

Assignment title	<b>The Effects of the Environment on a Business</b>
Assessor	
Start date	
Hand-in deadline	
Hours of learner work needed	6 hours
Qualification suite covered	Pearson BTEC Level 3 National Certificate in Business Pearson BTEC Level 3 National Extended Certificate in Business Pearson BTEC Level 3 National Foundation Diploma in Business Pearson BTEC Level 3 National Diploma in Business Pearson BTEC Level 3 National Extended Diploma in Business
Unit(s) covered	<b>Unit 1: Exploring Business</b>
Learning aims covered	<b>C:</b> Examine the environment in which businesses operate <b>D:</b> Examine business markets
Scenario	<p>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.</p> <p>You have been asked to select and investigate a large business that trades in the European Union (EU) and use this research to write a report that evaluates the effects of the environment on that business.</p>
Task	<p><b>The effects of the environment on a business</b></p> <p>You have been asked to write a report on a large business that trades in the EU. You should research a number of businesses</p>

	<p>before selecting one to report on.</p> <p>You will need to look at the environment in which the business operates, and to gather enough information to be able to consider how your chosen business has responded to past changes, and evaluate how it may react to future changes.</p> <p>Your research should include:</p> <ul style="list-style-type: none"> <li>• The external environment that effects the business to include political, economic, fiscal, monetary and other government policies, social attitudes to saving, spending and debt; social responsibility requirements, technological change, environmental factors and ethical trends and the legal environment</li> <li>• The internal environment to include corporate culture and corporate Social Responsibility (CSR)</li> <li>• The competitive environment to include competition, competitive advantage and the factors that influence competitive advantage</li> <li>• The influences on the chosen business' demand, supply and price, including elasticity of demand.</li> <li>• The different market structures that the business operates in, their impact on pricing and output decisions and the business' response to these</li> </ul> <p>Using this research, prepare a report that discusses and assesses the effects of the environment on the business, and how the business has reacted to change.</p> <p>The report should include a situational analysis of the business environment using a variety of techniques such as PESTLE, SWOT, 5Cs analysis, and Porter's Five Forces.</p> <p>The report will evaluate the extent to which the business has responded to past changes in the market and business environment, and suggest how this business may react to future changes.</p> <p>The report will be logically structured and have a clear conclusion that is fully justified by well-balanced, developed arguments, and is supported by good use of research evidence.</p>
Evidence you	Individual report

must produce for this task	Situational analysis Research evidence	
<b>Criteria targeted by this task (Distinction first then ALL the lower criteria that are linked):</b>		
Criteria	Unit	Criterion reference
Evaluate the extent to which the business environment affects a given organisation, using a variety of situational analysis techniques	1	C.D2
Evaluate how changes in the market have impacted on a given business and how this business may react to future changes.	1	D.D3
Assess the effects of the business environment on a given organisation.	1	C.M3
Assess how a given business has responded to changes on the market.	1	D.M4
Discuss the internal, external and competitive environment on a given organisation.	1	C.P4
Select a variety of techniques to undertake a situational analysis of a given organisation.	1	C.P5
Explore how the market structure and influences on supply and demand affect the pricing and output decisions for a given business.	1	D.P6
Sources of information	<p><b>Websites</b></p> <p><a href="http://www.bbc.co.uk/news/business/economy">www.bbc.co.uk/news/business/economy</a> The BBC provides news on the UK economy</p> <p><a href="http://www.businesscasestudies.co.uk">www.businesscasestudies.co.uk</a> The Times 100 has economics and business case studies on topics such as Business Environment, the Economy, Ethics and External Influences. The site also has a selection of theory notes aimed at learners.</p> <p><a href="http://www.gov.uk">www.gov.uk</a> The government portal for government departments and policies</p> <p><a href="http://www.economist.com">www.economist.com</a> 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</p> <p><a href="http://www.investopedia.com/">www.investopedia.com/</a> Investopedia is an educational website that has many useful articles such as 'Economics Basics: Supply and Demand'</p> <p><a href="http://www.thetimes.co.uk/tto/law">www.thetimes.co.uk/tto/law</a> The Times provides up-to-date information and cases. This site includes a Student Law area</p>	

**Note to assessors**

**We are committed to ensuring that teachers/tutors and learners have a choice of resources to support their teaching and study.**

**We would encourage them to use relevant resources for your local area such as local employers, newspapers and council websites.**

**Resources from various publishers are available to support delivery and training for all Pearson and BTEC qualifications so that learners and teachers/tutors can select those that best suit their needs.**

**Above are some examples of websites. Further useful resources may be found at <http://qualifications.pearson.com/en/support/published-resources.html#step1>**

The space below used can used to provide some helpful notes to assessors, where applicable.

**Note to assessor:**

Scenario	<ul style="list-style-type: none"><li>•</li><li>•</li><li>•</li><li>•</li></ul>
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**Note to assessor:**

Task	<p><b>1.</b> <i>Title of task</i></p> <ul style="list-style-type: none"><li>•</li><li>•</li><li>•</li></ul> <p><b>2.</b> <i>Title of task</i></p> <p><i>[Note to assessor:</i></p> <ul style="list-style-type: none"><li>•</li><li>•</li><li>•</li></ul>
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## Learner Assessment Submission and Declaration

This sheet must be completed by the learner and provided for work submitted for assessment.

<b>Learner name:</b>		<b>Assessor name:</b>	
<b>Date issued:</b>	<b>Completion date:</b>	<b>Submitted on:</b>	
<b>Qualification:</b>			
<b>Assessment reference and title:</b>			

Please list the evidence submitted for each task. Indicate the page numbers where the evidence can be found or describe the nature of the evidence (e.g. video, illustration).

<b>Task ref.</b>	<b>Evidence submitted</b>	<b>Page numbers or description</b>
Comments for note by the Assessor:		

### Learner declaration

I certify that the work submitted for this assignment is my own. I have clearly referenced any sources used in the work. I understand that false declaration is a form of malpractice.

**Learner signature:**

**Date:**