

Unit 1

**BTEC National Extended Certificate In Business
(Single)**

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

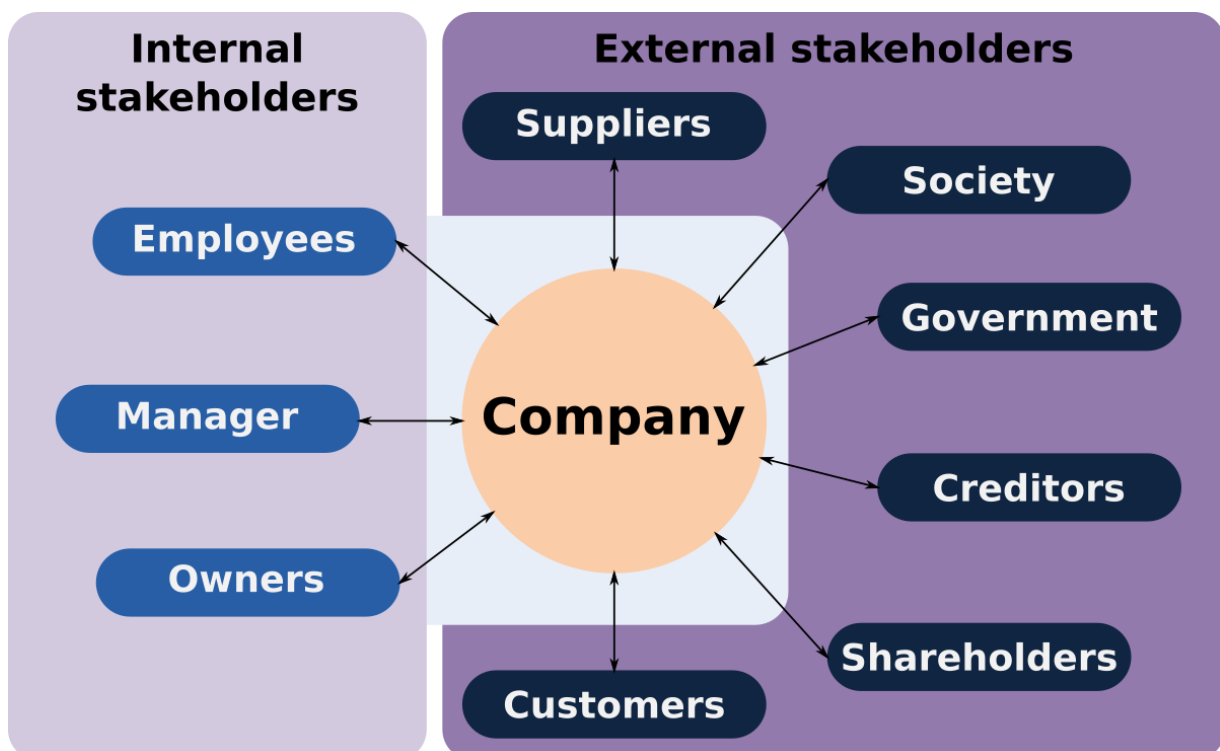
Ownership—research the following types of business ownership, give a definition and explain the at least three advantages and three disadvantages of each type of ownership

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).

