

Pearson

Higher Nationals in

Business

EXAMPLE ASSESSMENT BRIEF

Unit: **1 Business and the Business Environment**

For use with the Pearson BTEC Level 4 Higher National Certificate and
Level 5 Higher National Diploma in Business

Brief Number: 1 & 2

First teaching from September 2018

Issue 2



Edexcel, BTEC and LCCI qualifications

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Higher National Certificate/Diploma in Business

Example Assessment Brief

Student Name/ID Number	
Unit Number and Title	1 Business and the Business Environment
Academic Year	
Unit Tutor	
Assignment Title	Organisational Types, Functions and Structures
Issue Date	
Submission Date	
IV Name & Date	

Submission Format

The submission is in the form of a portfolio of factsheets and an organisation chart. The factsheets should be written in a concise style to summarise and highlight key information and data. You are required to make use of headings, paragraphs and subsections as appropriate, and all work must be supported with research and referenced using the Harvard referencing system. Please also provide a bibliography using the Harvard referencing system. The recommended word limit is 2,000–2,500 words, although you will not be penalised for exceeding the total word limit.

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Unit Learning Outcomes

LO1 Explain the different types, size and scope of organisations

LO2 Demonstrate the interrelationship of the various functions within an organisation and how they link to organisational structure

Assignment Brief and Guidance

*Please note that assignment guidance is for reference only and should be more specific in detail to meet customised needs.

Scenario and activity:

You have been employed as an assistant business analyst by a large multinational organisation [named organisation/an organisation of your choice – your own place of work if appropriate], to investigate different types and sizes of business they will have to compete with.

You are required to investigate and analyse three different types of organisations, their size and classification to highlight differences between them. This should include their legal structure, size and scope, as well as their key stakeholders.

For one of the organisations you must then explain the various functions within the business and create an organisational chart to explore the interrelationships between different functions. You must also explain how this would be different in the other two organisations.

This will be presented as a portfolio of factsheets including an organisation chart to the CEO and should include the following:

1. Introduction to provide an overview of different types of organisations and the growth of the international business environment.
2. An explanation of each of the chosen organisations, including: background details of the organisation; the products and services they supply; the size and scope of the organisation; their vision, mission and business objectives; the organisational and legal structure; and information about their stakeholders.
3. In detail, examine the different business functions for one of the chosen organisations, using an organisation chart to show how the functions interrelate and analyse the advantages and disadvantages of how they relate to and impact the structure of the organisation.

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Higher National Certificate/Diploma in Business

Example Assessment Brief

Student Name/ID Number	
Unit Number and Title	1 Business and the Business Environment
Academic Year	
Unit Tutor	
Assignment Title	Business Environmental Analysis
Issue Date	
Submission Date	
IV Name & Date	

Submission Format

The submission is in the form of a written report that includes a PESTLE analysis and a SWOT or TOWS analysis, and a 5–10 minute PowerPoint presentation of the key findings.

The report should be written in a concise, formal business style using single spacing and font size 12. You are required to make use of headings, paragraphs and subsections as appropriate, and all work must be supported with research and referenced using the Harvard referencing system. Please also provide a bibliography using the Harvard referencing system. The recommended word limit is 1,000–1,500 words, although you will not be penalised for exceeding the total word limit.

The presentation slides for the findings should be submitted with speaker notes as one copy. You are required to make effective use of PowerPoint headings, bullet points and subsections as appropriate. Your research should be referenced using the Harvard referencing system. The recommended word limit is 500 words, including speaker notes, although you will not be penalised for exceeding the total word limit.

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Unit Learning Outcomes

LO3 Use contemporary examples to demonstrate both the positive and negative influence/impact the macro environment has on business operations.

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

Assignment Brief and Guidance

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With reference to Assignment one, you and your partner (pairs) have been employed as assistant business analysts by a large multinational organisation [named organisation/an organisation of your choice – your own place of work if appropriate] to analyse the current macro and micro factors that influence or impact the organisation. You are to produce a report and present a summary of findings to the board of directors.

1. Using PESTLE analysis identify and discuss the various macro environmental factors that have an impact upon the organisation, highlighting the positive and negative impacts using specific examples to support your findings.
2. Apply a SWOT or TOWS analysis to your organisation to identify their key strengths and weaknesses. Explain the interrelationships these have with the external factors previously discussed.
3. Present a critical reflection of key findings and evaluate how they influence the decision-making process.

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Learning Outcomes and Assessment Criteria		
Pass	Merit	Distinction
LO1 Explain the different types, size and scope of organisations		LO1 & 2 D1 Provide a critical analysis of the complexities of different types of business structures and the interrelationships of the different organisational functions.
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.	M1 Analyse how the structure, size and scope of different organisations link to the business objectives and product and services offered by the organisation.	
LO2 Demonstrate the interrelationship of the various functions within an organisation and how they link to organisational structure		
P3 Explain the relationship between different organisational functions and how they link to organisational objectives and structure.	M2 Analyse the advantages and disadvantages of interrelationships between organisational functions and the impact that can have upon organisational structure.	LO3 & 4 D2 Critically evaluate the impacts that both macro and micro factors have upon business objectives and decision-making.
LO3 Use contemporary examples to demonstrate both the positive and negative influence/impact the macro environment has on business operations		
P4 Identify the positive and negative impacts the macro environment has upon business operations, supported by specific examples.	M3 Apply appropriately the PESTLE model to support a detailed analysis of the macro environment within an organisation.	
LO4 Determine the internal strengths and weaknesses of specific businesses and explain their interrelationship with external macro factors		

