**BTEC Assignment Brief**

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| **Qualification** | Pearson BTEC Level 3 National Diploma in Business  Pearson BTEC Level 3 National Extended Diploma in Business |
| **Unit number and title** | **Unit 5: International Business** |
| **Learning aim(s)** (For NQF only) | **C:** Investigate the external factors that influence international businesses  **D:** Investigate the cultural factors that influence international business |
| **Assignment title** | 5.2 External factors and cultural differences |
| **Assessor** | Seonaid Botfield |
| **Issue date** | 16/11/20 |
| **Hand in deadline** | 30/11/20 |
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| **Vocational Scenario or Context** | You are continuing your work experience placement at the office of a local chamber of commerce.  You have been asked to write a two-part investigative journal article.   * Part One will recommend one country a selected business could target for international trade. * Part Two will evaluate the impact of cultural differences on international business.   To do this you will need to gather, analyse and assess a wide range of research evidence from relevant sources. |
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| **Task 1** | You have been asked to write the first part of an investigative journal article. This will recommend **one** country that a business could target for international trade.  Using your research, select an appropriate business, and two countries that might be suitable for it to trade in.  Prepare the first part of the article for the journal. This must include:   * how international business support systems enable your selected business to trade internationally * a situational analysis on the two chosen countries, explaining the external influencing factors and their impact on the selected business   a justified conclusion that recommends one of the chosen countries for your selected business |
| **Checklist of evidence required** | * Evidence of research into a variety of businesses and countries they could trade with internationally * An investigative journal article |
| **Criteria covered by this task:** | |
| Unit/Criteria reference | To achieve the criteria you must show that you are able to: |
| 5/C.D2 | Recommend one country a selected business could target for international trade, justifying your decision. |
| 5/C.M3 | Carry out a situational analysis on two countries a selected business may consider trading in. |
| 5/C.P6 | Explain how business support systems enable a selected business to trade internationally. |
| 5/C.P5 | Explain the external factors that influence a selected business considering trading internationally. |
| **Task 2** | You have been asked to write the second part of an investigative journal article. This will evaluate the impact of cultural differences on international business.  Using your research, prepare the second part of the article for the journal.  The article must analyse how   * Cultural factors, eg.   + language   + ethnic make-up of populations   + social structures   + religion   + values   + attitudes to business   + attitudes to work   + openness to change   affect international business.  It must also evaluate the impact of these cultural differences on businesses that trade or are considering trading internationally. |
| **Checklist of evidence required** | * Evidence of research into a cultural differences and their impact * An investigative journal article |
| **Criteria covered by this task:** | |
| Unit/Criteria reference | To achieve the criteria you must show that you are able to: |
| 5/D.D3 | Evaluate the impact of cultural differences on international business. |
| 5/D.M4 | Analyse how cultural differences affect international businesses. |
| 5/D.P7 | Explore the cultural differences affecting international businesses. |
| **Sources of information to support you with this Assignment** | **Websites**  [**www.boundless.com/marketing/textbooks/boundless-marketing-textbook/marketing-strategies-and-planning-2/steps-to-creating-a-marketing-plan-28/conducting-a-situational-analysis-151-7221**](http://www.boundless.com/marketing/textbooks/boundless-marketing-textbook/marketing-strategies-and-planning-2/steps-to-creating-a-marketing-plan-28/conducting-a-situational-analysis-151-7221)  **http://businessculture.org/business-culture/cultural-differences-in-business**  **Above are some examples of websites. Further useful resources may be found at** [**www.edexcel.com/resources/Pages/default.aspx**](http://www.edexcel.com/resources/Pages/default.aspx)**.** |
| **Other assessment materials attached to this Assignment Brief** | *N/A* |