

# Unit 1

**BTEC National Diploma In Business**

**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

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

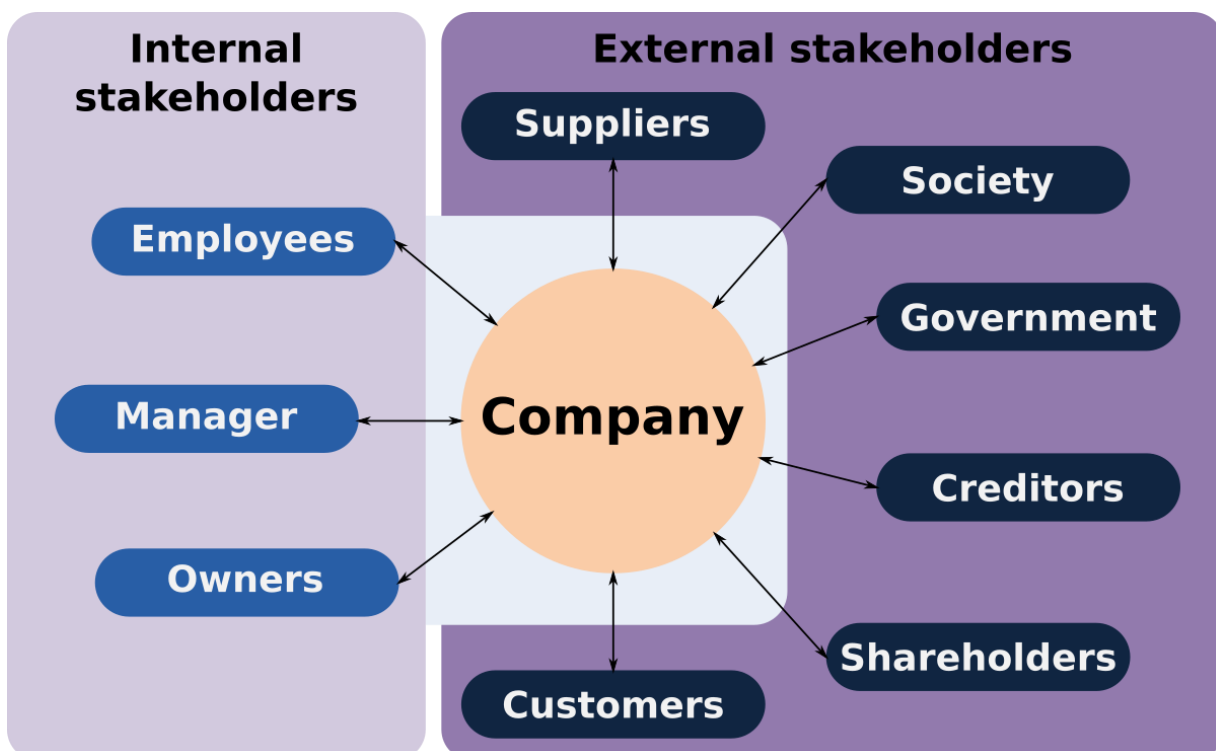
Ownership—research the following types of business ownership, give a definition and explain the at least three advantages and three disadvantages of each type of ownership

<b>Ownership</b>	<b>Definition</b>	<b>Advantages</b>	<b>Disadvantages</b>
<b>Sole Trader</b>		<ul style="list-style-type: none"><li>•</li><li>•</li><li>•</li></ul>	<ul style="list-style-type: none"><li>•</li><li>•</li><li>•</li></ul>
<b>Partnership</b>		<ul style="list-style-type: none"><li>•</li><li>•</li><li>•</li></ul>	<ul style="list-style-type: none"><li>•</li><li>•</li><li>•</li></ul>
<b>Private Limited Company (LTD)</b>		<ul style="list-style-type: none"><li>•</li><li>•</li><li>•</li></ul>	<ul style="list-style-type: none"><li>•</li><li>•</li><li>•</li></ul>
<b>Public Limited Company (PLC)</b>		<ul style="list-style-type: none"><li>•</li><li>•</li><li>•</li></ul>	<ul style="list-style-type: none"><li>•</li><li>•</li><li>•</li></ul>

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

<b>Corporation</b>	
<b>Incorporation</b>	
<b>Unlimited Liability</b>	
<b>Limited liability</b>	

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).



