

Unit 1

BTEC National Diploma In Business

Summer Independent Learning 2025

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

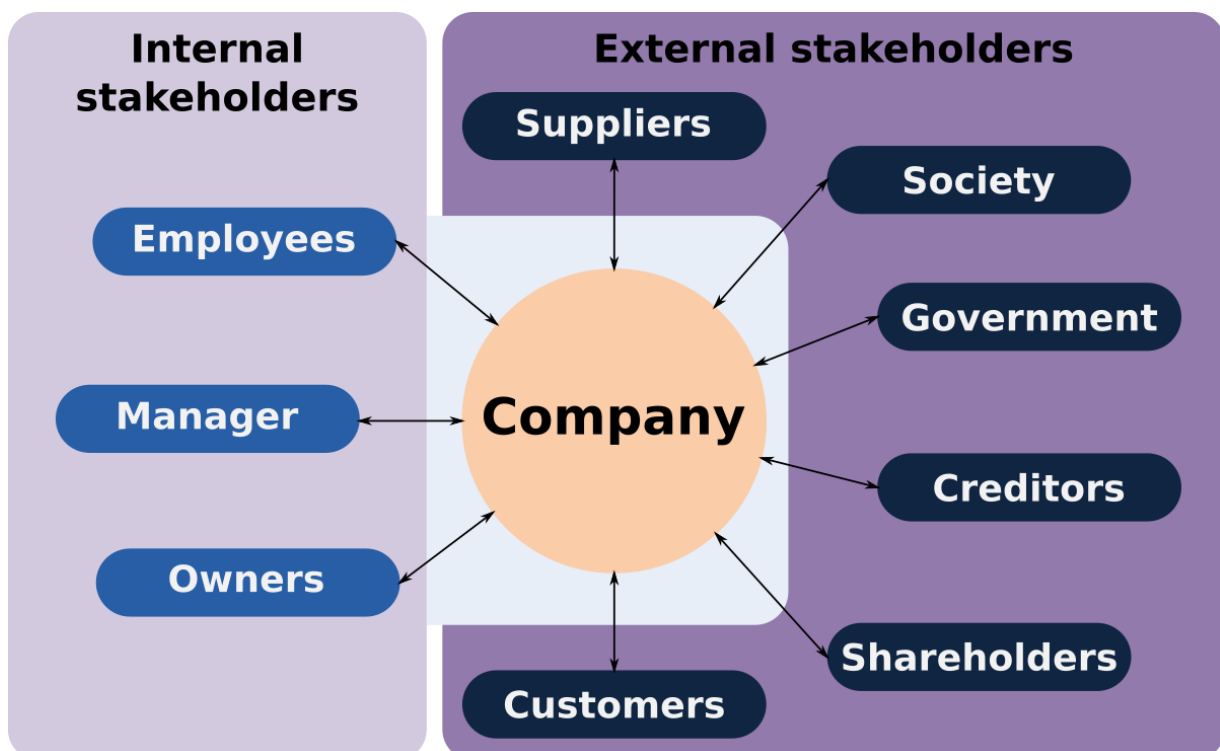
Ownership—research the following types of business ownership, give a definition and explain the at least three advantages and three disadvantages of each type of ownership

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

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).

