



HND Assignment Brief

Programme title	Pearson BTEC Level 5 HND in Hospitality Management	
Unit number and title	21	Small Business Enterprise
Assignment number & title	1 of 1	Written report involving 4 tasks

General Guidelines	<ul style="list-style-type: none">• The work you submit must be in your own words. If you use a quote or an illustration from somewhere you must give the source.• Include a list of references at the end of your document. You must give <u>all</u> your sources of information.• Make sure your work is clearly presented and that you use readily understandable English.• Wherever possible use a word processor and its “spell-checker”.
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Internal verifier			
Signature (IV of the brief) *		Date	



ICON College of Technology and Management
Pearson BTEC Level 5 HND in Hospitality Management (QCF)
Unit 21 Small Business Enterprise Level 5

This Unit will be assessed by written assignment

Assignment Context and Business Scenario

For this assignment, you are required to choose an organisation that is defined as a 'small business enterprise' that operates in the Hospitality sector, as defined by the U.K. 'Standard Industrial Classification of Economic Activities' (Office for National Statistics, ONS), and has been in operation for more than three (3) years.

The tasks in this coursework assignment are all based on the above scenario, and should be supported by relevant theories and concepts, where appropriate.

Recommended word limit is 3000. Please do not include cut and paste materials in your assignment pages. You may attach them in the appendix, if you feel it is necessary.

What you must do

Task 1:

- A. Produce a profile of the chosen hospitality business, identifying: a) the type, structure, size, mission and goals & objectives of the business and b) internal constraints and restrictions on the business such as resources and expertise etc.
- B. Carry out Analysis (with statistics/data) the current performance of the business in relation to previous years. This would include revenue, operational data such as occupancy percentage, REVPAR, and key financial ratios etc.
 - To achieve **M1**, you will have applied effective approaches to study and research the various small and medium hospitality businesses. (refer to Task 1 A)
 - To achieve **D1** you will have evaluated a range of performance measures and their strengths and the weaknesses and apply in your chosen hospitality business.

Task 2:

- A. Recommend with justification appropriate actions to overcome the weaknesses identified, using any models you may have learned as appropriate.
- B. Analyse the ways current performance could be maintained and strengthened
- C. Recommend with justification appropriate actions that can be taken to expand the selected business.
 - To achieve **M2**, you will have identified and applied relevant theories or techniques to analyse the performance and propose appropriate action. (Task 2 A and B)
 - To achieve **D2**, you will have planned, managed, and organised a number of activities successfully in carrying out the above assignment tasks.

Task 3:

- A. In light of the analysis as performed in Task 2, produce a business plan for the organisation detailing the assessment of the current objectives and plans.
 - B. Revise plan to incorporate changes and business objectives of the organisation and prepare an action plans (with a chosen strategy) to implement changes in the organisation.
- To achieve **M3**, you will have used appropriate structure and approach to develop and present the plan. (Task 3 A)

Task 4:

- A) Investigate and report on the potential impacts, the changes may have on the organisation both internally and externally on the selected hospitality organisation. (*The impacts are outcomes and results that may realise if the organisation is to implement change programmes*).
 - B) Develop a plan outlining how the changes will be managed in the selected business (an action plan for managing the proposed change).
 - C) Devise a method(s) to monitor and improve the performance after the changes to be implemented over a given timescale.
- To achieve D3, you will have identified a problem or issue related to managing the change and recommend actions with justification.

Relevant Information

To gain a Pass in a BTEC HND Unit, you must meet ALL the Pass criteria; to gain a Merit, you must meet ALL the Merit and Pass criteria; and to gain a Distinction, you must meet ALL the Distinction, Merit and Pass criteria

1. Outcome of the Unit

Learning outcomes	Pass
LO1 Be able to investigate the performance of a selected small business enterprise	Produce a profile of a selected small business (type, size, structure and objectives of the chosen hospitality business) identifying its strengths and weaknesses. Carry out an analysis of the business using comparative measures of performance.
LO2 Be able to propose changes to improve management and business performance	Recommend with justification, appropriate actions to overcome the identified weaknesses in the business Analyse ways in which existing performance could be maintained and strengthened Recommend with justification, new areas in which the business could be expanded.