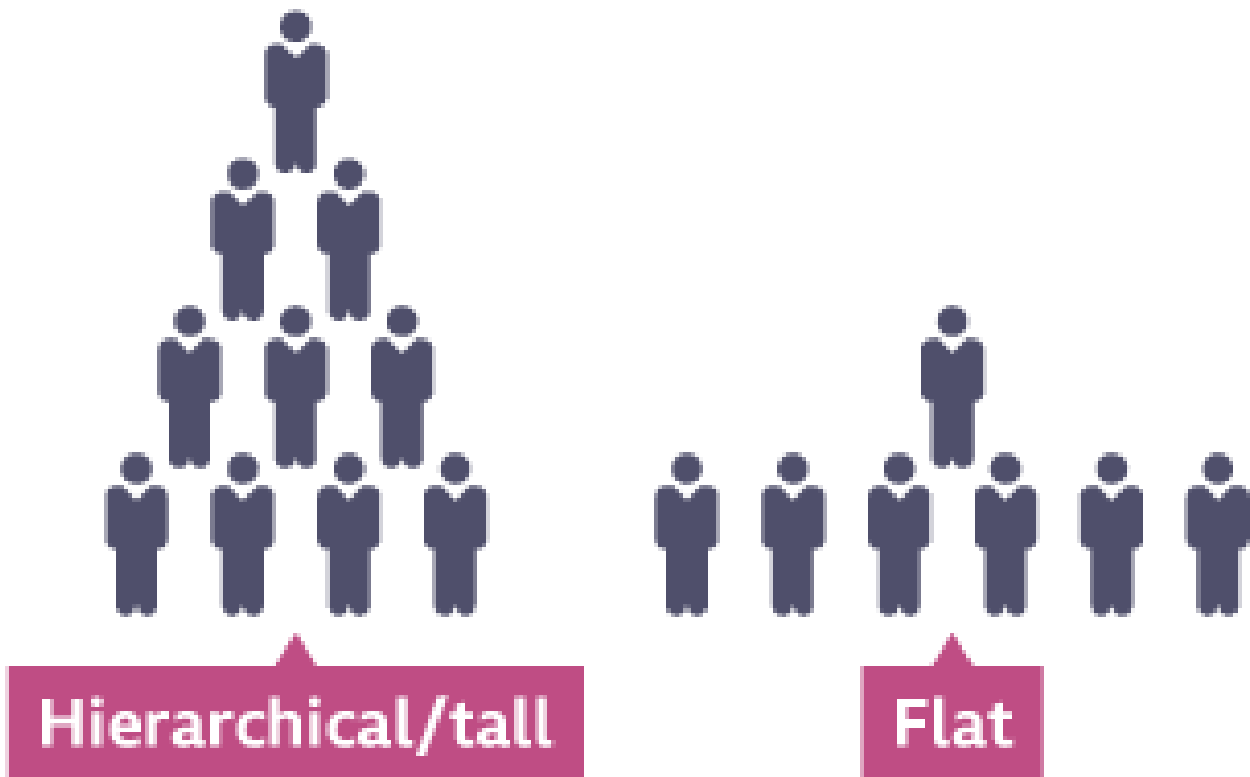
Using the diagrams on the previous page explain why each of the stakeholders would be interested in a business.

