

# Pearson Higher National DIPLOMA IN BUSINESS STUDIES

## ASSIGNMENT BRIEF

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### **UNIT 1: Business And The Business Organisation**



Level  
BTEC  
Higher  
National  
Certificate

4

Level  
BTEC  
Higher  
National  
Diploma

5

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# Colbourne College

## Student Cover Page And Assignment Brief

Student Name/ID Number				
<b>Unit Number and Title</b>	<b>UNIT 1: Business And The Business Organisation</b>			
Academic Year				
<b>Assignment Title</b>	<b>LO 1. Explain the different types, size and scope of organisations</b>			
Issue Date		Submission Date		
Unit Tutor		IV Name & Date		
Add Your Name And Signature Only To Confirm <b>'Authenticity Of Own Work'</b>				
Plagiarism Report Is Included	YES	NO	Number Of Pages	
<b>STUDENTS DO NOT MARK BELOW THIS LINE PLEASE</b>				
<b>The Student/s satisfied the Pass Criteria?</b>		YES	NO	IV
P1. Explain different types and purposes of organisations; public, private and voluntary sectors and legal structures.				
P2. Explain the size and scope of a range of different types of organisations.				
Credited the sources of their information through in-text referencing				
Applied the subject areas reasonably well to the assigned role/issues in the context of the case study to correctly meet the criteria set out in the task.				
The Student/s achieved all of the above requirements that define the Pass grade		YES	NO	
<b>The Student/s satisfied the Criteria for MERIT?</b>		YES	NO	IV
M1 Analyse how the structure, size and scope of different organisations link to the business objectives and product and services offered by the organisation.				
The subject matter and key issues are suitably researched, and the discussion is focused. The quality of writing is very good, and the ideas transitioned well from one point to the next.				
The Student/s achieved all of the requirements that define the MERIT grade		YES	NO	
<b>The Student/s satisfied the DISTINCTION for LO1 and LO2?</b>		YES	NO	IV
The Student/s achieved all of the requirements that define the Distinction grade		YES	NO	
Markers' Review/Comments/Further Action Required	Markers' Review/Comments/Further Action Required			
<b>REFERRED WORK: The Student must make corrections and resubmit?</b>		YES	NO	
Signature Of First Marker:	Dated:	Signature Of Second Marker:	Dated:	

## Guidance To Students. You should read this information before starting:

- 1) Read the brief and think about what the assignment brief is asking. Make sure you understand the assessment criteria and nature of the evidence that must be produced. If you are not clear seek guidance from the tutor on the unit.
- 2) Guided by what the subject areas and issues in the task, you will conduct literature review to produce research findings that provide valid answers to the problem/subject/issues that you are inquiring.
- 3) Produce an appropriate assessment action plan that includes relevant research resources and timeframes. Submit this to the tutor for additional support or clarification if required.
- 4) You must be clear on the requirements to develop an appropriate specification to produce and communicate your work to the intended audience e.g. for written essays or reports you will organise the paper in sections:
  - 4.1. SECTION 1: Introduction – In a short opening statement you will outline what the task is asking and the aim/s of the paper. Further, you will briefly define the key terms in the assignment.
  - 4.2. SECTION 2: **Research Findings** - you will research the subject area/s and find answers and generate the knowledge to correctly investigate the issues raised. To carry out the research, apply a range of secondary research sources to elucidate the scope of the subject and support the requirements set out in the task. The research findings that you produce must be valid. This means that the findings must be relevant, and the sources used are appropriate. You will apply the research findings to your work to support, compare, analyse and validate the ideas and arguments. All arguments and ideas discussed must be credited to the source. That is, you must correctly state the name of the Author or source that you obtained the information from e.g. (Brown, 2016). The required referencing style is Harvard Referencing.

*RESEARCH SOURCES:* Secondary research sources that you can use to gather information for your work may include textbooks, journal articles, magazine articles (not factual accounts) and newspapers. Other sources that you may collect information from are *primary research sources* which include original first-hand accounts, legal and historical documents, results of experiments and market research data collection.

*RESEARCH METHODS:* You will further apply *qualitative and/or quantitative research methods* to evaluate the research findings from the primary sources. Qualitative is reasoning with arguments while quantitative is numbers and figures.

*AVOID PLAGIARISING:* You must reference all the sources in the body of your work (in-text). Further, create a reference page to list all these in-text sources that you cited in the work. Failure to reference your work in-text and on the reference page will result in a fail grade for the unit, as this is plagiarism (cheating/academic misconduct).
  - 4.3. SECTION 3: **Discussion** - this is substantive discussion of the research findings. Here you will carry out the command verb in relations to the task you are assigned. E.g. you may be asked to analyse, explain, assess, apply, justify, compare etc. These are different commands and will require different approaches. Also, if the research findings are not relevant to the task, no matter the quality and rigor of the discussion, the criteria will not be met because your discussion should be an expansion of the research findings. Hone your discussion to meet all criteria set out in the task.
  - 4.4. Section 4: Conclusion. Draw conclusions to form the basis for recommendations. Conclusions are summary of the main points in the work. Recommendations are future actions needed based on the conclusion/outcome.
- 5) Submit a pdf copy of your work on or before the published deadlines. Work past due is not acceptable under any circumstances except in extenuating circumstances which must be approved before the deadline expires.
- 6) Submit your work using the correct portal on iTutor. Work sent to incorrect portal will not be marked.
- 7) Students will be awarded either Pass, Merit, Distinction, Referred, Incomplete, or Fail grade. In practice, this means that a student must achieve all the required learning outcomes to be awarded pass grade or higher. Thus, for students to achieve Pass, they must achieve all of the requirements that define the Pass. To achieve a Merit, students must achieve all the requirements that define Pass and Merit. For Distinction, the student must achieve all Pass, Merit and Distinction requirements. Referred Grade is where one or more tasks does not achieve a Pass Grade. You will be given feedback and the opportunity to submit the corrections at a future time agreed with your Supervisor.
- 8) Failure to submit any part of an assignment will result in the work marked In-Complete. In-complete then changes to Fail. Avoid fail grade at all cost. In-complete (IC/NC) and Fail Grade (F) mean that you must pay to take over this unit/course. Here are the ways to fail: 1) not doing the working at all; 2) not attempting all the tasks listed as P (e.g. P1, P2 etc), 3) getting over 60% of the tasks as referred grade; and 4) plagiarising. Historically, less than 5% of the class will Fail.

