

BTEC Assignment Brief

Qualification	Pearson BTEC Level 3 National Diploma in Business Pearson BTEC Level 3 National Extended Diploma in Business
Unit number and title	Unit 5: International Business
Learning aim(s) (For NQF only)	A: Explore the international context for business operations B: Investigate the international economic environment in which business operates
Assignment title	Why trade internationally?
Assessor	
Issue date	
Hand in deadline	

Vocational Scenario or Context	<p>In 2012, the Prime Minister launched a new partnership between the British Chambers of Commerce, UK Trade & Investment and the Foreign and Commonwealth Office to create an international UK business network offering more export support in high growth markets.</p> <p>You have secured a work experience placement at the office of a local chamber of commerce, and have been asked to help in preparing a report on international business.</p> <p>Your target audience will be those involved in new and established businesses in the area and overseas.</p>
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Task 1	<p>You have been asked to prepare a report entitled 'Why trade internationally?' To do this you will need to gather comprehensive research evidence into businesses that trade internationally.</p> <p>This research should include businesses that are located in one country but trade in other countries, and businesses that have trading locations around the world.</p> <p>From this research choose two businesses on which to base your report. These must operate in contrasting international markets.</p> <p>The report should incorporate your research and contrast the two chosen businesses. It should be written in three sections:</p> <p>Section One:</p> <ul style="list-style-type: none"> the operation of each business, to include the structure, activities, and chosen market the reasons each conducts business internationally the types of finance available to each an analysis of the support that is available to each <p>Section Two:</p> <ul style="list-style-type: none"> the role of trading blocs on international trade the main features of globalisation that affect each business an analysis of the barriers to each of operating internationally <p>Section Three (for one of these businesses only):</p> <ul style="list-style-type: none"> an evaluation of the impact of globalisation on the business over the last 5 - 10 years, considering all relevant factors.
Checklist of evidence required	<p>Evidence of research into a variety of businesses that trade internationally</p> <p>An individual report on two businesses that trade in contrasting international markets</p>
Criteria covered by this task:	
Unit/Criteria reference	To achieve the criteria you must show that you are able to:
5/AB.D1	Evaluate the impact of globalisation on a business.
5/B.M2	Analyse the barriers to two contrasting businesses of operating internationally.
5/A.M1	Analyse the support that is available to contrasting businesses that operate internationally.
5/B.P4	Explore the role of trading blocs on international trade.
5/B.P3	Explain the main features of globalisation that affect two contrasting businesses.
5/A.P2	Explain the types of finance available for international business.

5/A.P1	Explain why two businesses operate in contrasting international markets.
Sources of information to support you with this Assignment	<p>Websites</p> <p>www.britishchambers.org.uk/business/international-trade</p> <p>www.wto.org</p> <p>www.gov.uk/government/organisations/uk-export-finance</p> <p>Above are some examples of websites. Further useful resources may be found at www.edexcel.com/resources/Pages/default.aspx</p>
Other assessment materials attached to this Assignment Brief	N/A