Proposed IAM Level 4 Units

Business Environment
This unit will introduce learners to the context within which business organizations operate. The module will cover:

- Business terminology especially relating to the global economic and financial environment within which businesses operate
- How the business environment can be analysed and concepts, theory and terminology related to environmental analysis
- Aspects of economics relevant to business managers to include factors affecting supply and demand, market structures and competition, impacts of national economies on business.
- How businesses need to operate within a local and global regulatory environment and their relationship with national governments and other regulators to include regulation of business operations, monetary issues, reporting requirements (e.g. financial and corporate social responsibility) and environmental issues
- Relationship of businesses with society and issues which impact on this e.g. the business as employer, corporate social responsibility, quality management, customer and stakeholder relations.
- Current business issues/impacts e.g. globalisation, sustainability, technology

Marketing
The unit will provide an introduction to basic principles and concepts of marketing and a focus on understanding the needs of customers and meeting those needs. The unit will include:

- Tool and techniques for the analysis of the marketing environment and the needs of customers
- Tool and techniques for the analysis of the organisation's ability to meet customer requirements
- Strategic marketing including segmentation, targeting and positioning
- The marketing mix
- The importance of understanding consumer behaviour and market research and techniques
- Importance of quality and customer focus

Managing people and organizations
This units looks at how organizations manage their internal environment, their culture, structure and the people within them. The unit will look at:

- Concepts of organizational structure
- Concepts of organization culture and behaviour
- The management and control of individuals, groups and organizations
- Concepts of management and leadership
- Levels of management and planning within the organization (strategic, tactical)
Finance and accounting for managers
The unit will provide an introduction to finance for managers to give an awareness of finance and financial techniques. The unit will cover:

- Importance of financial information
- Understanding financial information – interpretation of financial statements for decision making purposes
- Capital budgeting techniques for decision making
- Budgeting and management control techniques
- Basic costing decisions
- Sources of finance for business

Administrative management
To introduce students to the role of administration in business and the support it provides throughout the business. The unit will include:

- The concept of administrative management and the role of the administrative manager
- An understanding of administrative systems and how they use technology
- How administrative management supports the organisation
- Importance of communication in organisations and communications systems
- The importance of information management
- How organisations manage information flows

Basic Quantitative Methods/Statistics
The aim of the unit is to introduce students to statistical techniques. This is particularly relevant to students who lack a formal qualification in maths at GCSE or above or who have not covered statistical techniques. To cover:

- Use and interpretation of statistical techniques – probability, decision trees, time series analysis, measures of central tendency, sampling techniques.
- Use and interpretation of graphs and charts, frequency and cumulative frequency data
- Risk and return
- Time value of money
- Basic numerical techniques e.g percentages, ratios, calculations of simple and compound interest.
- Problem solving

Personal skills
The unit will explore personal skills for business and management and support the student to develop these skills. To include:

- Decision-making models and processes
- Negotiating skills
- Building work relationships
- Concept of professionalism
- Time-management and prioritisation
- Managing conflict
- Communication skills
- Skills auditing
- Continuing professional development and planning career pathways