

# **OTHM Certificate**

## ***Introduction to the Business Environment***

The OTHM Certificate Paper on the Business Environment is one of four papers that make up the OTHM Certificate. This course assumes knowledge gained in the OTHM Introductory Certificate.

### **Aims and Objectives**

The module aims to provide participants with:

- An understanding of the nature of a business environment
- The ability to describe its relevance to organisations working in the tourism and hospitality industries
- An understanding of how to interpret the elements within the business environment so that it provides useful information for the organisation
- An appreciation of micro and macro environmental issues

### **Learning Outcomes**

At the end of the module students will be able to:

- Distinguish between different types of organisations within the tourism and hospitality industries (from both the private and public sectors)
- Understand the objectives and the specific influences on these organisations
- Assess the potential impact on the organisation of key trends in the political, economic, social and technological, legal and ethical environments (PEST/PESTLE or STEPLE macro frameworks to be explored fully)
- Demonstrate an understanding of the micro environment in relation to organisations
- Collect information about the business environment from relevant secondary and primary sources
- Compare and contrast the range of techniques for collecting macro and micro environmental information