

# Business Studies

## Year 12: Unit 1

Assessment Opportunities	Literacy/Reading opportunities	CEIAG Links
<p>Unit 1 is a 120GLH unit which is externally assessed.</p> <p>Students complete a DIN task each lesson, which is a knowledge retrieval activity based on the previous lesson, week and topic. Students self-assess based on a classroom discussion.</p> <p>Students are also assessed at least twice per half term using exam style case studies and questions. Exam questions are mainly made up of analysis and evaluation questions.</p>	<p>Throughout this unit, students are presented with a wide range of case study businesses as well as online and printed news articles which are used to complete reciprocal reading.</p> <p>Students are also encouraged to read about local and national news regularly.</p>	<p>Unit 1 covers a wide range of topics, including business ownership, objectives, functional areas and factors impacting a business. Within Learning Objective 2, students look in detail at functional areas including Finance, Marketing, Human Resources, Operations Management, Research &amp; Development and Procurement. Each area is explored in detail, covering the roles and responsibilities, how each department works together and the route into each.</p>

### Curriculum vision:

“Our aim is to deliver a curriculum that is inclusive, relevant and progressive for all learners.”



# OCR Cambridge Technical Level 3 **Business Studies**

Delivered over two years  
Certificate & Extended  
Certificate

## **UNIT 1**



# Unit 1 overview

## The Business Environment

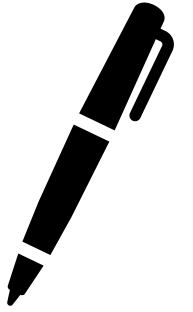
This unit is a double weighted, externally assessed unit, which is first assessed in May of Year 12. The unit explores a wide range of business objectives, sectors and activities as well as the different functional areas of business and how they work together effectively.

We explore different organisational structures which may be adopted in a range of businesses. Students will also learn about financial management for businesses and how to analyse cash flow forecasts, statements of financial position and income statements.

Finally, students will explore different stakeholders and their influence on businesses as well as the internal and external factors impacting a business on a daily basis.

Throughout this unit students will learn how to describe, analyse, evaluate and recommend which will be key to their success. Application to given case studies and real life businesses is also key and therefore this unit will broaden the students knowledge of the business world in which we live.

# Course information & methods of assessment



- The Certificate (Year 12 only) comprises of two units. One externally assessed and one internally assessed.
- The Extended Certificate (Year 12 & 13) builds upon this and in the second year of studies students will have one externally assessed unit and two internally assessed units.
- Deadlines will be set for students to work towards completing.
- Students will have a resit attempt of the externally assessed units.

Weeks	Learning Outcome	TBAT
<b>Unit 1: The Business Environment</b>		
1	<p>Learning objective 1- Understand different types of businesses and their objectives:</p> <ul style="list-style-type: none"> <li>• Business activity areas</li> <li>• Areas of operation</li> <li>• Forms of legal business ownership</li> <li>• Factors which inform business ownership</li> </ul>	<ol style="list-style-type: none"> <li>1. TBAT Explain activity areas and sectors of business</li> <li>2. TBAT Explain different types of business</li> </ol>
2 - 3	<p>Learning objective 1- Understand different types of businesses and their objectives</p> <ul style="list-style-type: none"> <li>• Business aims and objectives</li> </ul>	<ol style="list-style-type: none"> <li>1. TBAT Explain the differing aims and objectives of a business</li> <li>2. TBAT Consolidate learning of different types of businesses</li> <li>3. TBAT Consolidate learning of different types of businesses</li> </ol>
4-6	<p>Learning objective 2- Understand how the functional areas of businesses work together to support the activities of businesses:</p> <ul style="list-style-type: none"> <li>• Functional areas: Finance, Marketing &amp; Sales</li> <li>• Functional areas: HR, Operations management and Customer service</li> <li>• Functional areas: Business Support Services, R&amp;D and Procurement</li> <li>• How business functions work together</li> </ul>	<ol style="list-style-type: none"> <li>1. TBAT Explain the role of the Marketing function within a business</li> <li>2. TBAT Explain the role of the Finance function within a business</li> <li>3. TBAT Explain the role of the Sales and Human Resource function within a business</li> <li>4. TBAT Explain the role of the Operations function</li> <li>5. TBAT Explain the role of the Customer Service, Sales and Business Support Service.</li> <li>6. TBAT Discuss the role of the Research and Development and Procurement function</li> <li>7. TBAT Explain how business functions interrelate</li> </ol>

