

Btec business assignment



**ASSIGN
BUSTER**

Explain different types of business MIM Analyses different types of business
DID Evaluate the appropriateness of I I information, their sources and
purposes. I information and their sources. I business information used to
make Strategic decisions. Internal business I information using three
different methods I effectiveness of I lapidaries to the users needs. I business
information and its I I UP Present complex DID Evaluate the Communication
as key contributors to the I PIP Produce corporate communications Success
of an organization, using I examples to illustrate your points.

I PIP Evaluate the external corporate I communications of an existing product
or I I Service issues I business I MIM Analyses the legal, ethical and liberation
issues in relation to the useless I PIP Explain the legal and ethical I line
relation to the use of I I information. I PIP Explain the operational issues in
loaf business information, using I I relation to the use of business lapidaries
examples. Outline electronic and non-electronic I I I methods for
communicating business I I I information, using examples for different I lattes
of audience. Title I Mr. Attendant I Unit 4: Business Communication I limit I I
Tutor Week Commencing Monday 31st October 2011 I Week Commencing
Monday 12 December 2011 I Date given out I Final submission Individual
tasks will be set weekly deadlines as appropriate. I I Introduction business
needs accurate and relevant information from internal and external sources
nil I lorded to operate profitably. Proper collection of data creates an
environment where I I informed decisions can be taken for the benefit of the
business.

In order to manage I I I information effectively, there must be good
communication systems within the I organization. Staff must possess good

verbal and written skills in order to communicate. Information and data are used to share information. Business information can be used to obtain competitive advantage. Information and data can be used to promote efficiency. Organizations generate information internally, recording details of their associated costs. Products manufactured, purchased and sold, and businesses use information to manage not only what is currently happening in the organization but also to plan for the future and ensure their survival.

Information is collected, stored, manipulated, analysed and reported to those who need to use it. People need to become skilled manipulators and users of information to ensure organizations become more efficient and succeed in achieving their stated purposes. Since the development of the personal computer and more recently the internet, communication methods have changed significantly. Gathering relevant information from a range of sources is a skill that needs to be developed using electronic and non-electronic sources.

Learning outcomes on completion of this unit should be:

1. Understand the issues and constraints in relation to the use of business information and appropriate methods.
2. Before you start in organizations
3. Know how to communicate business information using appropriate methods.
4. Read the assignment brief and the assessment grid carefully and make sure you are clear on what to do. Ask for advice if you are unsure.

about what you have to do. You will see that to obtain a Pass, Merit or Distinction you must read and complete each task carefully to ensure you do not

miss anything out. Use the information from lessons as well as an independent research sensibly. Write yourself an action plan for the tasks. Think about what you will need for each task when you plan to start & finish the task so you meet the deadline. IANA meanings of words you are unsure of. Leaving time to process and check work prior to handing it in. I TASK Scenario II.

Domestic Dog Homes specialises in supplying pet bedding for dogs in a range of sizes from miniature to giant dog size. They also cater for all ages, from puppies to mature dogs. They stock innovative items such as dog tents for owners who like camping, and incontinence beds for mature dogs which do not leak and can be washed every day for a layer. Domestic Dog Homes would like to expand in the future to export their product range to the USA however, they do not know much about the market in this country.

Unfortunately due to recent staff turnover, the company has lost valuable members of staff who had a lot of administration experience which used to help with strategic planning. You have been brought in to help them with this. P1 : Explain different types of business information, their sources and purposes. Prepare a table using Word which should not cover more than two sides of A4. In the table, detail different types of written and electronic methods of communicating business information for different types of end users. M1 : Analyses different types of business information and their sources.

There are many organizations that have offered support in business development and to move the business forward. You'll need to analyse with use of business accounts, marketing reports and one other type of business information and their sources. Evaluate the appropriateness of business information used to make strategic decisions. Using the Domestic Dogs Homes Profit and Loss Account and its Balance Sheet as well as a marketing report on pet products. Evaluate the appropriateness of each in making strategic decisions for Domestic Dogs Homes. The marketing report can be found on: http://www.Unreconstructed.Org/press_industriousness.Asp

Scenario You are working as an information assistant for a company of financial consultants. A client who is considering investing some money in the Stock Exchange has approached your company. However, he is rather concerned about the unpredictable nature of the Stock Exchange and wants some further information before he commits to any investment. You have been asked by your manager to carry out a monitoring exercise on three companies who are currently quoted only on the London Stock Exchange.

