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**Pearson BTEC Level 5 Higher National Diploma Business (RQF)**


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**ASSIGNMENT BRIEF - UNIT 1**

<b>Unit Title</b>	<b>Business and the Business Environment</b>	<b>Student Name:</b>	
<b>Unit Credit Value</b>	<b>15</b>	<b>College ID NO:</b>	
<b>Unit Level</b>	<b>4</b>		
<b>Unit Code</b>	<b>L/508/0485</b>		
<b>Pearson Centre No</b>	<b>07634</b>	<b>Pearson Reg. No:</b>	
<b>Assessor/s:</b>		<b>E-mail:</b>	
<b>IQA:</b>		<b>Learner Signature:</b>	
<b>Learning Outcomes</b>	To pass this unit, the student must achieve all the major learning outcomes as follows: 1. Explain the different types, size and scope of organisations. 2. Demonstrate the interrelationship of the various functions within an organisation and how they link to organisational structure. 3. Use contemporary examples to demonstrate both the positive and negative influence/impact the macro environment has on business operations. 4. Determine the internal strengths and weaknesses of specific businesses and explain their interrelationship with external macro factors.		
<b>Issue Date</b>			
<b>Final Submission Deadline:</b>		<b>Submission Date:</b>	
<b>Signature of Assessor</b>		<b>Signature of Internal Verifier</b>	

## Unit Introduction

The aim of Business and the Business Environment unit is to equip learners with the background knowledge and the understanding of business. To understand how business organisations, operate, students of this module will be taught about the legalities, types and functions of a business organisation in a global context. The business organisation as a legal entity is separate from its owners and the activities within and around it influences its effectiveness. Learners will be involved in academic and vocational research to understand the internal and external factors shaping the world of business, and how decisions are made. Students will seize this opportunity to understand and apply the terminologies associated with the business organisation and its activities, such as profit and not for profit orientation; micro and macro environments; global, small and medium enterprises (SME) and the fundamental purpose of a business organisation. Students will also explore the relationships that organisations have with their various stakeholders and the expectations placed on the management and the workforce. In the completion of the learning outcomes of this unit, learners will acquire the knowledge, the skill and the understanding of organising and managing business organisations nationally, internationally and globally. This unit will help learners to choose their own preferred areas of specialism in future studies and in their professional career.



### Instructions

Students must **complete ALL tasks** in order to achieve this unit.

### Grading criteria

A **pass** grade is achieved by meeting all the requirements defined in the assessment criteria for passing this unit. Learners who complete the unit but who do not meet all the pass criteria are graded '**Unclassified**'. Learners whose coursework is unclassified will be given the opportunity to make necessary corrections and amendments for resubmission. In order to achieve a **merit** unit grade, **all pass criteria and all merit descriptors** must be met. To achieve a **distinction** unit grade, **all pass criteria plus all merit and distinction descriptors** must be met.

### **Completing the tasks**

In order to complete the tasks, you will need to research different information sources such as textbooks, journals articles and the internet. You are also required to develop skills in analysis and synthesis of information. Analysis requires you to critically examine different aspects of a topic and identify important issues. Synthesis requires you to summarise the information you have analysed in a concise and coherent manner. Make use of information on assignment preparation and command verb usage in your Moodle Platform.

### **Helpful information**

The following sources of information may be useful for the completion of this assignment.

#### *Textbooks*

Baron, P. (2012) *Business and its Environment*. 7th Ed. London: Prentice Hall.

Palmer, A. and Hartley, B. (2011) *The Business Environment*. 7th Ed. Maidenhead: McGraw-Hill.

Weatherley, P. (Editor) and Otter, D. (Editor) (2014) *The Business Environment: Themes and Issues in a Globalised World*. 3rd Ed. Oxford: Oxford University Press.

Worthington, I. and Britton. C. (2014) *The Business Environment*. 7th Ed. Harlow Pearson.

### **Referencing your work**

References to relevant academic theory and research findings should be provided and cited appropriately using the Harvard system of referencing. Example of this referencing style is as follows:

Sawyer M, (2004), *The UK Economy: A Manual of Applied Economics*, 16th edition, OUP Oxford

Author/s name and initials are listed first, followed by a year of publication in brackets. Then there is the title of article/chapter of the book and the journal where the article appears/ title of the book. If it is a journal, the journal will be in italics and you will have to add the volume and issue number (in brackets) along with the pages where the article can be located. If it is a book, you will have to add the place of publication and then the publication company. Include at least two in-text citations and references in each assessment criterion. Further information on the Harvard System of referencing is on your Moodle Platform.