**Internal Stakeholders**

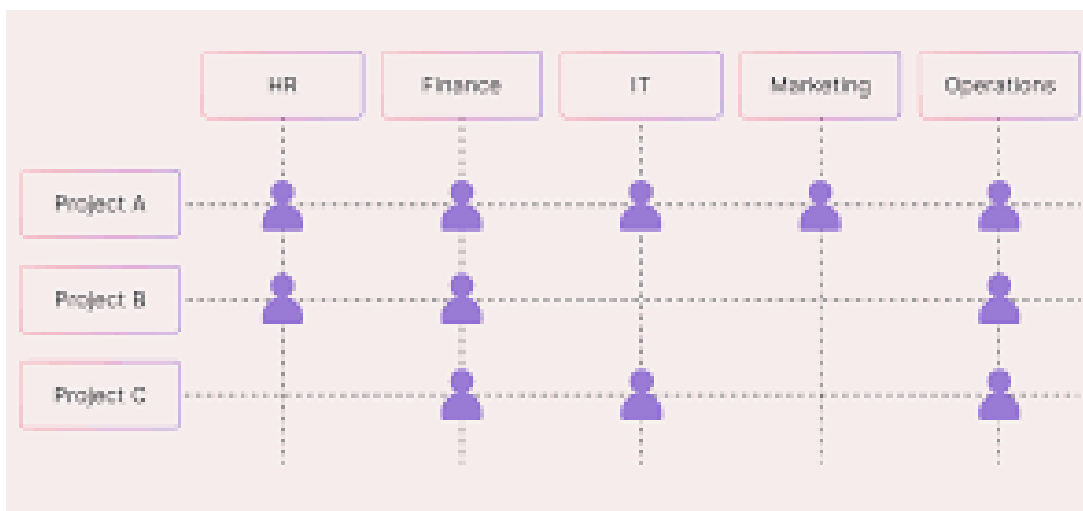

**External Stakeholders**


## 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



Watch the video and make summarised notes—<https://www.tutor2u.net/business/reference/swot-analysis-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

	<b>Products—how are they</b>	<b>How have their innovation</b>
<b>Apple</b> 		
<b>Google</b> 		
<b>Ninja Kitchen</b> 		



## Unit 5 International Business



**BTEC National**

**Diploma in Business**

**(Double Business)**

**Summer Independent Learning 2024**



\*\*This SIL is compulsory. It will be part of the basis for your initial assessment test.

## Unit introduction

International business has a significant influence on the national economy. It takes place in a globally competitive environment and involves both small and large businesses. A number of factors need to be considered by businesses that are engaged in international business activities. Governments can influence international business to maximise the benefits to the national economy. Countries join international trading blocs to promote and protect international business. In this unit, you will explore the benefits and issues associated with international business activities. You will investigate the economic environment and cultural factors in international markets and the influence they have on how business is conducted. You will also examine the strategic and operational approaches to developing business in an international context. To complete the assessment task within this unit, you will need to draw on your learning from across your programme. This unit will give you a greater understanding of the global business environment, which will help your career choices. The unit also gives you the skills and a firm basis to undertake advanced or specialist studies in international business at higher education level.

## Assessment Outcomes

Learning aim	Key content areas	Recommended assessment approach
<b>A</b> Explore the international context for business operations	<b>A1</b> International business <b>A2</b> Financing of international business <b>A3</b> Support for international business	A report on the factors that influence the decision making of businesses when operating internationally; it will look at how international business is financed and the support given to it.
<b>B</b> Investigate the international economic environment in which business operates	<b>B1</b> Globalisation <b>B2</b> International trading blocs <b>B3</b> Barriers to international business	
<b>C</b> Investigate the external factors that influence international businesses	<b>C1</b> External influences <b>C2</b> International business support systems	A journal article/case study giving a situational analysis of contrasting markets supported with a report on the results of the analysis.
<b>D</b> Investigate the cultural factors that influence international businesses	<b>D1</b> Cultural factors <b>D2</b> Impact of cultural factors	
<b>E</b> Examine the strategic and operational approaches to developing international trade	<b>E1</b> Strategies for operating internationally <b>E2</b> Resource considerations	A presentation examining the strategies and resources used by a business operating internationally.

**Learning Aim, A: Explore the International Context for Business**

**Learning Aim B: Investigate the international economic environment in which business operates**

**Importing and Exporting**

Conduct research into importing and exporting and provide a definition for both key terms below.

**Importing:**

**Exporting:**

## Trading Blocs

Use research and any knowledge you already have, to provide details about each trading bloc. Comment on which countries are involved in the trading bloc and the key features of being part of that trading bloc.

