

Assessment Brief

1. Unit and Assessment Details

Course Title: HND Business
Unit Name: Organizations, Competition and Environment
Unit Number: Core Unit: 04
Assessor: Usman Saddique
Internal Verifier: Bilal Ahmad

Assessment Title: Organizations, competition and environment.
Assessment Method: Report.
Assessing in: Individual
Number of Words: 3000 words (Max 12 pages)
Outcomes Covered: (1, 2 & 3)
Issue Date: 12/12/2011
Pre-submission Date: 09/01/2012
Due Date: 16/01/2012

College No.	Learner Name	Learner Signature
<i>Learner's Declaration: I confirm that the work submitted for this assignment is my own.</i>		
		<i>Date</i>

Outcome Covered

OUTCOME	
1	Identify the objectives and purposes of organizations.
2	Investigate the key features of the local and national economy in which organizations operate.
3	Investigate the main external market forces which may influence the organization.

NOTE: Attach this page as first page of your report

Purpose and Aim

Purpose of this assignment is to equip the student with the knowledge of organizations' purposes and objectives and on the same time what types of economies, these organizations operate in. This will also help the students to make an understanding economic and sub economic systems .

SCENARIO 1

Suppose you are hired by a consumer rights protection organization in Pakistan. This organization is the first one of its own type. You are the manager of fmcg wing and to start your department function you have to gather information about different companies including retail stores and your assigned tasks are as follows.

Task (Outcome 1.1) Take 3 multinational FMCG (Fast Moving Consumer Goods) companies and by going through a comparative analysis of their mission, vision and their activities identify their objectives. Your identified objective can differ from what the companies claim.

Task (Outcome 1.2) Select any one organization and with respect to its scope (geographical & product) identify its stake holders in specific and list their names wherever applicable.

Task (Outcome 1.2) Categorize identified stake holders into three main categories

- Internal stakeholders
- External stakeholders
- Connected stakeholders

Task (Outcome 1.2) Identify stake holders' objectives

Task (Outcome 1.2) Evaluate if the objectives of these stakeholders are achieved, also provide the detail as to how they are achieved or not achieved.

Task (Outcome 1.3) Besides the vision and mission, while keeping the operations and activities of the organization in mind mention at least three areas in which these organizations ought to work as a compensation for the loss, their activities have done either directly or indirectly.

SCENARIO 2

While working at small and medium enterprise development (SMEDA) a government institute to facilitate investors in small and medium business. The organization aims to guide investors about the attractive sectors and the sectors which are already saturated. It also encourages the investors for the sector which needs more investors so that the created competition can be beneficial for the consumers and informs the investor about the laws and regulation for different industries. Pakistan is a country of vast resources but these resources are not available all over the country, for example furniture manufacturing labor is available in Punjab, coal is available in Baluchistan and Sindh, cultivable land is in Khyber Pukhtoonkhwa, Punjab and Sindh. Gems and stones are found in Baluchistan and few areas of Khyber Pukhtoonkhwa. SMEDA has regional offices in all provinces so their advice would differ from advices for other regions according to the resources availability and opportunities.

- **Task (Outcome 2.1)** Prepare a guide/handbook for the investors featuring key elements of economy of Pakistan i.e. Type of economy, which products make large portion of GDP, which products are in demand and are imported, which products are excess and are exported.
- **Task (Outcome 2.2)** There are different views regarding the role that a government can/should play in an economy. Explain different school of thoughts and give your own opinion that how government should play its role which is beneficial for the economy.
- **Task (Outcome 2.3 & 2.4)** Take any two recent government policies and review how they have affected different businesses and which other businesses can take advantage of these policies e.g. for the license of a gas station, it is a government policy that there should not be another gas station in two kilometers area.
- **Task (Outcome 3.1)** As an essential part of the guide/handbook, explain different market structures and give examples of different companies from our economy in each category.
- **Task (Outcome 3.2)** Give examples of three different companies from different sectors and explain the strategy adopted by them to take advantage or shield themselves from the changing environment e.g. excessive marketing adopted by telecommunication companies to shield themselves from increasing competition.
- **Task (Outcome 3.3)** Select two organizations from the same industry and identify the ways in which these organizations can have a sustainable competitive advantage.

Outcome 1: Identify the objectives and purposes of organizations	P1: identify a range of objectives appropriate to an organization
	P2: identify three stakeholder objectives in an organization and evaluate the extent to which they are achieved
	P3: explain the responsibilities of an organization and the strategies used to meet them
Outcome 2: Investigate the key features of the local and national economy in which organizations operate.	P4: Explain the major features of an economic system
	P5: Analyze differing views of the role of the state and their implications
	P6: Discuss the impact of two policies on an organization
	P7: investigate the significance of a regional or local development issue and the impact on an organization
Outcome 3: investigate the main external market factors which may influence the organization.	P8: explain the different market structures
	P9: use three different examples to illustrate the relationship between market forces and organizational responses
	P10: explain the possible ways that an organization may gain competitive advantage

M1: Effective judgments have been made.

M2: Complex problems with more than one variable have been explored.

M3: Relevant theories and techniques have been applied.

D1: Conclusions have been arrived at through synthesis of ideas and have been justified.

D2: Realistic improvements have been proposed against defined characteristics for success.

D3: The unforeseen has been accommodated.

EVIDENCE:

1. Written report
2. Questionnaire or interview evidence in the form of recording or questionnaire.

Note: Stepwise analysis and maximum relevant information will carry more weight age.

General Instructions:

- The copy of this assignment brief should be attached with the assignment as annexure
- Books and online resources can be used of the college library and Central Computer Lab
- Proper referencing should be given in the Harvard Style.
- Visits need to be made to the organizations, meeting the respective manager, the college will provide you with the reference letter for the project and the manager is welcome to contact the administration at the college.
- The font size should be “12” Times New Roman.
- Use graphical representation wherever required.

Internal Verifier

Assessor