

Unit 4: Business Environment

Learning hours: 60

NQF level 4: BTEC Higher National – H1

Description of unit

The aim of the unit is to encourage learners to identify the objectives of organisations and the influence of stakeholders. Learners are also encouraged to investigate the operation of organisations in relation to the local, national and global environment. The unit also provides learners with a solid base of understanding of the parameters within which organisations act that can be built upon in further units.

Summary of learning outcomes

To achieve this unit a learner must:

- 1 Identify the mission, **objectives and responsibilities of an organisation** within its environment
- 2 Investigate the **economic, social and global environment** in which organisations operate
- 3 Investigate **the behaviour of organisations and the market environment**
- 4 Explore the significance of **international trade and the European dimension** for UK businesses.