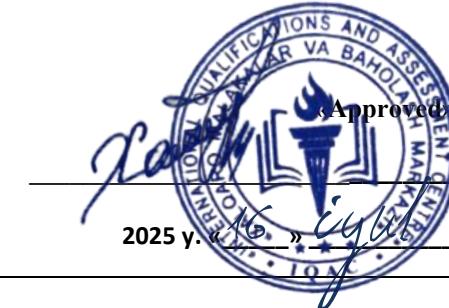




**INTERNATIONAL QUALIFICATIONS  
AND ASSESSMENT CENTRE (IQAC)**



Programme	<b>Level 6 BA (Hons) BUSINESS ADMINISTRATION</b>	
Unit Number/ Unit Title	<b>Unit 5 BUSINESS AND COMMERCIAL AWARENESS</b>	
Cohort Code:	L06BCA-U5	
Unit Level	LEVEL 6	
Total GLH	Total qualification time 120/ Total Guided learning hours 48/ Self-guided learning hours 72	
Credits/Hours	12 CATS/ 6 ECTS	
Lecturer		
Start Date	<b>End Date</b>	

<b>Unit Aims</b>	Provide insights into the commercial environment, helping students develop skills to analyze market trends, business models, and financial performance to support business decision-making.
<b>Differentiation Strategies</b> <i>(e.g. planned activities or support for individual learners according to their needs)</i>	Various approaches to addressing the various identified students needs will be adopted throughout the lesson. Such will include: <ol style="list-style-type: none"><li>1. Progressive tasks</li><li>2. Digital resources</li><li>3. Verbal support</li><li>4. Variable outcomes</li><li>5. Collaborative learning</li><li>6. Ongoing assessment</li><li>7. Flexible-pace learning</li></ol>
<b>Equality &amp; Diversity</b>	Variety of teaching techniques will be employed to ensure that the needs of each individual learner are met.

<b>Safeguarding &amp; Prevent</b>	Safeguarding policies and the Prevent duty are strictly observed to ensure the safety, well-being, and inclusivity of all students and staff.
<b>Health &amp; Safety</b>	SIRM H&S policies will be maintained.
<b>Learning Resources</b>	<p style="text-align: center;"><b>Teaching and Learning Materials</b></p> <p>"Business Model Generation" by Alexander Osterwalder, Yves Pigneur</p> <p>"The Intelligent Investor" by Benjamin Graham</p> <p>"Financial Intelligence for Entrepreneurs" by Karen Berman, Joe Knight</p>

Learning Outcome	Assessment Criteria
<b>LO1.</b> <b>1. Demonstrate an understanding of commercial environments and business models.</b>	1.1 Describe key components of various business models (e.g., B2B, B2C). 1.2 Analyze the competitive landscape within a specific industry.
<b>LO2.</b> <b>2. Assess the importance of financial and market analysis in business.</b>	2.1 Conduct basic financial analysis, interpreting profitability, liquidity, and efficiency ratios. 2.2 Evaluate market trends and their impact on business strategies.
<b>LO3.</b> <b>3. Develop skills for identifying business opportunities and risks.</b>	3.1 Identify emerging business opportunities based on market research. 3.2 Propose risk management strategies to address potential challenges.
<b>LO4.</b> <b>4. Apply commercial awareness to business decision-making.</b>	4.1 Use commercial insights to inform strategic decisions in a simulated business case. 4.2 Justify business recommendations based on financial and market analyses.

No	Learning Outcome / Topic	Learning and Teaching Activities	Which assessment criteria does the session relate to?	Day/month/year/ signature
1.	Introduction to Business Models	<ul style="list-style-type: none"> <li>• Lecture: B2B, B2C, D2C models and value creation</li> <li>• Group Task: Analyze Amazon vs. Alibaba models</li> <li>• Reading: Osterwalder's Business Model Canvas</li> </ul>	LO1, 1.1	
2.	Platform and Subscription Models	<ul style="list-style-type: none"> <li>• Case Study: Netflix vs. Spotify</li> <li>• Debate: Scalability and monetization in digital models</li> <li>• Article Review: Harvard Business Review on platforms</li> </ul>	LO1, 1.1	
3.	Industry Analysis: Competitive Forces	<ul style="list-style-type: none"> <li>• Workshop: Porter's Five Forces</li> <li>• Case Review: Airline industry competition</li> <li>• Task: Map competitive landscape of student-chosen sector</li> </ul>	LO1, 1.2	
4.	Innovation in Business Models	<ul style="list-style-type: none"> <li>• Presentation: Disruptive models (Uber, Airbnb)</li> <li>• Simulation: Innovate a new business model</li> <li>• Academic Reading: Christensen on disruption</li> </ul>	LO1, 1.2	
5.	Business Models in Emerging Markets	<ul style="list-style-type: none"> <li>• Case Study: Jumia (Africa), Reliance Jio (India)</li> <li>• Discussion: Environmental constraints and adaptability</li> <li>• Group Work: Re-design a Western model for emerging market</li> </ul>	LO1, 1.2	

