

Unit Title: Developing commercial awareness
 OCR unit number: 9
 Credit value: 4
 Level: 4
 Guided learning hours: 37
 Unit reference number: T/504/1311

Unit aim and purpose

By completing this unit the learner will develop an understanding of their own employer's business, the business of its clients and how relationships are managed between their own employer and its clients, and the implications of a business operating ethically.

Learning Outcomes	Assessment Criteria
<p>The Learner will:</p> <p>1 Understand own employer's business</p>	<p>The Learner can:</p> <p>1.1 Explain own employer's objectives and strategy and its position in the market</p> <p>1.2 Explain own employer's organisational structure and that of its senior leadership team</p> <p>1.3 Analyse the services and/ or products own employer provides and how it makes money</p> <p>1.4 Explain how own employer adds value to its clients through the services and/or products it provides</p>
<p>2 Understand how relationships are managed between own employer and its clients</p>	<p>2.1 Evaluate own employer's and client's role and responsibilities on a project</p> <p>2.2 Explain the contractual obligations that apply between own employer and client</p> <p>2.3 Explain how to manage client expectations</p> <p>2.4 Evaluate the impact on individuals and own employer of not fulfilling agreements made with colleagues, clients and stakeholders</p>
<p>3 Understand a client's business</p>	<p>3.1 Analyse a client's organisational structure and that of its senior management team</p> <p>3.2 Explain what services and/ or products a client provides and how it makes money</p> <p>3.3 Analyse the objectives and strategy of a clients' business and its position in the market</p>
<p>4 Understand the implications of operating ethically</p>	<p>4.1 Explain what operating ethically means in a business context</p> <p>4.2 Explain the implications for a business and its stakeholders of operating ethically</p>

Assessment

This unit is internally assessed by the centre and externally moderated by OCR.

Evidence requirements

Candidates must produce evidence that meets all of the Assessment Criteria.

It is not necessary for candidates to meet all the criteria every time they carry out an activity, but **it is necessary that all candidates produce evidence to demonstrate they have met all assessment criteria.** There must be sufficient evidence for centre assessors to be able to confirm that the candidate is competent in their working environment.

Additional information

For further information regarding administration for this qualification, please refer to the OCR document '*Admin Guide: Vocational Qualifications*' (A850) on the OCR website www.ocr.org.uk.