

BTEC Assignment Brief

Qualification	Pearson BTEC Level 3 National Certificate in Business Pearson BTEC Level 3 National Extended Certificate in Business Pearson BTEC Level 3 National Foundation Diploma in Business Pearson BTEC Level 3 National Diploma in Business Pearson BTEC Level 3 National Extended Diploma in Business
Unit number and title	Unit 1: Exploring Business
Learning aim(s) (For NQF only)	E: Investigate the role and contribution of innovation and enterprise to business success
Assignment title	How important is innovation and enterprise to today's businesses?
Assessor	
Issue date	
Hand in deadline	

Vocational Scenario or Context	You are continuing with your work placement in the Economic Development Unit (EDU) at your local council working with the officers who are responsible for publications, brochures and guides. You have been asked to research a selected business and prepare a presentation and an individual reflective account that investigates its use of enterprise and innovation.
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Task 1	The role of innovation and enterprise You have been asked to join with a group of researchers to prepare a presentation that investigates the use of
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	enterprise and innovation in an existing business. You should research a number of businesses before selecting one for your presentation. You will need to research the role of innovation and enterprise in business success and the associated benefits and risks in relation to a changing market and environment. Using this research, prepare a group presentation that explores how innovation and enterprise has contributed to the success of this business. The presentation should be accompanied by an individual analysis of how successful the use of innovation and enterprise has been for the chosen business, and a justification of its use in relation to the changing market and environment for the business.
Checklist of evidence required	Presentation including presentation slides and speaker's notes. Observation record. Individual reflective account. Research evidence.
Criteria covered by this task:	
Unit/Criteria reference	To achieve the criteria you must show that you are able to:
E.D4	Justify the use of innovation and enterprise for a business in relation to its changing market and environment.
E.M5	Analyse how successful the use of innovation and enterprise has been for a given business.
E.P7	Explore how innovation and enterprise contribute to the success of business.
Sources of information to support you with this Assignment	

	Websites www.bbc.co.uk/news/business/economy The BBC provides news on the UK economy www.businesscasestudies.co.uk The Times 100 has economics and business case studies on topics. The site also has a selection of theory notes aimed at learners. www.gov.uk The government portal for government departments and policies www.economist.com The Economist online has an archive of articles about the UK economy. A subscription is required but it also includes the weekly editions of the newspaper www.tutor2u.net Tutor2U provides case studies and free online resources for learners and assessors.
Other assessment materials attached to this Assignment Brief	<i>eg, work sheets, risk assessments, case study</i>