newcollege Pontefract

Unit 1

BTEC National Diploma (Double)

Summer Independent Learning 2026

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		• • •	• • •
Private Limited Company (LTD)		• • •	• • •

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).

Internal stakeholders – employees, managers, owners

External stakeholders – suppliers, society, government, creditors, shareholders, customers

Using the information above, explain in the table below why each of the stakeholders would be interested in a business. State the stakeholder and add an explanation next to it.

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 number of hierarchal layers that a business has.

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

Matrix structure example:

	HR	FINANCE	OPERATIONS	MARKETING
Project A	X	X	X	X
Project B	X	X		X
Project C		X	X	X

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

Strengths	**Weaknesses**	**Opportunities**	**Threats**
Things your company does well Qualities that separate you from competitors Internal resources such as skilled and knowledgeable staff	Things your company lacks Things your competitors do better than you Resource limitations	Few competitors in area Emerging need for product or service Press/media coverage of your company	Emerging competition Changing regulatory environment Negative press/media coverage

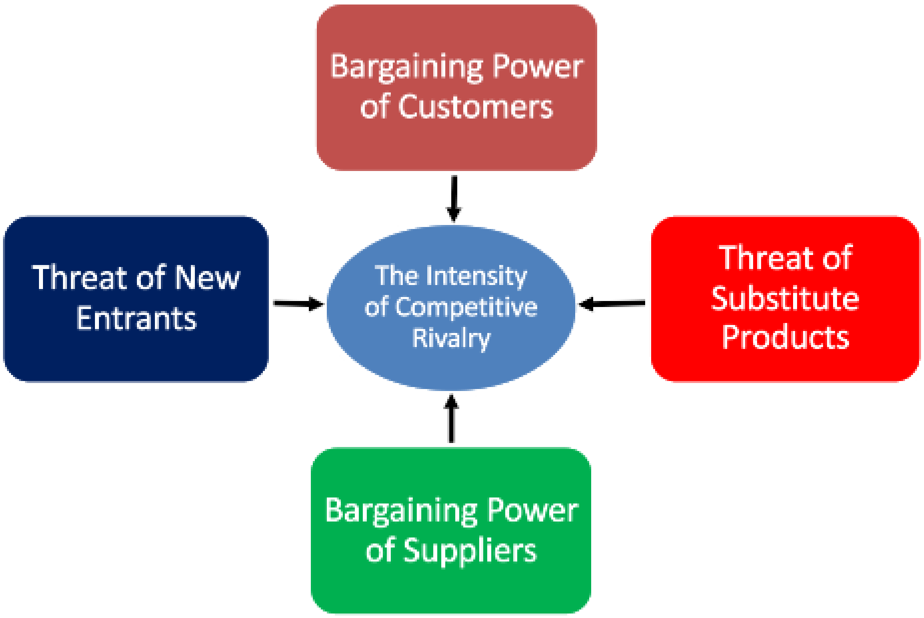
Watch the video and make summarised notes— SWOT Analysis | McDonald's Examples - If the link doesn't open the video paste the following into your browser: **https://www.youtube.com/watch?v=tPVsMTa7218**

PESTEL Analysis

Political	**Economic**	**Social**	**Technology**	**Environment**	**Legal**
Government policy Political stability Corruption Foreign trade policy	Economic growth Inflation Interest rates Exchange rates	Population growth rate Age distribution Lifestyles and attitudes Cultural barriers	Technology incentives Level of innovation Automation R&D activity	Weather Climate Environmental policies Pressure from NGO's	Discrimination laws Employment law Consumer protection laws Copyright and patent laws

Watch the video and make summarised notes— PESTLE Analysis Explained | McDonald's Examples - If the link doesn't open the video paste the following into your browser: **https://www.youtube.com/watch?v=6N7yc_mjdJQ**

Porter's Five Forces



Watch the video and make summarised notes— Porter's Five Forces Explained | Supermarket Industry Examples. If the link doesn't open the video paste the following into your browser: **https://www.youtube.com/watch?v=30oFuYiYOp0**

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 led to their success

	Products—how are they innovative?	**How have their innovation led to their success**
Apple		
BYD		

Shark / Ninja		

BTEC National

Diploma in Business

Unit 5 International Business

Summer Independent Learning 2026

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.

World Trade Organisation Countries involved: Key features of the bloc:	**EU** Countries involved: Key features of the bloc:
Mercosur Countries involved: Key features of the bloc:	**USMCA** Countries involved: Key features of the bloc:
APEC Countries involved: Key features of the bloc:	**NAFTA** Countries involved: Key features of the bloc:

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
- Nikes 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;