

## 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 & 4)  
Issue Date: 03/01/2012  
Pre-submission Date: 10/01/2012  
Due Date: 17/01/2012

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.
4	Explore the significance of the European dimension for UK based organizations.

**Tracking Sheet** (*Mention A for Achieved & NA for Not Achieved*)

<b>Outcome</b>	1.1	1.2	1.3	2.1	2.2	2.3	2.4	3.1	3.2	3.3	4.1	4.2	4.3	4.4
<b>A/NA</b>														

<b>Outcome</b>	M1	M2	M3	D1
<b>A/NA</b>				

**Assessor's Signature** \_\_\_\_\_ **Date** \_\_\_\_\_

*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 1 (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 2 (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 3 (Outcome 1.2)** Categorize identified stake holders into three main categories

- Internal stakeholders
- External stakeholders
- Connected stakeholders

**Task 4 (Outcome 1.2)** Identify stake holders' objectives

**Task 5 (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 6 (Outcome 2.1)** Prepare a guide/handbook for the investors featuring key elements of economy of Pakistan.
  - *Guidelines for task 6: to be specific the hand book must include following*
    - *Type of economy*
    - *The key products making large portion of county's GDP*
    - *Products that are imported*
    - *Products that are exported*
- **Task 7 (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 8 (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 9 (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 10 (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.
  - *Guidelines for task 10: changing environment includes any factor influencing the organization from its environment for example excessive demand or decreasing demand, regulations by the government. The increasing price of cng is resultant of excessive demand and regulation by the government to control the demand.*
- **Task 11 (Outcome 3.3)** Explain in your words what is competitive advantage? Also explain what sustainable competitive advantage is.
- **Task 12 (Outcome 4.1)** Explain the structure of European Union and different policies being pursued by European Union.
- **Task 13 (Outcome 4.2)** Explain how the local organization is affected by the policies of European Union.
- **Task 14 (Outcome 4.3)** State the advantages and disadvantages of entry into European Union for UK business organizations.

- **Task 15 (Outcome 4.4)** State the challenges and opportunities to UK organizations of an enlargement in European Union member states.

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

Outcome 4: Explore the significance of the European dimension for UK based organizations.	P11: Explain the features of European Union
	P12: Identify two policies of the European Union and analyze the impact on a UK based organization
	P13: Analyze the arguments for and against UK entry into the European Monetary Union
	P14: analyze the challenges and opportunities to UK businesses of enlargement of EU member states

M1: In task 4 Evaluate if the objectives of these stakeholders are achieved, also provide the detail as to how they are achieved or not achieved.
M2: In task 6 provide the trade and budgetary deficit of our country for the past 5 years.
M3: In task 7 list 3 countries which are welfare states and list the facilities they provide for free.
D1: In task 11 select two organizations from the same industry and identify the ways in which these organizations are having a sustainable competitive advantage.

## Notes to Students

- Proper format of report should be followed including table of contents, executive summary, page numbering etc.
- Include a last chapter in your report about the limitations of your report and write any difficulty you faced while collecting data. Critically evaluate your work if possible.
- Give proper evidence of all your activities for completing the tasks e.g. videos, pictures, visiting cards, or reference letter of personnel from whom data is collected.
- The safety of your assessments is your responsibility. You must not permit another student access to your work. And upon completion of each task keep a backup of the work completed by for e.g. keeping a copy in your email inbox etc. So, that no excuses are put forward on the day of submission.

## Plagiarism Policy

The college has strict penalty for plagiarism and the assignment will be cancelled if the assignment is observed for this.

The definition and scope of plagiarism are presented below:

Plagiarism occurs when a student misrepresents, as his/her own work, the work, written or otherwise, of any other person (including another student) or of any institution. Examples of forms of plagiarism include:

- The verbatim (word for word) copying of another's work without appropriate and correctly presented acknowledgement;
- The close paraphrasing of another's work by simply changing a few words or altering the order of presentation, without appropriate and correctly presented acknowledgement;
- Unacknowledged quotation of phrases from another's work;
- The deliberate and detailed presentation of another's concept as one's own.

All types of work submitted by students are covered by this definition, including, written work, diagrams, designs, engineering drawings and pictures.

## Resources Required

- Lectures slides
- Organization, competition and environment BTEC Course Book
- Reference books (in library)
- Business magazines and journals

## General Instructions

- Books and online resources can be used of the college library and Central Computer Lab for any assistance. But direct copying from these resources is not allowed.

- Visits need to be arranged and made to the organizations. For meeting the respective managers, the college will provide a reference letter for the project and the manager of the organization is welcome to contact the administration at the college
- The college has strict penalty for plagiarism and the assignment will be cancelled if the assignment is observed for this.
- Proper referencing should be given in the Harvard Style/Chicago/MLA etc.
- All work should be comprehensively referenced and all sources must be acknowledged fully, this includes books & journals used as well websites visited. Details such as page numbers, publishers and publication year should also be stated, in addition to the name of the author(s) and publication. Books, articles and journals should be the main sources; online sources are allowed up to 15%
- The Assignment should have a cover page that has assignment title, assignment number, course title, unit title, lecturer / tutor name and student's name.
- Attach all the pages of assignment brief with your report as annexure at the end.
- Ensure that statement of authenticity has been signed and attached as the first page of your report.
- Contents sheet (TOC) with a list of all headings and page numbers is must for your report.
- Use A4 page size, 12 point Arial or Times New Roman font with 1.5 line spacing.
- Your assignment should be word-processed and should not exceed 4500 words in length (or 20 pages). Exhibits / appendices are outside this limit
- Pages should be numbered (bottom right hand corner)
- Spell-check the document and read thoroughly for grammatical errors



## Feedback to Learner

Criteria	Feedback to learner (Evidence presented against the published criteria)
1.1	
1.2	
1.3	
2.1	
2.2	
2.3	
2.4	
3.1	
3.2	
3.3	
4.1	
4.2	
4.3	

<b>4.4</b>	
<b>M1</b>	
<b>M2</b>	
<b>M3</b>	
<b>D1</b>	
<b>General comments</b>	

<b>Assessor signature</b>	<b>Date</b>
<b>Internal Verifier signature</b>	<b>Date</b>