**Note: Do not use Wikipedia as a source of reference.**

**Plagiarism and cheating**

You are required to work independently when preparing this assignment. Presenting another learner's work as yours or taking information from any sources without acknowledging the source constitutes plagiarism. Please note that your work will be cancelled if you plagiarized. In some cases, the college will detect this by using software called 'Turnitin'. Make sure you read over your work carefully and ensure that all sources of information have been acknowledged to avoid any untoward investigations that would result in a delay in your achievement of the unit.

Further information on plagiarism and potential consequences are available in your student handbooks.

**Presentation**

Present a document with a suggested word count of 2000 to 5500 words. The word guide does not include references, bibliography, images, diagrams and appendices. The word count should be stated on the assignment cover sheet. Work must be submitted in a folder, word processed in a suitable format of 12-point font, 1.5-line spacing and pages numbered.

**Submission**

When submitting your assignment, you must include:

1. The Assignment Brief
2. Assignment Cover Sheet
3. All the Formative Feedbacks
4. Other documents required by your assessor as evidence of achievement.

All assignments should be handed in at the reception, with necessary documents and should be signed and dated by the student and administrator.

**Submission deadlines** must be strictly observed. Therefore, disciplined time management is very important when producing this assignment. Failure to meet deadlines will unduly delay your achievement and progression through the course and may affect your achievement of higher grades. For example, the Merit indicator "an effective approach to study and research has been applied", and for Distinction, the indicator "activities have been managed" can both be interpreted to mean that submitting assignment work on time is an appropriate learning technique at this level.

**LSME Management and Business Studies Department**

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### **SCENARIO**

River Island is a London-headquartered high street fashion brand, which operates in several worldwide markets. Set up in 1948, by Bernard Lewis and his brothers in London, River Island is a private company owned by the Lewis family. River Island has over 350 stores in the UK, Ireland, Asia, the Middle East and Europe alongside 6 online websites that operate in 4 currencies, which ships to over 100 countries worldwide.

In the past 7 months, you have been working as a temporary staff to support the Senior Business Analyst working for the London branch of River Island. A new opening for a permanent role for the position of a Junior Business Analyst has just been advertised within the branch. The HRM department has announced that there will be internal recruitment before and the advert is put out to the members of the public. You are keen to make your interest known and thus put your application forward. However, before your position is guaranteed you are to go through a fresh interview. To secure this position you are to prepare a 15 minutes' presentation on the Business Environment in London that may have an impact on an organization such as River Island and some additional reports are also required. This report may be in any format you think suitable, but it is important that you deal with all the issues or topics given below. The HR Manager of the company will judge how useful your presented report is, and use it as part of the decision to determine your suitability for the new position so as to give you a permanent role. Criteria for assessment and characteristics of reports at passable, merit and distinction levels are given below

**Task 1 (Report):** Explain different types and purposes of different types of the organisation by putting into consideration the size, scope of these organisations. A deeper understanding of how the structure, size and scope of your given originations using River island as a private organization and a choice of public and voluntary organization can link to the business objectives, product and services offered by these organisations. You may want to impress the HR manager by doing a critical analysis of the complexities of the different types of organizations structures and how they interrelate with the organisational functions.

AC	P1	P2	M1	D1
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**Task 2 (Report):** You have been successful at your first stage of an interview with River Island. At your final interview, you will be required to demonstrate the interrelationship of the various functions within the organization link to organizational structure drawing from your experience as a temporary staff within River Island Gants Hill London.

AC	P3	M2
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**Task 3 (Presentation):**

At the final stage of your interview stage, you will be required to do a 15 minutes' presentation to demonstrate both the positive and negative influence/impact the macro environment has on business operations around Gants Hills London where the London branch is suited using contemporary examples.

River Island London can benefit from the understanding of their macro environment through your detailed analysis using the PESTLE model to support your presentation.

AC	P4	M3	D2
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**Task 4 (Report):** You have now been successful during the selection process for the role of a junior business analyst for River Island London. Haven settled in your new role, you are required to determine the internal strengths and weaknesses of the business and explain their interrelationship with external macro factors. You are expected to apply appropriately SWOT/TOWS analysis and justify how they influence the decision-making of the business (River Island). A critical evaluation of the impacts that both macro and micro factors have upon the business objectives and decision-making on the business activities of your new employers can also be helpful to show your suitability for your new role.

AC	P5	P6	M4
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