<p><u><b>World Trade Organisation</b></u></p> <p><u>Countries involved:</u></p> <p><u>Key features of the bloc:</u></p>	<p><u><b>EU</b></u></p> <p><u>Countries involved:</u></p> <p><u>Key features of the bloc:</u></p>
<p><u><b>Mercosur</b></u></p> <p><u>Countries involved:</u></p> <p><u>Key features of the bloc:</u></p>	<p><u><b>USMCA</b></u></p> <p><u>Countries involved:</u></p> <p><u>Key features of the bloc:</u></p>
<p><u><b>APEC</b></u></p> <p><u>Countries involved:</u></p> <p><u>Key features of the bloc:</u></p>	<p><u><b>NAFTA</b></u></p> <p><u>Countries involved:</u></p> <p><u>Key features of the bloc:</u></p>

## Importing

Investigate the UK and 4 other countries of your choice and their top 3 imports.

Country & Population	Gross Domestic Product (GDP)	What trading bloc are they part of?	Top 3 imports and their value
UK			

Which country does the UK import from the most?

Which is higher, the amount the UK imports or the amount they export?

Explain what the relationship between UK imports and exports could have on the country economically

## Exporting

For the UK and 4 other countries of your choice (choose different countries from the previous table), complete the table below by identifying some information about the country and their top 3 exports.

Country & Population	Gross Domestic Product (GDP)	What trading bloc are they part of?	Top 3 exports and their value
UK			

Which country does the UK export to the most?

Where is the UK ranked in terms of its GDP?

Explain how you think Brexit has impacted the UK export industry.





## Reasons for trading Internationally

### Growth

Answer the questions on KFC's growth in China whilst watching the video.

[CLICK HERE FOR VIDEO](#)

<https://www.youtube.com/watch?v=GWDxTUdxo9A>

How many KFC restaurants are there worldwide?

KFC started in the USA but how much money did it make in China in 2017?

Explain what KFC did to their menu and whether the strategy worked.

Suggest how you think KFC managed to have the largest market share of fast food chains in China.

Explain KFC's strategy for growth in China moving forward.

## Choice of Markets in which to operate

Complete the table of different markets and then answer the questions

Type of Market	Countries in that market	Advantages of operating in that market	Disadvantages of operating in that market
Developed			
Less Developed			
Emerging			

Explain the difference between a developed and less developed market.

Compare the benefits and drawbacks of operating in an emerging market.



## How Nike Became Market Leaders

Conduct research into Nike and how they became market leaders. Present your findings in the space below. The following points need to be covered:

A brief background to Nike's early years

Nike's current position globally (how many countries they operate in, global sales figures, biggest international market etc).

Strategies Nike have used to establish themselves in two different countries

Nike's use of emotional branding

How Nike uses technology and innovation to gain an advantage

Nike's understanding of pop culture

How Nike became market leaders;

# CUSTOMER SERVICE



**BTEC National Extended Diploma in Business  
(Triple Business)  
Summer Independent Learning 2024**

\*\*This SIL is compulsory. It will be part of the basis for your initial assessment test.

## Summary of Unit assessment

You will be assessed by a series of assignments set by your tutor.

In this unit, you will study how excellent customer service contributes to business success. You will also learn that it costs a business more to attract new customers than it does to keep existing customers, so it is important that existing customers are kept happy. You can do this by building relationships with internal and external customers and giving them excellent service that exceeds their needs and expectations. When working in a customer service role, you also need to know how to deal with customer requests and complaints. This unit will help you to develop the communication and interpersonal skills that you will need to do this, and to understand the importance of having good product or service knowledge. You will explore how a business builds effective relationships with customers by identifying and confirming their needs. You will examine how businesses monitor and evaluate their level of customer service provision by asking for feedback and how this is used to improve the level of service provided. This unit will enable you to evaluate your own customer service skills and to create a development plan for improvement. This unit also supports further training, study or employment in a business environment.