LO3 Be able to revise business objectives and plans to incorporate proposed changes	Produce an assessment of existing business objectives and plans. Revise plans to incorporate appropriate changes. Prepare an action plan to implement the changes.
LO4 Be able to examine the impact of change management on the operations of the business	Report on the impact of the proposed changes on the business and its personnel Plan how the changes will be managed in the business Monitor improvement in the performance of the business over a given timescale.

2. Grading Criteria for Merit and Distinction of this coursework

Merit (M1, M2, M3)		Distinction (D1, D2, D3)	
Descriptors	Indicative characteristics	Descriptors	Indicative characteristics
M1: Identify and evaluate appropriate sources	❖ an effective approach to study and research has been applied	D: Use critical reflection to evaluate own work and justify valid conclusions	❖ Conclusions have been arrived at through synthesis of ideas and have been justified
M2: apply appropriate theory/techniques	❖ Relevant theories and techniques have been applied	D2: Take responsibility for managing and organising activities	❖ Substantial activities, projects or investigations have been planned, managed and organised
M3: Present and communicate appropriate findings	❖ The appropriate structure and approach has been used	D3: Demonstrate convergent/lateral /creative thinking	❖ Problems have been solved

3. Preparation guidelines of the Coursework Document

- All coursework must be word processed.
- Document margins must not be more than 2.54 cm (1 inch) or less than 1.9cm (3/4 inch).
- Font size must be within the range of 10 point to 14 point including the headings and body text (preferred font size is 11).
- Standard and commonly used type face such as Arial should be used.
- All figures, graphs and tables must be numbered.
- Material taken from external sources must be properly refereed and cited within the text using **Harvard standard**
- Do not use Wikipedia as a reference.
- Word limit must be strictly followed.

4. Plagiarism and Collusion

Any act of plagiarism or collusion will be seriously dealt with according to the College regulations. In this context the definition and scope of plagiarism and collusion are presented below:

Plagiarism is presenting somebody else's work as your own. It includes copying information directly from the Web or books without referencing the material; submitting joint coursework as an individual effort.

Collusion is copying another student's coursework; stealing coursework from another student

and submitting it as your own work.

Suspected plagiarism or collusion will be investigated and if found to have occurred will be dealt with according to the college procedure. **(For details on Plagiarism & Collusion please see the student hand book)**

5. Submission

- a. Initial submission of coursework to the tutors is compulsory in each unit of the course.
- b. Student must check their assignments on **ICON VLE** with plagiarism **software Turnitin** to make sure the similarity index for their assignment stays within the College approved level. A student can check the similarity index of their assignment three times in the **Draft Assignment submission point** located in the home page of the ICON VLE.
- c. All Final coursework must be submitted to the **Final submission point** into the unit (**not to the Tutor**). A student would be allowed to **submit only once** and that is the final submission.
- d. Any computer files generated such as program code (software), graphic files that form part of the coursework must be submitted as an attachment to the assignment with **all documentation**.
- e. Any portfolio for a unit must be submitted as a hardcopy to examination office.
- f. The student must attach a tutor's comment in between the cover page and the answer in the case of Resubmission.

6. Good practice

- a. Make backup of your work in different media (hard disk, memory stick etc.) to avoid distress for loss or damage of your original copy.

7. Extension and Late Submission

- a. If you need an extension for a valid reason, you must request one using an Exceptional Extenuating Circumstances (EEC) form available from the College examination office and ICON VLE. Please note that the lecturers do not have the authority to extend the coursework deadlines and therefore do not ask them to award a coursework extension. The completed form must be accompanied by evidence such as a medical certificate in the event of you being sick.
- b. Late submission will be accepted and marked according to the college procedure. It is noted that late submission may not be graded for Merit and Distinction.
- c. All Late coursework must be submitted to the **Late submission point** into the unit (**not to the Tutor**). A student would be allowed to **submit only once** and that is the final submission.

8. Submission deadlines: as shown above

Submit to: **Online to the ICON VLE only**