6.	Strategic Fit and Sustainability	<ul style="list-style-type: none"> <li>Workshop: Aligning models with long-term goals</li> <li>Task: Present sustainable business model blueprint</li> <li>Reflection: Strengths and risks of chosen models</li> </ul>	LO1, 1.1, 1.2	
7.	Financial Ratios and Interpretation	<ul style="list-style-type: none"> <li>Lecture: Profitability, liquidity, efficiency</li> <li>Workshop: Ratio calculation using Tesco annual report</li> <li>Paper Review: Common errors in financial analysis</li> </ul>	LO2, 2.1	
8.	Cash Flow and Break-even Analysis	<ul style="list-style-type: none"> <li>Activity: Break-even chart building</li> <li>Simulation: Cash flow management game</li> <li>Peer Discussion: Survival vs. profitability balance</li> </ul>	LO2, 2.1	
9.	Review	<ul style="list-style-type: none"> <li>Peer feedback session</li> <li>Midterm preparation workshop</li> </ul>		
10.	Review	<ul style="list-style-type: none"> <li>Case-based exam on LOs 1 and 2</li> </ul>		
11.	Market Trend Analysis	<ul style="list-style-type: none"> <li>Lecture: Analyzing PESTLE and trend reports</li> <li>Task: Map industry-specific trends from real reports</li> <li>Case Review: EV sector and market shifts</li> </ul>	LO2, 2.2	
12.	Data Interpretation for Decision Making	<ul style="list-style-type: none"> <li>Workshop: Market data visualization and interpretation</li> <li>Debate: Data-driven vs. intuition-led decisions</li> <li>Guest Lecture: Market analyst from industry</li> </ul>	LO2, 2.2	
13.	Financial Performance and Market Response	<ul style="list-style-type: none"> <li>Case Study: Marks &amp; Spencer recovery</li> <li>Task: Link financial metrics with market strategy</li> <li>Discussion: Short-term vs. long-term financial decisions</li> </ul>	LO2, 2.1, 2.2	

14.	Strategic Financial Insights	<ul style="list-style-type: none"> <li>Activity: Pair financial ratio changes with strategy changes</li> <li>Task: Forecasting business health</li> <li>Academic Reading: McKinsey Quarterly on strategic finance</li> </ul>	LO2, 2.1, 2.2	
15.	Review	<ul style="list-style-type: none"> <li>Review all cases covered during the academic year</li> <li>Preparation for Final Exam</li> </ul>	LO1-LO2	
16.	Midterm	<ul style="list-style-type: none"> <li><b>Midterm assessment</b> covering all learning outcomes (theory and practical elements)</li> </ul>	LO1-LO2	
17.	Feedback & Reflection	<ul style="list-style-type: none"> <li>Review of key concepts covered</li> <li>Reflective discussion</li> <li>Course evaluations</li> </ul>	LO1-LO2	
18.	Identifying Emerging Opportunities	<ul style="list-style-type: none"> <li>Lecture: Blue Ocean Strategy, opportunity maps</li> <li>Simulation: Business idea pitch from gap analysis</li> <li>Reading: W. Chan Kim on market creation</li> </ul>	LO3, 3.1	
19.	Market Research for Opportunity Sensing	<ul style="list-style-type: none"> <li>Workshop: Design and conduct a mini-market survey</li> <li>Task: Analyze survey results to identify market needs</li> <li>Presentation: Opportunity validation report</li> </ul>	LO3, 3.1	
20.	Identifying and Assessing Risks	<ul style="list-style-type: none"> <li>Case Study: WeWork business model collapse</li> <li>Task: Identify internal/external risks from real case</li> <li>Discussion: Risk perception in startups vs. corporates</li> </ul>	LO3, 3.2	

<b>21.</b>	Risk Management Strategies	<ul style="list-style-type: none"> <li>• Seminar: Risk register and mitigation matrix</li> <li>• Activity: Design a risk map for student-designed business</li> <li>• Peer Feedback: Evaluate robustness of mitigation plan</li> </ul>	LO3, 3.2	
<b>22.</b>	Risk-Opportunity Balance	<ul style="list-style-type: none"> <li>• Debate: Bold growth vs. safe sustainability</li> <li>• Simulation: Business boardroom risk assessment</li> <li>• Reflection Task: Personal risk-taking style as a leader</li> </ul>	LO3, 3.1, 3.2	
<b>23.</b>	Capstone Activity on Business Opportunity	<ul style="list-style-type: none"> <li>• Group Project: Pitch opportunity with SWOT + risk mitigation</li> <li>• Panel Feedback: Peer + tutor panel</li> <li>• Academic Reflection: Key opportunity recognition concepts</li> </ul>	LO3, 3.1, 3.2	
<b>24.</b>	Review	<ul style="list-style-type: none"> <li>• Case-based and essay based exam</li> </ul>	LO1-LO2-LO3	
<b>25.</b>	Introduction to Commercial Decision Making	<ul style="list-style-type: none"> <li>• Workshop: What is commercial awareness?</li> <li>• Simulation: Budget allocation decisions in departments</li> <li>• Paper Review: Value-based decision making</li> </ul>	LO4, 4.1	
<b>26.</b>	Business Case Analysis	<ul style="list-style-type: none"> <li>• Case Review: Zara's vertical integration</li> <li>• Task: Apply commercial insight to supply chain decision</li> <li>• Group Discussion: Strategic decisions under constraint</li> </ul>	LO4, 4.1	
<b>27.</b>	Using Finance & Market Insight to Recommend	<ul style="list-style-type: none"> <li>• Task: Present recommendations for a turnaround case</li> </ul>	LO4, 4.2	

		<ul style="list-style-type: none"> <li>• Academic Reading: Strategic choices under financial pressure</li> <li>• Simulation: Multi-variable decision-making scenario</li> </ul>		
<b>28.</b>	Strategic Decision-Making Capstone	<ul style="list-style-type: none"> <li>• Final Simulation: Make strategic decisions for hypothetical firm</li> <li>• Group Report: Decision process and justification</li> <li>• Academic Debrief: Reflection on decision trade-offs</li> </ul>	LO4, 4.1, 4.2	
<b>29.</b>	Final Exam Preparation & Review	LO1, LO2, LO3, LO4	LO1, LO2, LO3, LO4	
<b>30.</b>	Final Exam		LO1, LO2, LO3, LO4	