**BTEC Assignment Brief**

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| **Qualification** | | |  | | --- | | Pearson BTEC Level 3 National Diploma in Business  Pearson BTEC Level 3 National Extended Certificate in Business | |
| **Unit number and title** | | |  | | --- | | **Unit 1:Exploring Business** | |
| **Learning aim(s)** (For NQF only) | | |  | | --- | | **A:** Explore the features of different businesses andanalyse what makes them successful  **B**: Investigate how businesses are organised | |
| **Assignment title** | | |  | | --- | | **Features contributing to the success of contrasting businesses** | |
| **Assessor** | | Flo Khan |
| **Issue date** | | Monday 6th November 2023 |
| **Hand in deadline** | | Friday 8th December 2023 |
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| **Vocational Scenario or Context** | | |  | | --- | | You have been accepted onto a work placement in the Economic Development Unit (EDU) at your local council. The EDU is dedicated to helping businesses to start, grow and prosper.  You will be working with the officers who are responsible for publications, brochures and guides  You have been asked to research and collect information on two contrasting businesses and use this evidence to write a report on why businesses are successful.  Choose one from each group listed below:  **Group A** **Group B**  McDonalds Thorpe Park  Nike Greggs Bakery  Apple JD Sports | |
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| **Task 1** | | |  | | --- | | **The features contributing to the success of contrasting businesses.**  The EDU has given you a list of suitable businesses and you will need to carry out initial research on these businesses before selecting **two** contrasting businesses for your report. |  |  | | --- | | To provide a suitable contrast the businesses must have different types of ownership and liability, i.e. one for-profit and one not-for-profit business.  You will have to gather comprehensive research evidence for **each**  business.  Your research should include:  • Features of the business to include ownership and liability, purpose, sector, scope of activities and size  • organisational structure and functional areas  • the business mission, vision and values, aims and objectives  • the relationship with internal and external stakeholders, to include how it communicates with these stakeholders and the influence they have on the business  • possible reasons for success.  Using this research, prepare a report that investigates and assesses the reasons for the success of these two businesses. |  |  | | --- | | The report will evaluate how each organisation’s features, and the relationship and communications with internal and external stakeholders, supports and enables the business in achieving its aims and objectives and in being successful.  The report will have a clear conclusion that is fully justified by well- balanced, developed arguments, and is supported by good use of research evidence. | |
| **Checklist of evidence required** | | |  | | --- | | Individual report. | |
| **Criteria covered by this task:** | | |
| Unit/Criteria reference | To achieve the criteria you must show that you are able to: | |
| |  | | --- | | 1/AB.D1 | | |  | | --- | | Evaluate the reasons for the success of two contrasting businesses, reflecting on evidence gathered. | | |
| 1/A.M1 | |  | | --- | | Assess the relationship and communication with stakeholders of two contrasting businesses using independent research. | | |
| 1/B.M2 | |  | | --- | | Analyse how the structures of two contrasting businesses allow each to achieve its aims and objectives. | | |
| 1/A.P1 | |  | | --- | | Explain the features of two contrasting businesses. | | |
| 1/A.P2 | |  | | --- | | Explain how two contrasting businesses are influenced by stakeholders. | | |
| 1/B.P3 | |  | | --- | | Explore the organisation structures, aims and objectives of two contrasting businesses. | | |
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| **Sources of information to support you with this Assignment** | | |  | | --- | | **Websites**  www.bized.co.uk  Business education resources with case studies, simulations and worksheets  www.businesscasestudies.co.uk  The Times 100 has economics and business case studies. The site also has a selection of theory notes aimed at learners  www.gov.uk  The government portal for government departments and policies  www.mindtools.com/CommSkll/WritingSkills.htm  Tips on how to develop good communication skills.  www.tutor2U.com  This site provides resources and revision materials. There are also links to other sources of information. | |
| **Other assessment materials attached to this Assignment Brief** | | *Harvard Referencing Helpsheet* |

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**HARVARD REFERENCING**

Citing References in text using the Harvard System

1. **Author's name cited in text**

# When making reference to an author's work in your text, their name is followed by the year of publication of their work and page reference, in brackets (parentheses) and forms part of the sentence.

Cormack (1994, pp.32-33) states that; when writing for a professional readership, writers invariably make reference to published works.'

In general, when writing a professional publication, it is good practice to make reference to other published work. This view has been supported in the work of Cormack (1994, pp.32-33).

1. **Secondary Sources**

# While you are consulting an original work, you may come across a summary of another author's work, which you would like to make reference to in your own document. This is called secondary referencing.

Research recently carried out by

Brown (1996 cited in basset, 1986, p.142) found that..... (Brown, 1996 cited in basset, 1986, p.142)

Compiling the Reference List and Bibliography

1. **Books**

# Use the title page, not the book cover for reference details. The required elements for a book reference are:

Author, Initials/First Name, Year, *Title of book.* Edition. Place of publication: Publisher

1. Journal Articles

Author, Initial, Year, Title of article. *Full Title of Journal,* Volume number (Issue/Part Number), Page numbers.

1. Internet Source

Author, Initials., Year. Title [online]. Edition. Place of Publication: Publisher. Available from (hyperlink){Accessed date}.