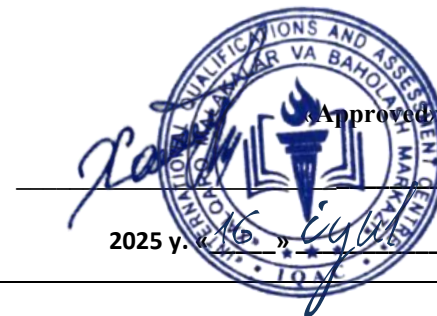




**INTERNATIONAL QUALIFICATIONS
AND ASSESSMENT CENTRE (IQAC)**



Programme	Level 6 BA (Hons) BUSINESS ADMINISTRATION		
Unit Number/ Unit Title	Unit 5 BUSINESS AND COMMERCIAL AWARENESS		
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		End Date	

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

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

Learning Outcome	Assessment Criteria
LO1. 1. Demonstrate an understanding of commercial environments and business models.	1.1 Describe key components of various business models (e.g., B2B, B2C). 1.2 Analyze the competitive landscape within a specific industry.
LO2. 2. Assess the importance of financial and market analysis in business.	2.1 Conduct basic financial analysis, interpreting profitability, liquidity, and efficiency ratios. 2.2 Evaluate market trends and their impact on business strategies.
LO3. 3. Develop skills for identifying business opportunities and risks.	3.1 Identify emerging business opportunities based on market research. 3.2 Propose risk management strategies to address potential challenges.
LO4. 4. Apply commercial awareness to business decision-making.	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"> Lecture: B2B, B2C, D2C models and value creation Group Task: Analyze Amazon vs. Alibaba models Reading: Osterwalder's Business Model Canvas 	LO1, 1.1	
2.	Platform and Subscription Models	<ul style="list-style-type: none"> Case Study: Netflix vs. Spotify Debate: Scalability and monetization in digital models Article Review: Harvard Business Review on platforms 	LO1, 1.1	
3.	Industry Analysis: Competitive Forces	<ul style="list-style-type: none"> Workshop: Porter's Five Forces Case Review: Airline industry competition Task: Map competitive landscape of student-chosen sector 	LO1, 1.2	
4.	Innovation in Business Models	<ul style="list-style-type: none"> Presentation: Disruptive models (Uber, Airbnb) Simulation: Innovate a new business model Academic Reading: Christensen on disruption 	LO1, 1.2	
5.	Business Models in Emerging Markets	<ul style="list-style-type: none"> Case Study: Jumia (Africa), Reliance Jio (India) Discussion: Environmental constraints and adaptability Group Work: Re-design a Western model for emerging market 	LO1, 1.2	

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

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

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

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