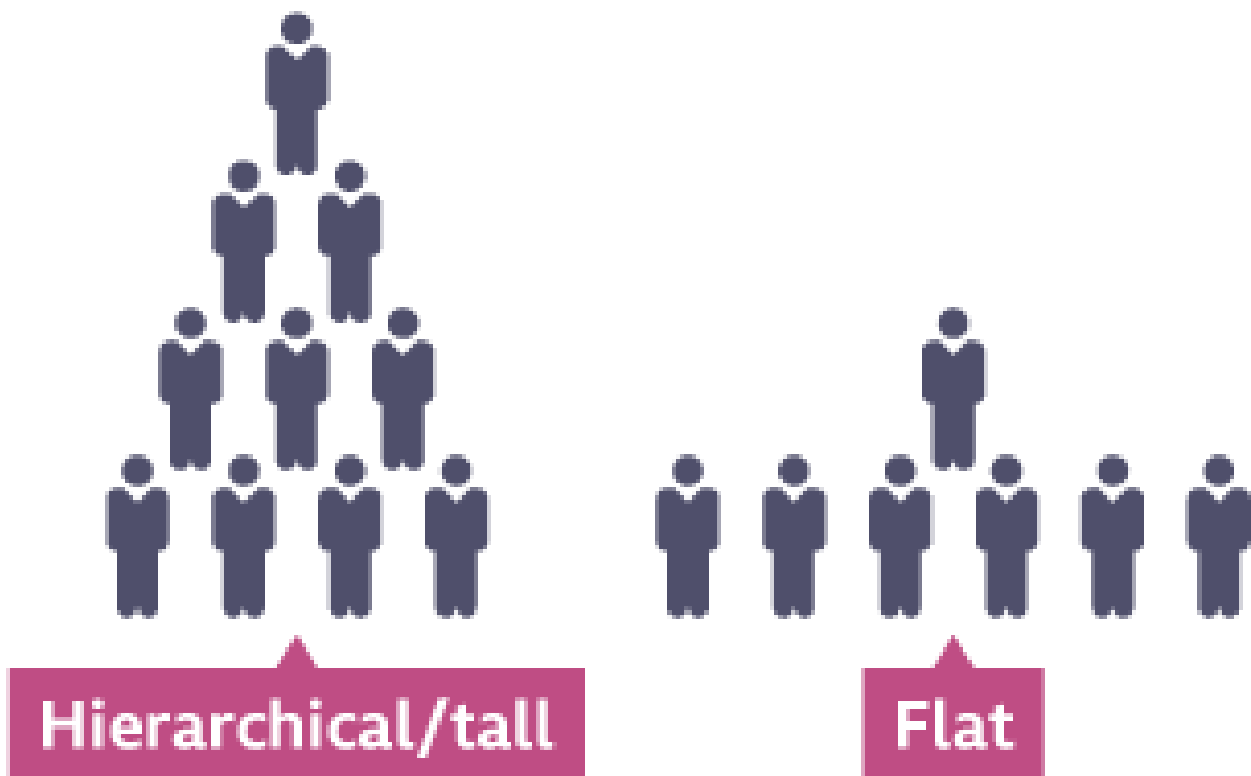


Using the diagrams on the previous page explain why each of the stakeholders would be interested in a business.

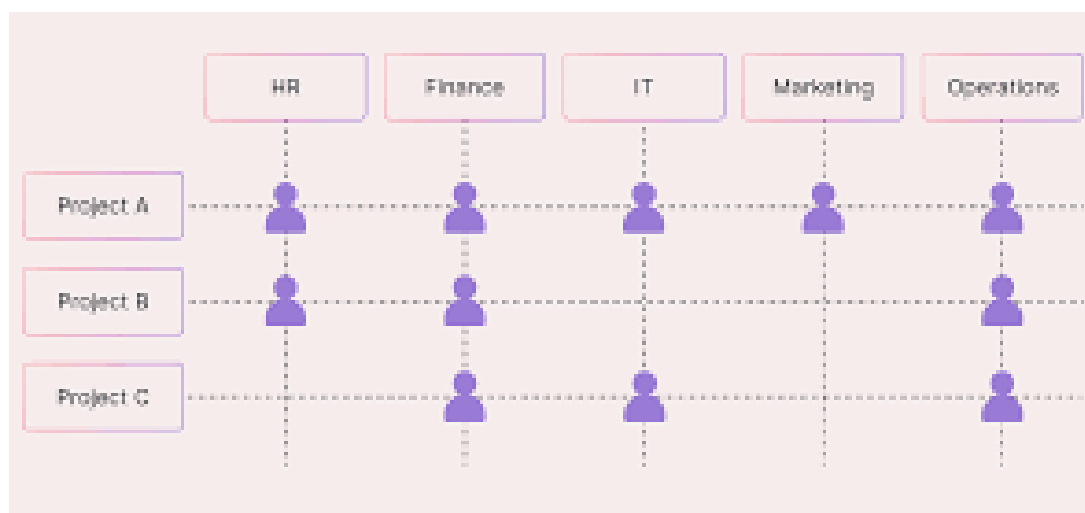
Internal Stakeholders	
External Stakeholders	