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<p>P5 Conduct internal and external analysis of specific organisations in order to identify strengths and weaknesses.</p> <p>P6 Explain how strengths and weaknesses interrelate with external macro factors.</p>	<p>M4 Apply appropriately SWOT/TOWS analysis and justify how they influence decision-making.</p>	
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EXAMPLE

Pearson Higher Nationals in Business

EXAMPLE ASSESSMENT BRIEF

Unit: **2 Marketing Essentials**

For use with the Higher National Certificate and
Higher National Diploma in Business

Brief Number: 1 & 2

First teaching from September 2018

Issue 2

EXAMPLE



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Higher National Certificate/Diploma in Business

Example Assessment Brief

Student Name/ID Number	
Unit Number and Title	2 Marketing Essentials
Academic Year	
Unit Tutor	
Assignment Title	Marketing Concepts and Internal Relations
Issue Date	
Submission Date	
IV Name & Date	

Submission Format

The submission is in the form of a 10-minute individual PowerPoint presentation and 5 minutes allocated for questions. The presentation slides and speaker notes should be submitted as one copy. You are required to make effective use of PowerPoint headings, bullet points and subsections as appropriate. Your research should be referenced using the Harvard referencing system. Please also provide a bibliography using the Harvard referencing system. The recommended word limit is 1,500–2,000 words, including speaker notes, although you will not be penalised for exceeding the total word limit.

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Unit Learning Outcomes

LO1 Explain the role of marketing and how it interrelates with other functional units of an organisation

Assignment Brief and Guidance

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Scenario and activity:

You are applying for the role of marketing executive within [named organisation/an organisation of your choice – your own place of work if appropriate], and as part of the interview process you are required to discuss the concept of marketing as well as its role within the organisation. Further to this you will have to explore how marketing interrelates with other functions within the business.

This will be a 10-minute presentation as part of the interview. Your presentation should cover the following:

1. Introduction to the concept of marketing, including current and future trends.
2. An overview of the different marketing processes.
3. Explanation of the role and responsibilities of a marketing manager in the context of the organisation.
4. An analysis of how marketing influences and interrelates with other functional departments of the organisation.
5. Analyse the value and importance of the marketing role in the context of the organisation.
6. Conclusions that summarise the significance of having effective interrelationships between different functional departments.

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Higher National Certificate/Diploma in Business

Example Assessment Brief

Student Name/ID Number	
Unit Number and Title	2 Marketing Essentials
Academic Year	
Unit Tutor	
Assignment Title	Marketing Strategy and Application
Issue Date	
Submission Date	
IV Name & Date	

Submission Format

Part A: A briefing paper of the situational analysis research to support the marketing plan goals and objectives. Your research should be referenced using the Harvard referencing system.

Please also provide a bibliography using the Harvard referencing system. The recommended word limit is 1,000–1,500 words, although you will not be penalised for exceeding the total word limit.

Part B: A completed marketing plan. A marketing plan template will be provided, but it is not mandatory to use this.

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Unit Learning Outcomes

LO2 Compare ways in which organisations use elements of the marketing mix (7Ps) to achieve overall business objectives

LO3 Develop and evaluate a basic marketing plan

Assignment Brief and Guidance

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Scenario and activity:

With reference to assignment one, you have been appointed as the new marketing executive for [named organisation/an organisation of your choice – your own place of work if appropriate]. The first objective you have been set is to research the competition and produce a marketing plan based on your findings, to drive forward the marketing objectives for the organisation. This assignment has two parts:

Part A: Compare how two different organisations within the same competitive market apply the various elements of the 7Ps marketing mix. This will be submitted as a briefing paper for the marketing team.

The briefing paper will evaluate how the marketing mix is applied to achieve business objectives, relating to the two chosen organisations. This research will inform your situational analysis and enable you to formulate marketing goals and objectives for your organisation based on the comparative findings.

Part B: Produce a marketing plan to meet marketing goals and objectives. The marketing plan should include all elements of the 7Ps marketing mix, with a tactical action plan and measures for monitoring and evaluating progress and meeting of goals and objectives.

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Learning Outcomes and Assessment Criteria		
Pass	Merit	Distinction
LO1 Explain the role of marketing and how it interrelates with other functional units of an organisation		D1 Critically analyse and evaluate the key elements of the marketing function and how they interrelate with other functional units of an organisation
P1 Explain the key roles and responsibilities of the marketing function. P2 Explain how roles and responsibilities of marketing relate to the wider organisational context.	M1 Analyse the roles and responsibilities of marketing in the context of the marketing environment. M2 Analyse the significance of interrelationships between marketing and other functional units of an organisation.	
LO2 Compare ways in which organisations use elements of the marketing mix (7Ps) to achieve overall business objectives		LO2 & 3 D2 Design a strategic marketing plan that tactically applies the use of the 7Ps to achieve overall marketing objectives.
P3 Compare the ways in which different organisations apply the marketing mix to the marketing planning process to achieve business objectives.	M3 Evaluate different tactics applied by organisations to demonstrate how business objectives can be achieved.	
LO3 Develop and evaluate a basic marketing plan		
P4 Produce and evaluate a basic marketing plan for an organisation.	M4 Produce a detailed, coherent evidence-based marketing plan for an organisation.	