

Business Studies

Year 12: Unit 4

Assessment Opportunities	Literacy/Reading opportunities	CEIAG Links
<p>Unit 4 is an internally assessed unit of 60 GLH.</p> <p>Students are assessed in learning objectives, where content is taught and then assessment time is allocated to completing their assessed task.</p> <p>Whole class feedback is provided at least once every half term, and individual feedback is provided at the end of each learning objective. This is recorded on the CTEC mark sheet for the specified unit.</p> <p>Student work is then externally assessed in one of two external moderations.</p>	<p>This unit is based on David Lloyd gym, and therefore students spend time researching and reading about different aspects of this business. Reciprocal reading is completed in class based on this business and other case study businesses suitable to each topic.</p> <p>Students are also encouraged to carry out their own research online to support their assessment, in particular the Distinction tasks which provides further opportunity for individual reading.</p>	<p>Unit 4 is called Customer Communications and is heavily based on careers on Customer Services. Students learn about different types of customers and how employees within a range of businesses adapt their practices to meet their needs.</p> <p>Students also have the opportunity within this unit to develop their verbal and non verbal communication skills, allowing them to develop skills that they would require to be successful in this career.</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 4



Course overview

Unit 4- Customer Communications

This unit is internally set and marked through coursework, and externally verified by a OCR moderator.

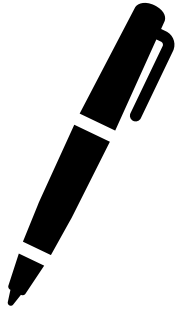
Customers are vital to the success of any business and come in a range of shapes and sizes. It is therefore essential that all businesses communicate effectively with their customer and see value in customer service.

In this unit students will focus on a business set by the class teacher, they will explore the internal and external customers of that business and the factors that influence them when making choices.

Students will be given the opportunity to demonstrate what they have learned through planned role play interactions with customers, presentations to a range of audiences and the creation of business communications.

Finally, students will be taught about the legalities impacting businesses when communicating both internally and externally.

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.

Week	Learning Outcome	TBAT
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Unit 4: Customer Communications

1-3	Learning objective 1- Understand why customers are and their importance to a business	<ol style="list-style-type: none"> 1. TBAT Explain different types of customers 2. TBAT Discuss the differing needs of customers for a given business 3. TBAT Explain why customer service is important 4. TBAT Explain the impact of poor customer service on businesses 5. TBAT Discuss the benefits of good customer service to businesses 6. TBAT Recommend and justify changes to the customer service at a given business
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4-6	Assessment of Learning Objective 1	
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Weeks	Learning Outcome	TBAT
Unit 4: Customer Communications		
7-8	Learning objective 2- Understand how to communicate with customers	<ol style="list-style-type: none"> 1. TBAT Explain how to communicate with customers 2. TBAT Explain how the layout, form and style impact business communications 3. TBAT Explain the impact of corporate standards in businesses 4. TBAT Explain how corporate profiles can be managed through media activity
9-11	Assessment of Learning Objective 2	
12-13	<p>Learning objective 3- Be able to establish a rapport with customers through non-verbal and verbal skills:</p> <ul style="list-style-type: none"> • Non-verbal skills • Verbal skills • Listening skills 	<ol style="list-style-type: none"> 1. TBAT Identify non-verbal communication skills used when interacting with business customers 2. TBAT Identify verbal communication skills used when interacting with business customers 3. TBAT Explain listening skills

Weeks	Learning Outcome	TBAT
Unit 4: Customer Communications		
14-16	Assessment of learning objective 3	
17-18	<p>Learning objective 4- be able to convey messages for business purposes:</p> <ul style="list-style-type: none"> • How messages can be structured to convey business messages • Types of verbal and written business communications • Considerations for conveying messages for business purposes 	<ol style="list-style-type: none"> 1. TBAT Identify the key features of a range of business communications (x2) 2. TBAT Explain different types of business communications.
19-20	Assessment of learning objective 4	

Weeks	Learning Outcome	TBAT
Unit 4: Customer Communications		
21-23	Learning objective 5- Know the constraints and issues which affect the sharing, storing and use of information for business transportations	<ol style="list-style-type: none"> 1. TBAT Discuss the legal constrains faced by a business in terms of sharing and storing business communications 2. TBAT Discuss the ethical constraints faced by businesses in terms of sharing and storing business information 3. TBAT Discuss the security constraints faced by businesses
24-26	Assessment of learning objective 5	