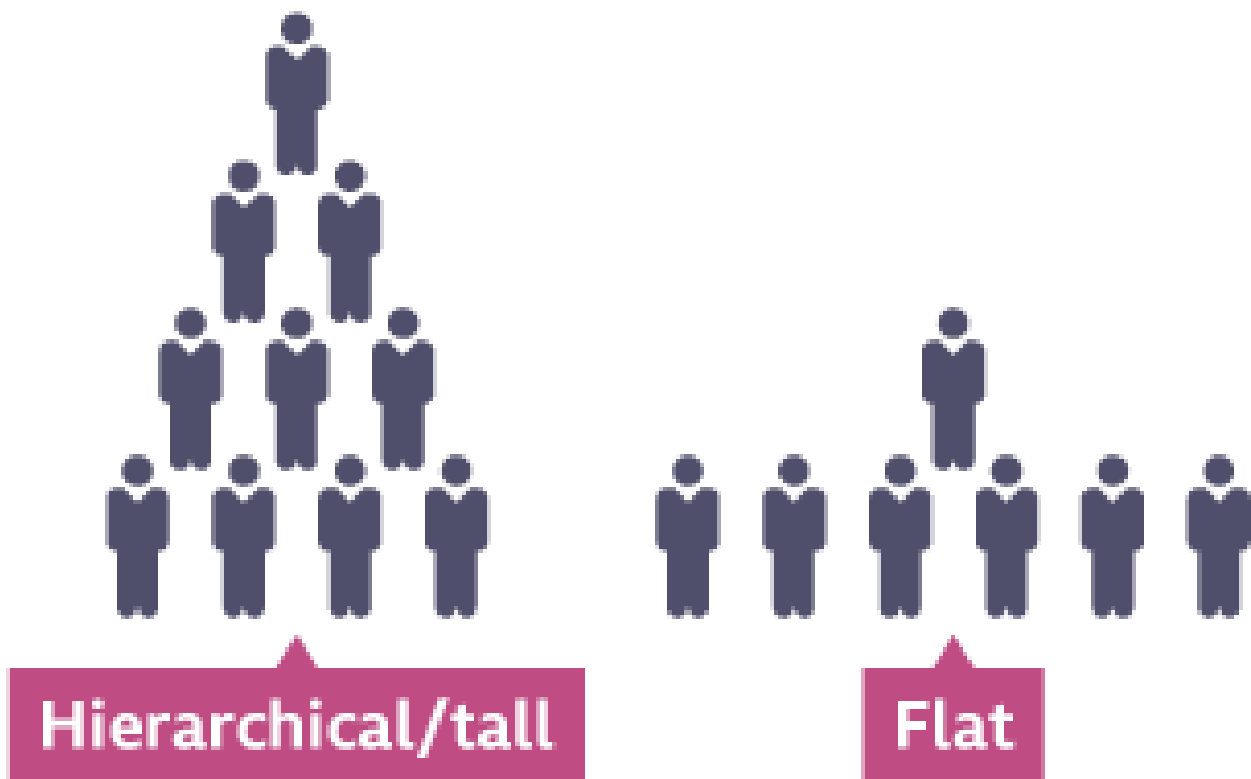


Using the diagrams on the previous page explain why each of the stakeholders would be interested in a business.

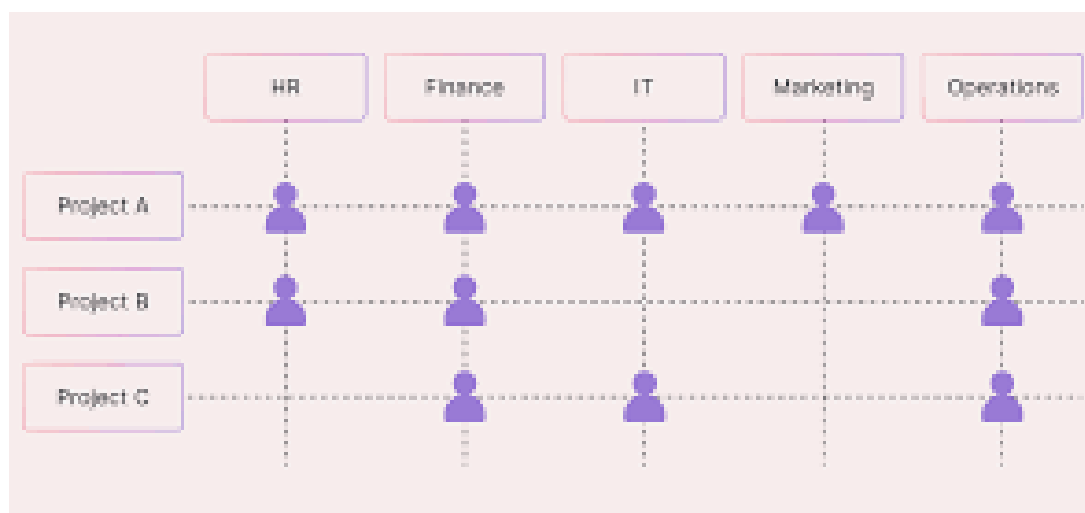
Internal Stakeholders	
External Stakeholders	