## Assessment Outcomes

Pass	Merit	Distinction
<b>Learning aim A: Explore how effective customer service contributes to business success</b>		
<p><b>A.P1</b> Describe the different approaches to customer service delivery in different industries.</p> <p><b>A.P2</b> Examine ways that customer service in a selected business can meet the expectations and satisfaction of customers and adhere to relevant current legislation and regulations.</p>	<p><b>A.M1</b> Analyse how legislation and regulation impacts on customer service provision in a selected business.</p>	<p><b>A.D1</b> Evaluate the importance for a selected business of providing excellent customer service and adhering to relevant current legislation and regulations.</p>
<b>Learning aim B: Investigate the methods used to improve customer service in a business</b>		
<p><b>B.P3</b> Research methods a business can use to make improvements to the customer service provision.</p>	<p><b>B.M2</b> Analyse different methods of monitoring customer service for a product or service in a selected business.</p>	<p><b>B.D2</b> Evaluate the benefits of improvements to customer service performance for the business, the customer, and the employee.</p>
<b>Learning aim C: Demonstrate customer service in different situations, using appropriate behaviours to meet expectations</b>		
<p><b>C.P4</b> Demonstrate communication and interpersonal skills appropriate to meet customer needs in different situations.</p> <p><b>C.P5</b> Review own customer service skills, identifying gaps where improvements could be made.</p> <p><b>C.P6</b> Present a clear, effective development plan for own customer service skills.</p>	<p><b>C.M3</b> Assess how the development plan may improve the performance of customer service skills.</p>	<p><b>C.D3</b> Demonstrate initiative in making high-quality justified recommendations to develop own communication and interpersonal skills to meet both customer and business needs.</p>

Learning Aim, A: How effective customer service contributes to business success



<https://www.youtube.com/watch?v=2JSsGTynTNQ>

Give examples of personal experiences (or from the video) of good and poor customer service, and how that has affected your impression of the businesses/organisations involved.



- Definitions of customer service: Write a definition of customer service in your own words and then research another and write it

**Own definition:**

**Researched definition:**

- Discuss the benefits of building good customer relationships

Benefit	Explanation	Example

- Examples of a variety of **customer service roles** across a range of businesses

Identify 3 roles/jobs in the company that would deliver customer service e.g at BMW/Starbucks.  
Describe how each of these job roles deliver customer service and improve the experience of the customer.

- 1.
- 2.
- 3.



- Definition of internal customers and examples + what they would expect

- Definition of external customers and examples + what they would expect

- In your opinion what could be 3 potential disadvantages of bad customer service

- 1.
- 2.
- 3.

**Customer Service legislation and regulations and how these impact on customer service provision.**

Go to the web page: <https://www.which.co.uk/consumer-rights/regulations>

- list and describe at least 4 regulations that protect customers and explain the implications for a business (what does this suggest the business should do?)

Legislation/Regulation	Description of requirement	Implication for a business



**Learning Aim B: Methods used to improve customer service**

Open the links and read to investigate

<https://www.freshworks.com/freshdesk/customer-support-software/social-media-customer-support-blog/>



[https://www.youtube.com/watch?v=7\\_GpgSpaKTg](https://www.youtube.com/watch?v=7_GpgSpaKTg)



[https://www.youtube.com/watch?v=DwQk\\_pOwxlc](https://www.youtube.com/watch?v=DwQk_pOwxlc)

**How do the businesses monitor customer service?**



**Why do you think monitoring customer service important for a business?**

**Why do you think monitoring customer service important for a customer?**

**Why do you think monitoring customer service important for an employee?**



## Dealing with customer complaints

### CASE STUDY

"One busy Friday night, around 8.30pm, I was busy running the floor, taking the orders and controlling the flow of customers through the business. I approached Table 10, a couple were drinking wine and placed their order with me, 2 starters and 2 steaks.

At 9.30pm, they caught my attention and said that they had not yet received their starters. I went into the kitchen to see where they were, and the chefs had no ticket. I was confused. It was then that I reached into my back pocket, and to my horror the order pad was there with their order on. I was mortified! I went to the table, crouched down and explained the situation. They received the news very well, but declined my offer to get their food cooked ASAP. They said that they had shared 2 bottles of wine that evening and were having a lovely conversation without the kids being present. They said that they would stay a little while longer as they had paid for a babysitter. I let them have both bottles of wine for free and gave them some vouchers for their next visit. They returned a month later to use their vouchers, and had a lovely time. After that, we saw them every other month 'without the kids' and on occasional Sundays 'with the kids'."



Answer the questions below

1. Identify the customer and situation. What was done to resolve any issues?
2. Describe the different approaches taken to meet the customer expectations while keeping within regulations and the law.
3. What do you think was the impact of the customer service delivered



## Key definitions

Write a definition for the following key terms

Customer Service

Internal Customers

Legislation

Regulation

Code of conduct