

Unit 1

BTEC National Extended Certificate In Business (Single)

Summer Independent Learning 2024

| Teacher:_ | | |
|-----------|------|------|
| | | |
| Student:_ | | |



This SIL work is compulsory. It will be the basis for your initial assessment test.

Summary of assessment

Learners study the purposes of different businesses, their structure, the effect of the external environment, and how they need to be dynamic and innovative to survive.

The number of UMS marks for the unit is 24

The assessment will take place in the first term.

Learning Aims

In this unit you will:

- **A** Explore the features of different businesses and analyse what makes them successful
- **B** Investigate how businesses are organised
- C Examine the environment in which businesses operate
- **D** Examine business markets
- **E** Investigate the role and contribution of innovation and enterprise to business success

A Explore the features of different businesses and analyse what makes them successful

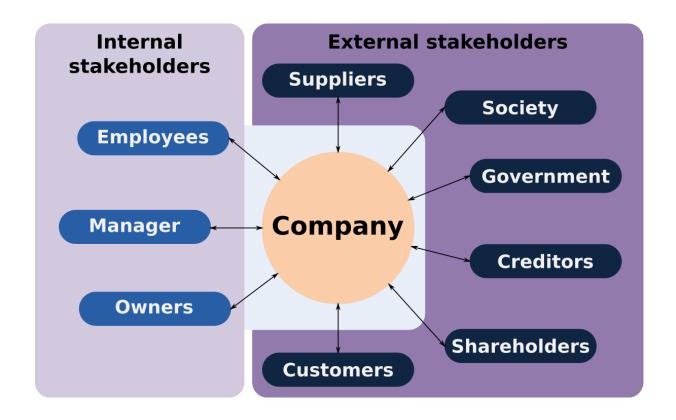
Ownership—research the following types of business ownership, give a definition and explain the at least three advantages and three disadvantages of each type of ownership

| Ownership | Definition | Advantages | Disadvantages |
|-------------------------------|------------|------------|---------------|
| Sole Trader | | • | • |
| | | | |
| | | • | • |
| | | | |
| | | • | • |
| | | | |
| Partnership | | • | • |
| . a. a. a. a. | | | |
| | | • | • |
| | | | |
| | | • | • |
| | | | |
| | | | |
| Private Limited Company (LTD) | | • | • |
| company (E12) | | • | • |
| | | | • |
| | | • | • |
| | | | |
| | | | |
| Public Limited | | • | • |
| Company (PLC) | | | |
| | | • | • |
| | | | |
| | | • | • |
| | | | |
| | | | |
| | | | |

When looking at ownership you may have come across some other key words, to make sure you understand what they mean please explain the following key words

| Corporation | |
|---------------------|--|
| Incorporation | |
| Unlimited Liability | |
| Limited liability | |

Businesses have a number of stakeholders, these are people who are interested in a business. Stakeholders can be classified as internal (those within the business) and external (those outside of the business).

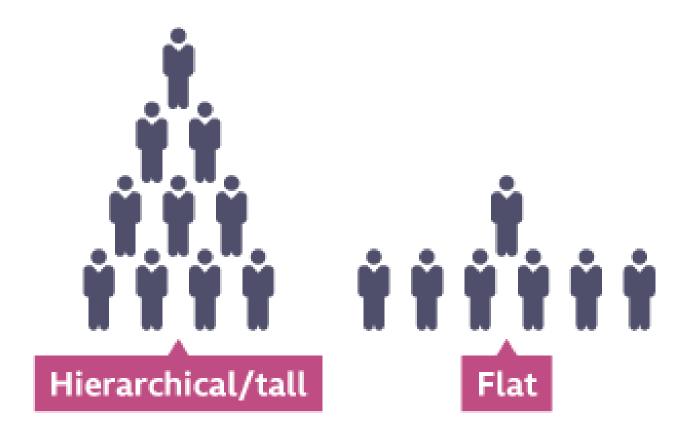


Using the diagrams on the previous page explain why each of the stakeholders would be interested in a business.

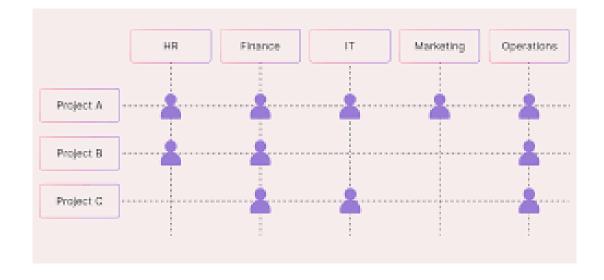
| Internal Stakeholders | | | | |
|-----------------------|--|--|--|--|
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| External Stakeholders | | | | |
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B Investigate how businesses are organised

Business are organised usually using either a flat or tall structure, this looks at the amount of hierarchal layers that a business has.



Also as well as the above structures business lay also include a matrix structure. In a matrix structure, individuals work across teams and projects as well as within their own department or function.



C Examine the environment in which businesses operate

D Examine business markets

It is important that businesses assess the environment in which they operate, this can be done by using three different models, these are

SWOT Analysis



reference/swot-analysis-video
-

Watch the video and make summarised notes—https://www.tutor2u.net/business/

PESTEL Analysis

| Р | Ε | S | Т | Ε | L |
|--|---|---|---|--|---|
| Government policy Political stability Corruption Foreign trade policy Tax policy Labour law Trade restrictions | Economic growth Exchange rates Interest rates Inflation rates Disposable income Unemployment rates | Population growth rate Age distribution Career attitudes Safety emphasis Health consciousness Lifestyle attitudes Cultural barriers | Technology incentives Level of innovation Automation R&D activity Technological change Technological awareness | Weather Climate Environmental policies Climate change Pressures from NGO's | Discrimination laws Antitrust laws Employment laws Consumer protection laws Copyright and patent laws Health and safety laws |

| Watch the video and make summarised notes—https://www.youtube.com/watch?v=sP2sDw5waEU |
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Porter's Five Forces



| reference/porters-five-forces-model-revision-video | | | | |
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E Investigate the role and contribution of innovation and enterprise to business success

Research the following business and identify the innovative products that they have produced and explain how this has lead to their success

| | Products—how are they | How have their innovation |
|---------------|-----------------------|---------------------------|
| | innovative? | lead to their success |
| Apple | | |
| | | |
| Google | | |
| Google | | |
| | | |
| Ninja Kitchen | | |
| NINJA | | |
| | | |