

Brief assignment



**ASSIGN
BUSTER**

To achieve a merit your work must: To achieve a distinction your work must:
Describe the type of business, purpose and ownership of two contrasting businesses Describe the different stakeholders who influence the purpose of two contrasting businesses MI Explain the points of view of different stakeholders seeking to influence the aims and objectives of two contrasting organizations ODL Evaluate the influence different stakeholders exert in one organization UP Describe how two businesses are organized Explain how their style of organization helps them to fulfill their purposes

Describe the influence of two contrasting economic environments on business activities within a selected organization MM Compare the challenges to selected business activities within a selected organization, in two different economic environments DO Evaluate how future changes in economic, political, legal and social factors, may impact on the strategy of a specified organization UP Describe how political, legal and social factors are impacting upon the business activities of the selected organizations and their stakeholders MM Analyses how political, legal and social factors have impacted on the two contrasting organizations

What you need to complete this assignment Information from different textbooks Access to internet sites of different businesses Notes from lessons in class Notes from discussions, visits and visiting speakers you may have had [http://www. Prenatal. Com/divisions/etc/app/Diamond_temp/source _ files/deadhead_chic. PDF](http://www.Prenatal.Com/divisions/etc/app/Diamond_temp/source_files/deadhead_chic.PDF) (for UP) [http://business. Timeliness. Co. UK /toll/business/industry_sectors/retaining/artificialities. Ice](http://business.Timeliness.Co.UK/toll/business/industry_sectors/retaining/artificialities.Ice) (for UP) [http://www. Gap. Com/gap-data-country-reports. HTML](http://www.Gap.Com/gap-data-country-reports.HTML) (for MM) Important information

about the assignment You need to complete each of the P tasks in order to meet the requirements for Pass grade.

Each task is marked independently and you can ask the assessor to assess each task as you finish it. You should check carefully over each task and look at the assessment criteria before you submit your work for assessment. If the assessor decides you need to do more work on a task then they will explain what you need to do and set a new deadline for the task. Students who perform well are those who complete tasks throughout the assessment period of this assignment rather than trying to complete the whole assignment at the end in a hurry!

Remember copying work from another student, a textbook, an internet site or any other source is plagiarism. You need to sign a statement when your assignment is completed to state that your assignment is all of your own work! Learning Outcomes On completion of this unit you should: 1 . Know the range of different businesses and their ownership 2. Understand how businesses are organized to achieve their purposes 3. Know the impact of the economic environment on businesses 4.

Know how political, legal and social factors impact on business Assignment 1: Investigating business organizations and stakeholders Starting a new business can seem like an absolute mine field, in this task you will be describing some of the basic business terms which any entrepreneur should know. Task 1 You should complete this task as an attractive information sheet for Sam in which you select two different British organizations, one must be a profit making organization e.g. Deco's and the other could be a

small sole trader, such as Chaplains barbers in Deported or a not-for-profit organization such as the British Heart Foundation.

For each organization you MUST cover off the following; Give a brief introduction as to what the business does and include a logo. Describe the type of business – primary, secondary or tertiary sector; is it local, congenial, national, international or global and how do you know this? Be as detailed as you can in this section to ensure you have clearly described these. Describe the purpose of the organization – why does this organization exist and what does it exist to do? Does it aim to make a profit?

Does it supply goods or services or both and give examples? Describe the ownership of the organization – who owns the organization, from where does it get money to operate? You MUST clearly state the owners' liability for debts – who is liable for the debts of the organization and how much are they liable? Use the website of the business for research and reference correctly. At the end of this task you will have described the type of business, purpose and ownership of two contrasting businesses. PI) Task 2 In this task you need to describe at least 8 different stakeholders who influence the purpose of the two organizations you have chosen, you could use the table below to complete this task; Tests British Heart Foundation Customers Employees Owners Suppliers Trade unions Employer associations Local and national communities Government Other (please specify) At the end of this task you should have a completed a table for Sam which ascribes the different stakeholders of the two organizations. UP) Task 3 In this task you need to explain the points of view from different stakeholders seeking to influence the aims and objectives of the two organizations, you should complete this <https://assignbuster.com/brief-assignment/>

task as a memo to Sam. For the stakeholders that you described in Task 2 you should now explain what their point of view would be; you should do this for each of the main stakeholders (at least 4 for each) and for both organizations. You need to explain how these points of view link with the aims and objectives of each of the organizations.

