

# 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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Edexcel, BTEC and LCCI qualifications are awarded by Pearson, the UK's largest awarding body offering academic and vocational qualifications that are globally recognized and benchmarked.

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**BTECs are work-related qualifications for students taking their first steps into employment, or for those already in employment and seeking career development opportunities. BTECs provide progression into the workplace either directly or via study at university and are also designed to meet employer's needs. Therefore, Pearson BTEC Higher National qualifications are widely recognised by industry and higher education as the principal vocational qualification at Levels 4 and 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>LO4. The internal strengths and weaknesses of specific businesses and explain their interrelationship with external macro factors.</b>		
Issue Date		Submission Date	
Unit Tutor		IV Name & Date	
Add Your Name And Signature Only To Confirm ' <i>Authenticity Of Own Work</i> '			
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
<b>P5.</b> Conduct internal and external analysis of specific organisations in order to identify strengths and weaknesses. .			
<b>P6.</b> Explain how strengths and weaknesses interrelate with external macro factors.			
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
<b>M3.</b> Apply appropriately, SWOT/TOWS analysis and justify how they influence decision-making.			
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
<b>D2.</b> Critically evaluate the impacts that both macro and micro factors have upon business objectives and decision-making.			
The Student/s achieved all of the requirements that define the Distinction grade	YES	NO	
<b>Markers' Review/Comments/Further Action Required</b>	<b>Markers' Review/Comments/Further Action Required</b>		
<b>REFERRED WORK: The Student must make corrections and resubmit?</b>			
	YES	NO	
<b>Signature Of First Marker:</b>	<b>Dated:</b>	<b>Signature Of Second Marker:</b>	<b>Dated:</b>

## 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.

## LO4. ASSIGNMENT

### OBJECTIVES OF THE ASSIGNMENT

**LO4.** Determine the internal strengths and weaknesses of specific businesses and explain their interrelationship with external macro factors

### CASE STUDY AND SCENARIO

**Use an organisation that you are familiar with to address tasks P5 and P6. If you are unemployed, this can be your school as the studied organisation.**

### ASSIGNMENT FOUR: TASKS

**P5.** Conduct internal and external analysis of specific organisations in order to identify strengths and weaknesses.

**P6.** Explain how strengths and weaknesses interrelate with external macro factors.

**OPTIONAL FOR HIGHER GRADE. To achieve merit and distinction grade you should:**

**M4.** Apply appropriately, SWOT/TOWS analysis and justify how they influence decision-making.

**D2.** Critically evaluate the impacts that both macro and micro factors have upon business objectives and decision-making.

### SUBMISSION FORMAT

- ❖ Fully complete the Assignment Cover Page and use same as the front sheet/cover of your assignment.
  - ❖ Teams consisting of up to six members fully contributing members are allowed for P4 and M3 Assignment.
  - ❖ **P5, P6, M4 & D2** You are the required to present the business report to the Board Of Directors of the company. Conduct research to generate knowledge which will form the basis for analysis of the scenario and context given in the Case Study. Your presentation should be referenced using the Harvard referencing system. Provide a bibliography using the Harvard referencing system.
  - ❖ **P5** can be in a table format using the SWOT model.
  - ❖ **P6** has a minimum word requirement of 1,000 – 1,250.
  - ❖ For higher grade, **M4** may be added as a separate header to P6 with 350 words.
  - ❖ **D2** may be 350 -400 words separately.
  - ❖ You **MUST** use the headers same as given e.g. P3 and M3. Do not reword them from the original.
  - ❖ Use page numbers throughout the report.
  - ❖ Header Style is Arial with titles being 36-point size. Text at a 28-point size, and sub-text at 18-point size.
  - ❖ 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 4 LESSON CONTENTS

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## **LO4. Determine the internal strengths and weaknesses of specific businesses and explain their interrelationship with external macro factors**

### **LO4. Course Content**

#### **Frameworks for analysis:**

- Introduction to SWOT and/or TOWS analysis and how they can assist in the decision-making process within organisations.
- Key external macro factors including the competitive environment and government intervention that influence organisations and business.

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

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

❖ **SWOT AND PESTEL / Understanding your external and internal context for better planning and decision-making /**

LINK: [https://www.unicef.org/knowledge-exchange/files/SWOT\\_and\\_PESTEL\\_production.pdf](https://www.unicef.org/knowledge-exchange/files/SWOT_and_PESTEL_production.pdf)

❖ **Uses of SWOT analysis**

LINK: <https://www.business.qld.gov.au/starting-business/planning/market-customer-research/swot-analysis/uses>

❖ **SWOT Analysis Example (Strengths, Weaknesses, Opportunities, Threats)**

LINK: <https://www.thebalancesmb.com/swot-example-strengths-weaknesses-opportunities-threats-2947985>

❖ **Strategic Planning And Swot Analysis in an organisation**

LINK: [https://www.ache.org/pdf/secure/gifts/harrison\\_chapter5.pdf](https://www.ache.org/pdf/secure/gifts/harrison_chapter5.pdf)

❖ **Relationships Between PEST and SWOT**

LINK: <https://smallbusiness.chron.com/relationships-between-pest-swot-10083.html>

❖ **External Analysis - Opportunities and Threats**

LINK: <http://www.free-management-ebooks.com/faqst/swot-04.htm>