

## **Business Environment**

46 Guided Learning Hours    101 Total Qualification Time

### **Aim**

The unit places the working environment in context through the development of an understanding of four elements, the structure and function of organisations, organisational management, marketing and the external environment such as the economy and markets.

### **Syllabus topics**

1. **The economy** (10%)
  - The British economy
  - Nature of industry
  - Employment patterns and population trends in the UK.
  
2. **The organisation** (15%)
  - Types of business organisation
  - Organisational objectives
  - Stakeholders
  - Growth and development and change in organisation
  - PESTEL analysis.
  
3. **Organisational management** (15%)
  - Management and leadership
  - Groups and teams within the organisation
  - Motivation and job satisfaction
  - Communication in organisations
  - Communication system.
  
4. **The market environment** (15%)
  - Marketing management
  - Elements of marketing
  - The product life cycle
  - Promotion
  - Pricing strategies.