**BTEC Assignment Brief**

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| **Qualification** | | |  | | --- | | Pearson BTEC Level 3 National Extended Certificate in Business  Pearson BTEC Level 3 National Diploma in Business | |
| **Unit number and title** | | **Unit 1:Exploring Business**   |  | | --- | |  | |
| **Learning aim** | | |  | | --- | | **E:** Investigate the role and contribution of innovation and enterprise to business success | |
| **Assignment title** | | |  | | --- | | **1.3 How important is innovation and enterprise to today’s businesses?** | |
| **Assessor** | |  |
| **Issue date** | |  |
| **Hand in deadline** | |  |
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| **Vocational Scenario or Context** | | |  | | --- | | You are continuing with your work placement in the Economic Development Unit (EDU) at your local council working with the officers who are responsible for publications, brochures and guides.  You have been asked to research a selected business and prepare a presentation and an individual reflective account that investigates its use of enterprise and innovation. | |
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| **Task 1** | | |  | | --- | | **The effects of the environment on a business**  You have been asked to join with a group of researchers to prepare a presentation that investigates the use of enterprise and innovation in an existing business. You should research a number of businesses before selecting one for your presentation.  You will need to research the role of innovation and enterprise in business success and the associated benefits and risks in relation to a changing market and environment. Using this research, prepare a group presentation that explores how innovation and enterprise has contributed to the success of this business.  The presentation should be accompanied by an individual analysis of how successful the use of innovation and enterprise has been for the chosen business, and a justification of its use in relation to the changing market and environment for the business. | |
| **Checklist of evidence required** | | Presentation including presentation slides and speaker’s notes script or script or cue cards.  Observation record.  Individual reflective account.  Research evidence |
| **Criteria covered by this task:** | | |
| Unit/Criteria reference | To achieve the criteria you must show that you are able to: | |
| E.D4 | |  | | --- | | Justify the use of innovation and enterprise for a business in relation to its changing market and environment. | | |
| E.M5 | |  | | --- | | Analyse how successful the use of innovation and enterprise has been for a given business. | | |
| E.P7 | |  | | --- | | Explore how innovation and enterprise contribute to the success of business. | | |
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| **Sources of information to support you with this Assignment** | | |  | | --- | | **Websites**  [www.dyson.co.uk](http://www.dyson.co.uk), [www.apple.com](http://www.apple.com)  http://www.arielmotor.co.uk/#ariel/news/?&\_suid=1466423833362046373698675773195  www.theguardian.com  www.bbc.co.uk/news/business/economy  The BBC provides news on the UK economy  www.businesscasestudies.co.uk  The Times 100 has economics and business case studies on topics. The site also has a selection of theory notes aimed at learners.  https://www.gov.uk/government/organisations/innovate-uk The government portal for government innovation recognition  www.economist.com  The Economist online has an archive of articles about the UK economy. A subscription is required but it also includes the weekly editions of the newspaper  www.tutor2u.net  http://www.tutor2u.net/business/blog/manufacturing-and-innovation-dyson-goes-big-on-rd |  |  | | --- | |  | |
| **Other assessment materials attached to this Assignment Brief** | | None |