At the end of this task you should have produced a memo to Sam which explains the view of different stakeholders seeking to influence the aims and objectives of both organizations (MI). Task 4 In this task you need to evaluate the influence that different stakeholders can exert in one of the two organizations, you should complete this task as a report to Sam.

You need to explain what influence each of the main stakeholders has in the organization both positive and negative; you should then evaluate what influence they have by showing how they can and how they cannot influence what the business does. You must show evidence of the influence that they have through examples through research; where you use evidence you should comment on the validity of the evidence. You should have a summary paragraph at the end to conclude which has the most influence and why.

At the end of this task you should have produced a report for Sam to show clients which evaluates the influence of different stakeholders (ODL)

Assignment 2: Organizational structures Produce an information booklet about organizational structures based on your two businesses.

Describe the purpose of an organizational structure and state the different types of structure (geographical, function, product, customer) - including the words - division of work, lines of control and communication. Using the

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example template (Appendix 1) – describe the structure and what the span of control means, giving an example from the structure (include the image in your work) For each of your two organizations state what type of structure your business has and briefly describe at least 6 key functional areas, giving an example of what each of those may do in the business.

The functional areas must include finance, marketing, production, customer service, sales and human resources. For each organization explain how their organizational structure and strategic planning help the businesses to achieve their purpose and aims – here you must; Define mission statement and values, briefly state what they are for your businesses and describe how aims are different for public and private sector businesses. Address how strategic aims and objectives help and who makes the decisions and what period of time does it cover.

Describe SMART (specific, measurable, achievable, resourced, time-bound) objectives and how they can be used to help achieve a businesses purpose. You must clearly state the aim of your business (ii provide a free service) and nowhere in your work include the phrase ‘ cascading of objectives’. On completion of this task you will have described how two businesses are organized (UP) and explained how their style of organization helps them to fulfill their purposes (UP).

Assignment 3: The Business Environment In this task you need to describe the influence that economic factors have on one organization (from your chosen two); you should present this task as a leaflet to be sent out by Sam You should describe what happens in an economy when there is growth and

a recession, including the words GAP and the ripple effect. During these two economic environments briefly describe how this can impact your business.

Define what inflation is and how it can impact the approach to pricing for your business.

Define demand and the four factors which can influence it (affordability, competition, level of income and needs/aspirations of the consumer), then describe how they can apply to your business during growth/ recession periods. Finally, include a demand and supply graph showing a shift in supply and describing a scenario whereby it may happen to your chosen business.

On completion of this task you will have produced a leaflet that describes the influence of two contrasting economic environments on business activities within a selected organization. UP) In this task you need to compare the challenges to selected business activities within a selected organization, based in two different economic environments, you should complete this task as a report to Sam. You need to clearly compare the challenges to your select business from working in different economic environments, and this task can follow on from UP At the end of this task you need to have a completed report that compares the challenges to selected business activities within a selected organization (MM)

In this task you need to describe how political, legal and social factors are impacting upon the business activities of both organizations. You should complete this task as a table for Sam. You need to choose at least 2 political, 2 legal and 2 social factors, and describe how they are impacting upon the business activities (ii recruitment of staff, transport of goods, product design) of your two chosen organizations.

At the end of this task you should have produced report which describes how political, legal and social factors are impacting upon the business activities of the selected organizations and their stakeholders (UP) In this task you need to analyses how political, legal and social factors that you investigated in UP have impacted on both organizations. You should complete this task as a report for Sam.

You should analyses the factors that you chose in turn to show how these have impacted on both of the organizations You should explain how the business has adapted at least 3 of their activities to take account of the factors that you described in UP At the end of this task you should have produced a report which analyses how political, legal and social factors have impacted on two organizations (MM) Task 5 In this task you need to evaluate how future changes in economic, political, legal and social factors, may impact on the strategy of a specified organization. You should complete this task as an essay of a minimum 1, 000 words.

You need to develop the work from UP-6 and MM-3 You need to explain how changes in each of the four factors might impact on your chosen organization; you need only comment on one area from each of the four factors Remember to comment on whether the changes will have a big or small impact, and link this to the business activities for the organization that you have chosen You must make justified recommendations for the development of business activities in in the two different business environments of growth and a recession It is good to show evidence of the potential changes that might occur from research (as an appendix to your essay); where you use evidence you should comment on the validity of the <https://assignbuster.com/brief-assignment/>

evidence (in the appendix) At the end of this task you should have produced an essay of 1 , 000 words which evaluates future changes in economic, political, legal and social factors, may impact on the strategy of a specified organization.