and you will learn how to assess business performance.

Unit 2: Working in Business

This unit will cover the skills and understanding needed to work effectively within a business environment. This includes arranging meetings, working with business documents, making payments, prioritising business activities and communicating with stakeholders. The way that these activities are dealt with will vary according to the specific

business protocols in place. Some of these will be specific to a functional area; however, many are common to almost all job roles.

Unit 4: Customers and Communication

In this unit you will learn the purpose, methods and importance of communication in business and the appropriateness of different forms of communication for different situations. You will develop the skills that will help you create a rapport with customers and have the opportunity to practise and develop your business communication skills. You will also learn about the legal constraints, ethical and security issues that affect how businesses store, share and use information.

Unit 5: Marketing and Market Research

Marketing is the function that makes sure a business sells the right products, at the right price, in the right place, using the most suitable promotion methods. Successful marketing is essential if a business is to survive in a very competitive business world.

The unit has particular emphasis on the role of market research and how it contributes to marketing decision-making, and the actions a business may take. Market research is the process by which organisations obtain the information they require. You will gain an in-depth understanding of primary and secondary market research methods used to inform marketing decision-making and any constraints on marketing activities. You will develop an understanding of the importance of selecting appropriate market research methods for market research proposals and you will be able to carry out market research, analyse the market research findings and present the findings.

Unit 16: Principles of Project Management

Businesses undertake projects of all kinds that vary in terms of purpose and scope. Some examples of business projects are running an event, launching a marketing campaign, carrying out market research and setting up bookkeeping for local clubs or charities. A project comprises a set of tasks and activities to be carried out in order to reach an intended purpose. Being able to prepare and manage a project is an important skill needed by many different people working in business.

In this unit you will learn about the stages of project management, and the type of skills a project manager should have. You will also learn why you need to monitor the progress of projects as it is vital to their successful completion and implementation.

HOW WILL I BE ASSESSED?

Single Award

Two exam units:

- The Business Environment
- Working in Business

Three internally assessed units

FURTHER INFORMATION

See Mr Moreton
Mr O'Dolan