



# Pearson BTEC Sample Set Assignment Brief

## Single Part Assessment

### Unit 8 – Corporate Social Responsibility

For use with:

## Pearson BTEC International Level 3 qualifications in Marketing

### Extended Diploma

<b>Advised hours</b>	10 hours
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### For completion by the centre

<b>Qualification (select as appropriate)</b>	Extended Diploma
<b>Assessment date</b>	

## Instructions to Teachers/Tutors and/or Invigilators

The Pearson Set Assignment will be assessed internally by the centre using the unit assessment criteria detailed in the qualification specification. The assignment will be sampled by the Standards Verifier as part of the standards verification annual centre visit.

### Conditions of supervision

The Pearson Set Assignment should be undertaken in conditions that assure the authenticity of outcome. This may require supervision.

We advise that the Pearson Set Assignment be completed in sessions that come to a total of ten hours. The Pearson Set Assignment should not be shared with learners prior to the start of the assessment period. Teachers/tutors are responsible for security of the Pearson Set Assignment and materials.

### Outcomes for submission

Learners must complete this set assignment on a computer using word processing software. Learners must save their work regularly and ensure that all materials can be identified as their work.

Learners must submit their own, independent work as detailed in the set assignment, together with notes prepared. Each learner must complete an authentication sheet.



## Instructions to Learners

Read the Set Assignment Information and Set Assignment carefully. You will be asked to carry out specific activities using the information provided. You will be given a specific period to complete the assignment including time to prepare summary notes to support you during the assessment.

Your tutor will advise you of the scheduled sessions for this work. Your notes should:

- be individually and independently prepared by you
- contain a maximum of 4 sides of A4, either handwritten or typed
- use short, bullet-point style information, and cannot contain long narrative pieces of text.

At all times you must work independently and must not share your work with other learners. You must complete an authentication sheet and submit this along with your work. This document contains the information you need to prepare for the Set Assignment.

## Set Assignment Information

Many companies now practice some form of corporate social responsibility (CSR) but not all seem to understand the issues, initiatives, impacts, benefits and limitations.

You are currently on a work placement for a regional industry magazine. The editor has been so impressed with your work that she has given you the opportunity to write a report about CSR to feature in the next edition.

The editor would like the report to focus on environmental and social CSR issues facing **at least 2** different businesses and their stakeholders and the initiatives that these businesses have undertaken. These businesses should *ideally* be either from different industries, e.g. one from leisure and one from food; or from different sectors, e.g. one secondary sector business and one tertiary sector business.

You will then need to plan a CSR initiative for a selected business and the CSR brief states that this should:

- address pertinent environmental issues currently affecting the business over the next year of trading.

## Set Assignment

You must complete ALL activities

### ACTIVITY 1

- a) Conduct research into the environmental and social CSR issues that have impacted on **two** businesses of your choice. You should look to collate information from a range of sources which will help you to evidence your findings. These could include:
- 1) company CSR reports
  - 2) the Corporate Responsibility Index
  - 3) up to date news articles
  - 4) press releases



5) case studies.

- b) The report should be fit for purpose, written in appropriate business language and should be split into the following two sections.

### **Section One**

The first section of your report should assess the impact that the following CSR issues have had on your selected businesses and their key stakeholders:

- Environmental issues
- Social Issues

You will then need to explain the CSR initiatives that these 2 businesses have undertaken to address these issues.

You will need to assess which issues and initiatives have had the most impact on the businesses and why by using your research and then come to a justified conclusion.

### **Section Two** (for **ONE** of the businesses only).

Now you will need to select **one** of the two businesses.

Your report should also include:

- details of the potential benefits to this business of undertaking the CSR initiatives to their stakeholders and their competitive advantage
- details of the potential limitations to the business of undertaking the CSR initiatives to their stakeholders and their competitive advantage
- an assessment of which benefits, and limitations have had the most impact on the business by taking them beyond their statutory and regulatory requirements.
- a supported judgement of how effectively the business has responded to the CSR issues
- a justification of whether this response has strengthened their CSR image and their competitive advantage or not and why.

This activity covers learning aims A and B.

A.D1 B.D2, B.D1, B.M2, A.M1, B.P4, B.P3, A.P2, A.P1

### ACTIVITY 2

You now then need to plan a CSR initiative for a selected business and the CSR brief states that this should:

- address pertinent environmental issues currently affecting the business over the next year of trading.

In order to understand the CSR needs of the business, you will firstly need to undertake some research into their current practice and their CSR objectives. You may want to research the following:

- Annual reports



- Media news articles and reports
- Pressure group articles
- Company website
- Conduct a perception poll of target customers
- Social audits

Your CSR plan should include:

- The brief that you have been given to address
- An explanation of the CSR initiative that you believe addresses the brief
- A rationale as to why you believe the initiative you have planned addresses the brief
- The budget needed to undertake the initiative
- The time needed to undertake the initiative
- Why the initiative is necessary
- Details of the CSR initiative
- Details of sustainability
- The impact on the stakeholders using research to justify the impact
- The impact of how well the initiative will address the brief using research.

This activity covers learning aim C  
C.D3, C.M3, C.P5