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

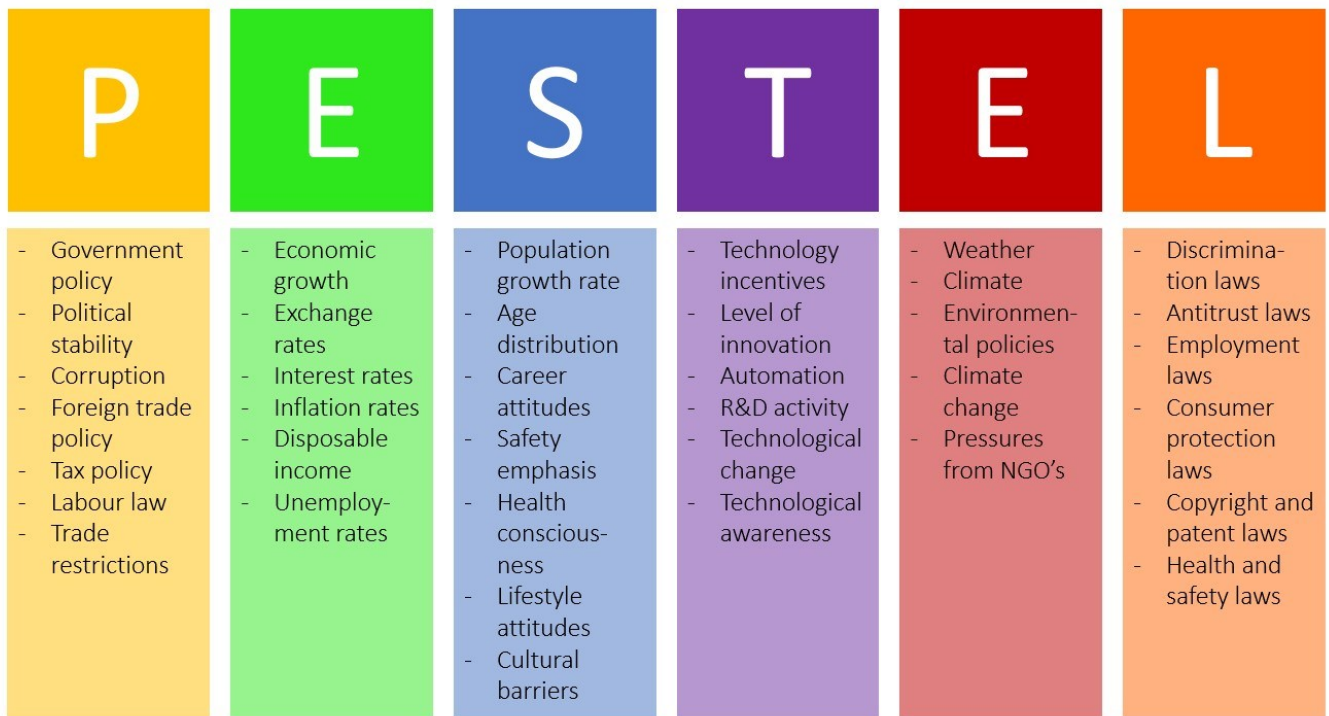
S STRENGTHS	W WEAKNESSES	O OPPORTUNITIES	T THREATS
<ul style="list-style-type: none">• Things your company does well• Qualities that separate you from your competitors• Internal resources such as skilled, knowledgeable staff• Tangible assets such as intellectual property, capital, proprietary technologies 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 