

## BTEC Assignment Brief

<b>Qualification</b>	Pearson BTEC Level 3 National Diploma in Business Pearson BTEC Level 3 National Extended Diploma in Business
<b>Unit number and title</b>	<b>Unit 5: International Business</b>
<b>Learning aim(s)</b> (For NQF only)	<b>C:</b> Investigate the external factors that influence international businesses <b>D:</b> Investigate the cultural factors that influence international business
<b>Assignment title</b>	External factors and cultural differences
<b>Assessor</b>	
<b>Issue date</b>	
<b>Hand in deadline</b>	

<b>Vocational Scenario or Context</b>	<p>You are continuing your work experience placement at the office of a local chamber of commerce.</p> <p>You have been asked to write a two-part investigative journal article.</p> <ul style="list-style-type: none"> <li>Part One will recommend one country a selected business could target for international trade.</li> <li>Part Two will evaluate the impact of cultural differences on international business.</li> </ul> <p>To do this you will need to gather, analyse and assess a wide range of research evidence from relevant sources.</p>
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<b>Task 1</b>	<p>You have been asked to write the first part of an investigative journal article. This will recommend <b>one</b> country that a business could target for international trade.</p> <p>Using your research, select an appropriate business, and two countries that might be suitable for it to trade in.</p> <p>Prepare the first part of the article for the journal. This must include:</p> <ul style="list-style-type: none"> <li>how international business support systems enable your selected business to trade internationally</li> <li>a situational analysis on the two chosen countries, explaining the external influencing factors and their impact on the selected business</li> </ul> <p>a justified conclusion that recommends one of the chosen countries for your selected business</p>
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<b>Checklist of evidence required</b>	<ul style="list-style-type: none"> <li>• Evidence of research into a variety of businesses and countries they could trade with internationally</li> <li>• An investigative journal article</li> </ul>
<b>Criteria covered by this task:</b>	
Unit/Criteria reference	To achieve the criteria you must show that you are able to:
5/C.D2	Recommend one country a selected business could target for international trade, justifying your decision.
5/C.M3	Carry out a situational analysis on two countries a selected business may consider trading in.
5/C.P6	Explain how business support systems enable a selected business to trade internationally.
5/C.P5	Explain the external factors that influence a selected business considering trading internationally.
<b>Task 2</b>	<p>You have been asked to write the second part of an investigative journal article. This will evaluate the impact of cultural differences on the chosen business.</p> <p>Using your research, prepare the second part of the article for the journal.</p> <p>The article must analyse how</p> <ul style="list-style-type: none"> <li>• cultural factors, eg             <ul style="list-style-type: none"> <li>o language</li> <li>o ethnic make-up of populations</li> <li>o social structures</li> <li>o religion</li> <li>o values</li> <li>o attitudes to business</li> <li>o attitudes to work</li> <li>o openness to change</li> </ul> </li> </ul> <p>affect international business.</p> <p>It must also evaluate the impact of these cultural differences on the chosen business that trades or is considering trading internationally.</p>
<b>Checklist of evidence required</b>	<ul style="list-style-type: none"> <li>• Evidence of research into cultural differences and their impact</li> <li>• An investigative journal article</li> </ul>
<b>Criteria covered by this task:</b>	
Unit/Criteria reference	To achieve the criteria you must show that you are able to:
5/D.D3	Evaluate the impact of cultural differences on international business.
5/D.M4	Analyse how cultural differences affect international businesses.
5/D.P7	Explore the cultural differences affecting international businesses.
<b>Sources of information</b>	<b>Websites</b>

<b>to support you with this Assignment</b>	<p><a href="http://www.boundless.com/marketing/textbooks/boundless-marketing-textbook/marketing-strategies-and-planning-2/steps-to-creating-a-marketing-plan-28/conducting-a-situational-analysis-151-7221">www.boundless.com/marketing/textbooks/boundless-marketing-textbook/marketing-strategies-and-planning-2/steps-to-creating-a-marketing-plan-28/conducting-a-situational-analysis-151-7221</a></p> <p><a href="http://businessculture.org/business-culture/cultural-differences-in-business">http://businessculture.org/business-culture/cultural-differences-in-business</a></p> <p>Above are some examples of websites. Further useful resources may be found at <a href="http://www.edexcel.com/resources/Pages/default.aspx">www.edexcel.com/resources/Pages/default.aspx</a>.</p>
<b>Other assessment materials attached to this Assignment Brief</b>	N/A