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

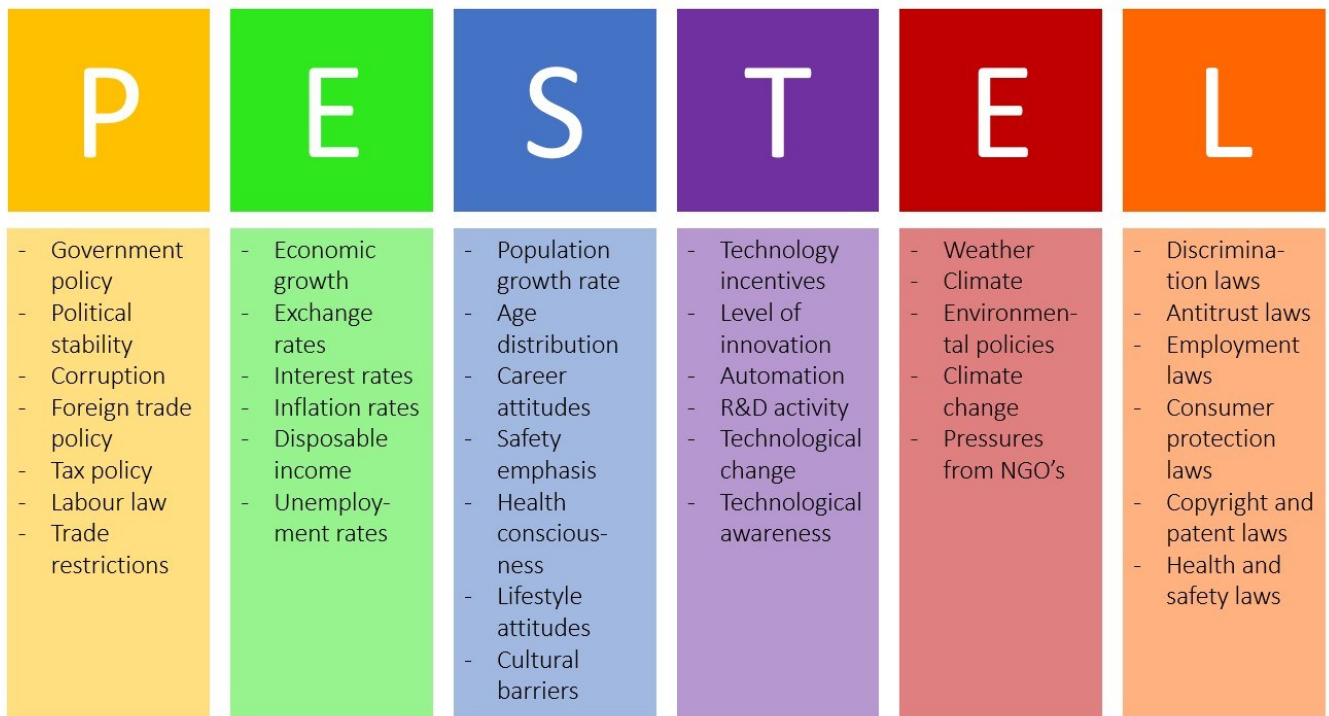
S STRENGTHS	W WEAKNESSES	O OPPORTUNITIES	T THREATS
<ul style="list-style-type: none">• Things your company does well• Qualities that separate you from your competitors• Internal resources such as skilled, knowledgeable staff• Tangible assets such as intellectual property, capital, proprietary technologies etc.	<ul style="list-style-type: none">• Things your company lacks• Things your competitors do better than you• Resource limitations• Unclear unique selling proposition	<ul style="list-style-type: none">• Underserved markets for specific products• Few competitors in your area• Emerging need for your products or services• Press/media coverage of your company	<ul style="list-style-type: none">• Emerging competitors• Changing regulatory environment• Negative press/media coverage• Changing customer attitudes toward your company

WordStream

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

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PESTEL Analysis



Watch the video and make summarised notes—<https://www.youtube.com/watch?v=sP2sDw5waEU>

[illegible]

Porter's Five Forces






Watch the video and make summarised notes—<https://www.tutor2u.net/business/reference/porters-five-forces-model-revision-video>

[illegible]

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 innovative?	How have their innovation lead to their success
Apple 		
Google 		
Ninja Kitchen 		



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
A Explore the international context for business operations	A1 International business A2 Financing of international business A3 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 Investigate the international economic environment in which business operates	B1 Globalisation B2 International trading blocs B3 Barriers to international business	
C Investigate the external factors that influence international businesses	C1 External influences C2 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.
D Investigate the cultural factors that influence international businesses	D1 Cultural factors D2 Impact of cultural factors	
E Examine the strategic and operational approaches to developing international trade	E1 Strategies for operating internationally E2 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.

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

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;