# LO1. ASSIGNMENT

## OBJECTIVES OF THE ASSIGNMENT

**LO1** Explain the different types, size and scope of organisations.

## CASE STUDY AND SCENARIO

You are a business student on the first semester of a college course. You are placed in team of three members to carry out a study the organisational behaviour and make recommendations towards improving relationship, communication, and performances and business outcomes.

## ASSIGNMENT ONE: TASKS

### COMPULSORY

**P1. Explain different types and purposes of organisations; public, private and voluntary sectors and legal structures.**

You will carry out a study in the business environment of Jamaica and address the following tasks:

- 1) Find two organisational examples of each of the following: for-profit organisations, not-for-profit organisations, and non-government organisations (NGOs).
- 2) Identify what the objectives of each type of organisations are. Then, explain the key differences in purpose between for-profit organisations, not-for-profit organisations, and non-government organisations (NGOs).
- 3) Explain the different range of legal structures associated with the different forms of business and explain each: sole traders, partnerships and private limited companies.

**P2. Explain the size and scope of a range of different types of organisations.**

- 1) Provide two organisational examples of each of the following: large, medium-sized and small organisations in Jamaica.
- 2) Explain the differences between large, medium-sized and small organisations. Focus on any four of these factors in your discussion: differences in their objectives and goals, market share, profit share, growth and sustainability, and transnational, international, and global trade share.
- 3) Explain the differences between the different types of business organisations: the sole traders, partnerships, companies, and franchising. Then, assess the strengths and limitations of each type.

### OPTIONAL FOR HIGHER GRADE

**M1. Analyse how the structure, size and scope of different organisations link to the business objectives and product and services offered by the organisation.**

*(To address this M1 task, use the same organisations that you provided in P2 task 1)*

## SUBMISSION FORMAT

- ❖ Fully complete the Assignment Cover Page and use same as the front sheet/cover of your assignment.
- ❖ **P1 and P2** must be submitted as separate **Fact Sheets**. Conduct research to generate knowledge which will form the basis for analysis of the scenario and context given in the Case Study. For the Fact Sheet you only need to reference figures, statistics and tables copied into your work. For all other information, paraphrase and summarise and provide the references correctly in the bibliography using the Harvard referencing system.
- ❖ Submit separate fact sheets for P1 and P2.
- ❖ You **MUST** use the headers same as given e.g. P1, M1, P2. Do not reword them from the original.
- ❖ Use page numbers.
- ❖ Font Style is Arial & Font Size is 11 AND Line Spacing is 1 & Paragraph Spacing is 2
- ❖ Include the full plagiarism report after the reference page, and not just the score.
- ❖ Use [www.citethisforme.com](http://www.citethisforme.com) for referencing and [www.grammarly.com](http://www.grammarly.com) for grammar and proof reading

# LEARNING OUTCOME 1 LESSON CONTENTS

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## **LO1 Analyse the influence of culture, politics and power on the behaviour of others in an organisational context**

### **LO 1. Course Content**

#### **Different types of organisations:**

- Differences between for profit and not for profit and non-government organisations (NGOs).
- Micro, small, medium-sized enterprises (SMEs). Different business purposes, objectives and supply of goods and services.
- The range of legal structures associated with different forms of business: sole traders, partnerships and private limited companies.

#### **Size and scope of organisations:**

- Differences between large, medium-sized and small organisations including objectives and goals, market share, profit share, growth and sustainability.
- Global growth and developments of transnational, international and global organisations.
- Differences between franchising, joint ventures and licensing.
- Industrial structures and competitive analysis.
- Market forces and economic operations e.g. scarcity and choice, supply and demand, income elasticity.
- Stakeholders and responsibilities of organisations to meet different stakeholder interests and expectations.

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## **LEARNING RESOURCES TO SUPPORT THE LESSON**

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The following Reading Assignments are for lead discussion at the group meetings and to assist with carrying out the assignments:

#### ❖ **Differences between large, medium-sized and small organisations**

**LINK:** <https://www.slideshare.net/ramiyer/comparison-small-medium-large-companies>

#### ❖ **Explain the different types, size and scope of organisations**

**LINK:** <http://www.iqualifyuk.com/library/business-management-section/different-types-size-and-scope-of-organisations/>

#### ❖ **The Basics of Business Structure**

**LINK:** <https://www.entrepreneur.com/article/200516>