He suggests that you invest a fictitious £5,000 across the three businesses and monitor their share price over the next three months. Present complex internal business information using three different methods appropriate to the user's needs. You are to research various businesses quoted on the London Stock Exchange and choose three in which to invest your £5,000. Open up a practice share account with www.Share.Mom and buy your shares. You will need to obtain information about the companies and their share prices from various sources: [looter.national](http://www.looter.national)

newspapers | company websites | www. T. Com law. Share. Com | www. Motleys. Com. | Financial Times newspaper D) In order to track ten progress AT ten share prices, you will need to set up a spreadsheet using either the format | | | given to you by your tutor or you can devise your own. Add new share prices at least every week to show the general | | trend. Create a chart to demonstrate the trends identified in your share spreadsheet. | Finally, you are now asked to prepare your findings so they can be presented to your client.

This will involve | | | putting together a presentation supported by the use of ‘ CT. You will also need to produce appropriate documentation | | (refer to the list produced earlier), which the client can take away. DID: Evaluate the effectiveness of business information and its communications as key contributors to the success of | | an organization, using examples to illustrate your points. | You are required to put together a company file your colleagues can access in case the client contacts the company nil | f: produced for your client | the future.

The file should consist | a) a copy of the documents | b) an evaluation sheet which assesses the suitability of the three methods you used for communicating and presenting | | the information. | Scenario: 113 You are working as a Marketing Assistant at Leaderless High School and you have been asked to complete an audit of | | lecturer marketing practices. | UP: Produce corporate communications. | Firstly review Sixth Form provision on the school website through a series of screen shots discussing what is | currently available.

With the development of the school's new subject websites, which are proving popular, you have been asked to produce the layout for a new website for Sixth Form and then focusing on one page (To be agreed with teacher). You are producing a mock up of the home page and agreed other page ready for the web developer to take forward.

PIP: Evaluate the external corporate communications of an existing product or service. Collect evidence of Leaderless High School's corporate communications from the school website (one must be the school prospectus) and produce an evaluation sheet.

You will need to discuss good points and issues you may have with the communication.

AS: Explain the legal and ethical issues in relation to the use of business information.

151 Produce a double sided A4 helpmate which details the legal and ethical issues which Domestic Dog Homes needs to consider in relation to business information. How can ADD comply with their legal obligations?

UP: Explain the operational issues in relation to the use of business information.

iii Produce a report on an organization you have studied to show how it dealt with the operational issues it faced.

Look at: Security of information, Health and safety, organizational policies and backups. Analyse the legal, ethical and operational issues in relation to the use of business information, using appropriate examples.

All businesses can over-exaggerate their products and general information they pass onto customers. Domestic Dog Homes publish their accounts through an Annual Report, send sales promotions via direct mail to their customers and have an on-line presence. In addition helpmates to go along with UP analyses the three issues in relation to the mentioned

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business information. 16 PIP: Outline electronic and non-electronic methods for communicating business information, using examples for I I different types of audience. I Identify in PI whether the forms of business information are electronic or non- electronic. In a booklet I ‘ Communicating business information with different audiences’ identify both electronic and non-electronic methods of I I communication for the following users: I Hard of hearing I Visually impaired I Non-English speaking I Mobility issues I This booklet needs to highlight all the many options available for each.

You need to consider the severity of each I I I issue and the implications involved. Appendix Include all relevant policies, risk assessments etc you have used. Bibliography Use the Harvard referencing style to record all resources you have used You begin with the author’s surname – comma – and initials followed by a full stop. Then the year of publication in brackets. Nine ten KICK title, letter unrelated or In Italics – comma. The place of publication – comma. Finally the publisher of the book – full stop.