**BTEC Assignment Brief**

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| **Qualification** | | **Pearson BTEC First Award in Business (2018)** |
| **Component number and title** | | **1:** Introducing Business |
| **Learning aim** | | **A**: Explore how businesses operate |
| **Assignment title** | | **What Makes A Business Successful?** |
| **Assessor** | |  |
| **Issue date** | |  |
| **Hand in deadline** | |  |
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| **Vocational Scenario or Context** | | You are on a work experience placement at the local chamber of commerce which is running a scheme with students in local schools, introducing them to business. The aim of the scheme is that this will give them the knowledge and skills to prepare for the world of work, and potentially the motivation to start their own business in the future.  As you are currently studying a BTEC Business course, your manager has asked you to write some blogs, which can be shared with participating schools. These will give young people an insight into basic business information which will help them understand how businesses operate.  A blog is the ideal way of introducing ideas on businesses to the students. You’ve been asked to create four blogs which will be released once a week over a period of a month. |
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| **Task 1** | | Your first blog must focus on the purpose, activities and aims of a for-profit and a not-for-profit business.  Start by choosing **one** **for-profit** business and **one** **not-for-profit** business.  **Part A**  The first part of the blog must explain what the purpose, activities and aims are for each business, giving examples of how they operate as they do and reasons why.  **Part B**  The second part of the blog should aim to help the students better understand the features of the two businesses. To do this you must explain the similarities and differences between the two businesses. This should include:   * purpose * activities * aims |
| **Checklist of evidence required** | | Blog post 1 |
| **Criteria covered by this task:** | | |
| Criteria reference | To achieve the criteria, you must show that you are able to: | |
| **2.AM1** | Compare the purpose, activities and aims of a for-profit and a not-for-profit business. | |
| **2.AP1** | Explain the purpose, activities and aims of a for-profit and a not-for-profit business. | |
| **Task 2** | | In your second blog post, you’ve been asked to think about how the ways in which the two businesses measure success.  You need to start by researching how the two businesses measure success and how they have performed against these measures.  **Part A**  In the first part of this blog, you need to examine in detail why it is important that each of them identifies its key performance indicators (KPIs). You must make sure you fully explain what measures of success are likely to be adopted by each business including:   * meeting business aims * financial KPIs * non-financial KPIs.   **Part B**  Having looked at how the two businesses measure success, the next part of your blog must focus on how successful **one** of the businesses has been in achieving its main purpose and aims.  The blog post must:   * discuss how the selected business has performed against each of the measures of success * come to a conclusion on how successful it has been in meeting its aims and purpose * use the findings from your investigation to support your judgement. |
| **Checklist of evidence required** | | Blog post 2 |
| **Criteria covered by this task:** | | |
| Criteria reference | To achieve the criteria, you must show that you are able to: | |
| **2A.D1** | Evaluate how successful a selected business has been in achieving its main purpose and aims. | |
| **2.AM2** | Analyse the importance to a for-profit and a not-for-profit business of measuring success. | |
| **2.AP2** | Explain ways in which a for-profit and a not-for-profit business can measure success. | |
| **Sources of information to support you with this Assignment** | | **Websites**  <http://www.open.edu/openlearn/money-management>  <https://www.bbc.com/bitesize/subjects/zpsvr82>  <https://www.pwc.com/gx/en/audit-services/corporate-reporting/assets/pdfs/uk_kpi_guide.pdf>  <https://businesscasestudies.co.uk/business-theory/strategy.html>  **Textbooks**  Bentley, P., Carysforth, C., Chandler-Corris, L., Glencross, K. and Nield, M., BTEC First Business Student Book, 2012 ISBN 9781446901366 |
| **Other assessment materials attached to this Assignment Brief** | | None |

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| If you have not achieved the Level 2 criteria, your work will be assessed to determine if the following Level 1 criteria have been met. | |
| Criterion reference | To achieve the criteria you must show that you are able to: |
| **1A.1** | Outline the purpose, activities and aims of a for-profit and a not-for-profit business. |
| **1A.2** | State ways in which a for-profit and a not-for-profit business can measure success. |