

**QUALIFI ASSESSMENT DOCUMENT**

**Qualifi Level 3 Diploma in Business Management**

Assignment brief – Unit 1

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| Qualification | Qualifi Level 3 Diploma in Business Management |
| Qualification Unit Name |  **An Introduction to the Business Environment** |
| Unit Reference |  603/1102/2 |
| No of Credits | 10 Credits |

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Introduction

Prior to attempting this coursework assignment, Learners must familiarise themselves with the following policies:

* Centre Specification Can be found at https://qualifi.net/qualifi-level-3-diploma-in-business-management/
* Qualifi Quality Assurance Standards
* Qualifi Quality Policy Statement

The aim of the module is to introduce the learner to a number of dynamic factors that affect how an organisation operates and the change in management that is required. By understanding how relationships between public and private sector organisations are affected by socio-economic factors the learner will be better placed to manage that relationship.

Assignment Guidelines

All work must be submitted in a single electronic document (.doc/.docx file). The assignment must be the Learner’s own work and not copies of theories or models. Direct quotes should be kept to a minimum and shown in inverted commas. Models described and other quotes used must be properly attributed and referenced as appropriate. Learners must acknowledge or reference any sources that have been used to complete the assignment, listing reference material and websites used.

Plagiarism and Collusion

In submitting the assignment Learners must complete a statement of authenticity confirming that the work submitted for all tasks is their own. The statement should also include the word count. Plagiarism and collusion are treated very seriously. Plagiarism involves presenting work, excerpts, ideas or passages of another author without appropriate referencing and attribution. Collusion occurs when two or more learners submit work, which is so alike in ideas, content, wording and/or structure that the similarity goes beyond what might have been mere coincidence.

Appendices

Separate Appendices should not be used. Any use of tables, graphs, diagrams, Gantt chart and flowcharts etc. that support the main report should be incorporated into the back of the assignment report that is submitted. Any published secondary information such as annual reports and company literature, should be referenced in the main text of the assignment but not included.

Confidentiality

Where a Learner is using organisational information that deals with sensitive material or issues, they must seek the advice and permission from that organisation about its inclusion. Where confidentiality is an issue, Learners are advised to anonymise their assignment report so that it cannot be attributed to that particular organisation.

Word Count Policy

In total, the assignment should be between 1800-2250 words. Learners must comply with the required word count, within a margin of +10%. These rules exclude the index (if used), headings and information contained within references and bibliographies. When an assessment task requires learners to produce presentation slides with supporting notes, the word count applies to the supporting notes only.

Marking and grades

Qualifi uses a standard marking rubric for all assignments, and you can find the details at the end of this document.

Unless stated elsewhere, Learners must answer all questions in this document.

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| --- | --- |
| **Unit Title** | An Introduction to the Business Environment  |
| **Unit Reference (RQF)** | 603/1102/2 |
|  **No of Credits** | 10 Credits |

Learning Outcomes and Assessment Criteria

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| --- | --- |
| **Learning Outcomes.** **To achieve this unit a learner must be able to:** | **Assessment Criteria:** **Assessment of these outcomes demonstrates a learner can:** |
| 1: Know different types of Businesses and their ownership and the different types of stakeholders. | * 1. : Describe two different types of business, and their ownership
	2. : Describe different types of stakeholders whose presence affect the purpose of two organisations.
 |
| 2: Understand how businesses are organised | * 1. : Identify how two different businesses are organised.
 |
| 3: Understand how Businesses achieve their target purpose | * 1. : Describe different types of business targets
	2. : Identify how a business can achieve a target.
 |
| 4: Identify legal, political, and social factors that can affect businesses. | * 1. : Describe how political, legal, and social factors affect business.
 |

Referencing and Professionalism

A professional approach to work is expected from all learners. Learners must therefore identify and acknowledge ALL sources/methodologies/applications used. The learner must use an appropriate referencing system to achieve this. Marks are not awarded for the use of English; however the learner must express ideas clearly and ensure that appropriate terminology is used to convey accuracy in meaning.

Submission of Assignments

All work must be submitted in a single electronic document (.doc/.docx file) in your Learning Portal or to submit to the Assessor/Centre Administrator.

ASSESSMENT TASKS

Task 1 FORMATIVE TASK 1: Introducing Business Representatives

**FORMATIVE TASK: Introducing Business Representatives**

Instruction: You have been asked to introduce representatives from two businesses at a meeting to an audience of non-specialists. Your introduction will set out the nature of the business in which they work, the ownership of the businesses and the key stakeholders with whom they operate. Your answer must do the following:

* Outline of the nature of the two businesses’ main activities
* Identify and explain the structures of ownership for the respective organisation
* Discuss how each business engages with the key stakeholders within their respective fields.

**Formatting**:

450-550 words

Justified alignment

Single-spaced

12pt Times New Roman font

Use an appropriate referencing system for footnotes and citations

Task 2 SUMMATIVE TASK A Briefing Report

**SUMMATIVE TASK:** **A Briefing Report**

Instruction: Write a briefing report for the MD of your organisation about a major company that has recently opened a branch within your local community. The report should contain the following:

* An outline of the organisation’s structure, business model and its legal structure, (LO 2.1, 3.1, 4.1)
* Identify and explain how the opening of a branch in your community will enable it to meet its business targets and ambitions (LO 2.2))
* Evaluate the potential impact of that company’s presence for the key stakeholders for your business and the community (LO 4.1)

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| --- |
| **Assessment Criteria**Assessment of this learning outcome will require a learner to demonstrate that they can: |
|

|  |  |
| --- | --- |
| 2: Understand how businesses are organised | * 1. Identify how two different businesses are organised.
 |
| 3: Understand how Businesses achieve their target purpose | 3.1: Describe different types of business targets* 1. Identify how a business can achieve a target.
 |
| 4: Identify legal, political, and social factors that can affect businesses. | * 1. : Describe how political, legal, and social factors affect business.
 |

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**Formatting**:

1450-1650 words

Justified alignment

Single-spaced

12pt Times New Roman font

Use an appropriate referencing system for footnotes and citations

**Learners are required to complete all tasks.**

Mark Scheme



Instructor’s Comments

|  |
| --- |
|  |

**Marking Directions:**

1. For each of the criteria listed in the first column, circle one box in the corresponding column to the right, which best reflects the student’s work on this particular assessment activity (e.g., project, presentation, essay).
2. Provide specific feedback to a student about each of the criteria scores he/she earned by writing comments and suggestions for improvement in the last row titled “Instructor’s comments.”
3. To arrive at a mark, total the boxes and divide by 5 to arrive at a final mark

Example:

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **Distinction** | **Merit** | **Pass** | **Fail** |
| **Range** | 70-100 | 60-69 | 40-59 | 0-39 |

|  |  |
| --- | --- |
| **Criteria** | **Score** |
| Content | 50 |
| Application of Theory and Literature | 40 |
| Knowledge and Understanding | 50 |
| Presentation/Writing Skills | 40 |
| Referencing | 40 |
| **Total Score** | 220/5 = **44, Pass** |

Qualifi Information

**HEAD OFFICE**

Qualifi Ltd.

Fairways House

George Street

Prestwich

Greater Manchester

M25 9WS

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