

SINGLE AWARD BUSINESS

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 but is not essential.

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, Edge Hill and further afield, 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 11: Accounting Concepts

All businesses require accurate bookkeeping records to ensure they meet the requirements and needs of a number of stakeholders. This unit is intended to give you vital skills and knowledge of maintaining business records, using books of original entry and double-entry bookkeeping. Due to an increase in the number of national and international accounting requirements, businesses are always in need of employees who possess bookkeeping and accounting skills.

This unit will give you an introduction to the foundations of business accounting. The unit will allow you to gain essential skills in, and knowledge of, the purposes of accounting, and the accounting procedures used to produce final accounts. You will consider the reasons for keeping accurate financial records and the importance of updating cash books and preparing bank reconciliation statements. This will prepare you for work, in areas of business and accounting, which require accurate recording of financial transactions. The unit will ensure you are familiar with the basic requirements of International Accounting Standards (IAS).

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
Mrs Warrener