Weeks	Learning Outcome	TBAT
<b>Unit 1: The Business Environment</b>		
7	<p>Learning objective 3- Understand the effect of different organisational structures on how businesses operate:</p> <ul style="list-style-type: none"> <li>• Organisational charts</li> <li>• Flat structures</li> <li>• Hierarchical structures</li> </ul>	<ol style="list-style-type: none"> <li>1. TBAT Analyse the use of flat and tall structures</li> <li>2. TBAT Analyse the benefits and drawbacks of delayering organisations</li> </ol>
9	<p>Learning objective 3- Understand the effect of different organisational structures on how businesses operate.</p> <ul style="list-style-type: none"> <li>• Centralised structures</li> <li>• Decentralised structures</li> <li>• Matrix Structures</li> <li>• Elements of organisational structures</li> </ul>	<ol style="list-style-type: none"> <li>1. TBAT Analyse the use of matrix, centralised and decentralised structures</li> <li>2. TBAT Apply your knowledge of organisational structures</li> <li>3. TBAT Consolidate learning of organisational structures by applying to Nando's.</li> </ol>
9-11	<p>4. Be able to use financial information to check the financial health of a business</p> <ul style="list-style-type: none"> <li>• Sources of revenue and costs</li> <li>• Income statements</li> </ul>	<ol style="list-style-type: none"> <li>1. TBAT Explain sources of revenue and costs</li> <li>2. TBAT Carry out key calculations for an income statement</li> <li>3. TBAT Analyse given income statements and suggest improvements</li> <li>4. TBAT Apply knowledge of income statements to a given business scenario</li> </ol>
12	<p>4. Be able to use financial information to check the financial health of a business</p> <ul style="list-style-type: none"> <li>• Statement of financial positions</li> </ul>	<ol style="list-style-type: none"> <li>1. TBAT Identify key aspects of a Statement of Financial Position</li> <li>2. TBAT Interpret a Statement of Financial Position</li> <li>3. TBAT Apply your knowledge of Statements of Financial Position</li> </ol>

Weeks	Learning Outcome	TBAT
<b>Unit 1: The Business Environment</b>		
13	Learning objective 4- Be able to use financial information to check the financial health of a business <ul style="list-style-type: none"> <li>• Breakeven</li> <li>• Calculation</li> <li>• Margin of safety</li> <li>• Factors impacting breakeven</li> </ul>	<ol style="list-style-type: none"> <li>1. TBAT Construct and interpret breakeven graphs</li> <li>2. TBAT Use the breakeven formula and discuss factors impacting breakeven</li> <li>3. TBAT Calculate the margin of safety for a business and understand factors impacting it</li> </ol>
14	Learning objective 4- Be able to use financial information to check the financial health of a business <ul style="list-style-type: none"> <li>• Cash flow statements</li> <li>• Cash flow forecasts</li> <li>• Net cash flow</li> </ul>	<ol style="list-style-type: none"> <li>1. TBAT Identify and calculate figures in a cash flow forecast</li> <li>2. TBAT Cash flow in given situations</li> </ol>
15	Learning objective 5- Understand the relationship between businesses and it's stakeholders <ul style="list-style-type: none"> <li>• Internal stakeholders</li> <li>• External stakeholders</li> <li>• Managing stakeholders</li> <li>• Communicating with stakeholders</li> </ul>	<ol style="list-style-type: none"> <li>1. TBAT Identify and explain types of stakeholders for organisations</li> <li>2. TBAT Apply knowledge of stakeholders in a given scenario</li> <li>3. TBAT Explain how businesses manage stakeholders</li> </ol>
16-18	Learning objective 6- Understand the external influences and constraints on businesses could respond <ul style="list-style-type: none"> <li>• Social Factors</li> <li>• Technological factors</li> <li>• Environmental factors</li> <li>• Economic factors</li> </ul>	<ol style="list-style-type: none"> <li>1. TAT Analyse social factors impacting businesses (x2)</li> <li>2. TBAT Analyse technological factors impacting businesses (x2)</li> <li>3. TBAT Analyse economic factors impacting businesses (x2)</li> <li>4. TBAT Analyse environmental factors impacting businesses (x2)</li> </ol>

Weeks	Learning Outcome	TBAT
<b>Unit 1: The Business Environment</b>		
19	<p>Learning objective 6- Understand the external influences and constraints on businesses could respond</p> <ul style="list-style-type: none"> <li>• Ethical factors</li> <li>• Political factors</li> <li>• Legal factors</li> </ul>	<ol style="list-style-type: none"> <li>1. TBAT Analyse ethical factors impacting businesses</li> <li>2. TBAT Analyse political factors impacting businesses</li> <li>3. TBAT Analyse the legal factors impacting businesses</li> </ol>
20	<p>Learning objective 7- Understand why businesses plan</p> <p>Aspects of a business plan</p> <p>Sources of finance</p> <p>The implications of poor business planning</p> <p>The benefits of good business planning</p>	<ol style="list-style-type: none"> <li>1. TBAT Identify and explain reasons why business planning is important</li> <li>2. TBAT Discuss sources of finance available to businesses</li> </ol>
21	<p>Learning objective 8- To be able to assess the performance of businesses to inform business activities</p>	<ol style="list-style-type: none"> <li>1. TBAT Identify SWOT for a business</li> <li>2. TBAT Explain how SWOT analysis is used to ensure business success</li> </ol>
22-24	<p>Lessons planned based on the Unit 1 Pre-release information for Section B of the external exam.</p>	



Weeks	Learning Outcome	TBAT
<b>Unit 1: The Business Environment</b>		
25-27	Unit 1 revision of topics and exam practice	
External exam- Mid may		

# Year 1 summary

- Students will have completed at least 1 external attempt at:
  - Unit 1
- Students will have submitted an internal assignment for unit 4 and received a grade.
- Students will have started some of learning for Unit 8.
- Students will have worked to set deadlines.