

Centre:

Assignment Title: Investigating Sporting Organisations

Programme Title: BTEC Level 3 Subsidiary Diploma in Business

Assessor:

Assessment criteria: P1,P2,P3,P4,P5,P6,M1,M2,M3,D1,D2

# Unit 1: The Business Environment

## Assignment Brief



Issue Date:

Final Submission:

## Introduction

You will already be familiar with a range of businesses having dealt with them as either a customer or employee. One of the aims of this unit is to help you to build on these experiences and learn to 'walk in the shoes' of owners, stakeholders and managers of organisations.

You will also be introduced to a range of business activities including purposes of different organisations, the influence of stakeholders and how businesses organise themselves through strategic planning and organisational structures.

You will then explore the dynamic nature of organisations through studying the impact of external (political, legal, social and economic) influences on business operations.

In studying two different business environments, you will gain some insight into how businesses operate in different parts of the world and how the development of a global marketplace affects all businesses.

### **On completion of this unit, you should:**

1. Know the range of different businesses and their ownership.
2. Understand how businesses are organised to achieve their purposes.
3. Know the impact of the economic environment on businesses.
4. Know how political, legal and social factors impact on business.

In order to pass this unit, the evidence that you present for assessment needs to demonstrate that you can meet all of the learning outcomes for the unit. Use the grid below to tick off when you have completed each task. Remember you need to complete all of the 'P' criteria before you can pass the unit.

<b>Assessment and grading criteria</b>				
<b>P1</b> Describe the type of business, purpose and ownership of two contrasting businesses.				
<b>P2</b> Describe the stakeholders who influence the purpose of two contrasting businesses.		<b>M1</b> Explain the points of view of different stakeholders seeking to influence the aims and objectives of two contrasting organisations.		<b>D1</b> Evaluate the influence different stakeholders exert in one organisation.
<b>P3</b> Describe how two contrasting businesses are organised.				
<b>P4</b> Explain how their style of organization helps them to fulfil their purposes.				
<b>P5</b> Describe the influence of two contrasting economic environments on business activities within a selected organisation.		<b>M2</b> Compare the challenges to selected business activities within a selected organisation, in two different economic environments.		
<b>P6</b> Describe how political, legal and social factors are impacting upon the business activities of the selected organisations and their stakeholders.		<b>M3</b> Analyse how political, legal and social factors have impacted on the two contrasting organisations.		<b>D2</b> Evaluate how future changes in economic, political, legal and social factors may impact on the strategy of a specified organisation.

## **Scenario**

You have just been employed as a business researcher for a small consultancy business, which specialises in assisting organisations to obtain project funding from public sources. You have been assigned to work on research relating to the National Sports Foundation.

The National Sports Foundation is a 'government-led initiative designed to facilitate and encourage partnerships between private investors and community sports projects and their primary objective is to 'bring together public and private finance for new local sports facilities and grassroots participation'.

You are seeking to link well-organised community sports organisations with suitable private sector sponsors and assist the parties to make a bid for funding for developments, which would increase participation in sport. The private sector organisations would be expected to provide some sponsorship in return for publicity and enhancing their reputation.

Your first assignment in your new role is to look into two different organisations: Speedo and The Dolphin Centre.

## **Presentation**

You should present your findings in the form of a business report.

In doing this, consider the following points:

- Cover page
- Contents page
- Header / footer
- Numbered headings / sub-headings
- Labelled diagrams
- Referencing
- Bibliography
- Appendix
- Line spacing (1.5)
- Justification (of text)
- Font size (12)



# Task 1

This task addresses P1

## Types of business organisation

The two businesses you have been assigned to research are Speedo, the multinational swimwear manufacturer and The Dolphin Centre, which is a publicly funded leisure centre based in Darlington (North East England). Report on the tasks listed below:



- Speedo is an international privately run business based in the secondary sector, whose main purpose is to sell products to other people. Explain what this statement means.
- The Dolphin Centre is a local publicly ran business based in the tertiary sector, whose main purpose is to provide a service to the local population. Explain what this statement means.
- Speedo International is a Private Limited Company (Ltd). It is also a subsidiary of the Pentland Group Plc. Explain how this type of business ownership is set up and how it operates.
- The Dolphin Centre us run by the local council. Explain how this type of business ownership is set up and how it operates.

Additional guidance can be found in:

- BTEC Edexcel L3 text book - pages 4 - 11



## Task 2

This task addresses P2, M1 and D1

### Stakeholders

Using the list of stakeholders for each organisation below, explain why they may have an interest in the actions of the business. You should also elaborate on what the main aims of each stakeholder group are and analyse what impact they have had in shaping the aims and objectives of the organisations.

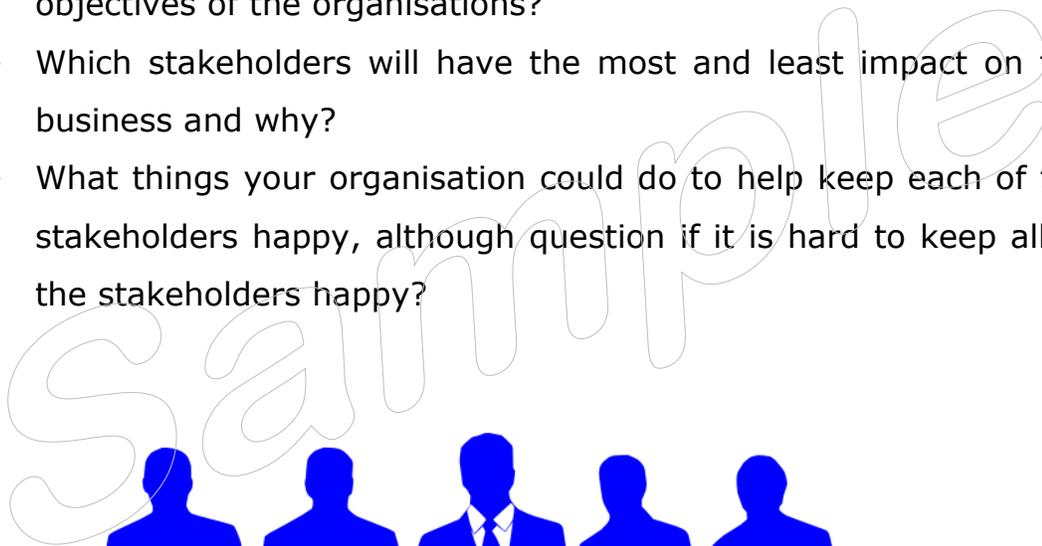
- **Speedo:**

- Customers
- Employees
- Suppliers
- Shareholders
- Trade unions
- Governments
- Competition

- **The Dolphin Centre:**

- Customers
- Employees
- Suppliers
- Local council
- Local community
- Schools
- Private sports and fitness organisations

- You now need to provide an in-depth evaluation of the influence that the stakeholders have on Speedo. Use the guidance provided within the 'what is evaluation?' section and the following points to help you:
  - How each of the stakeholders could have a positive or negative impact on the business.
  - What may these impacts be? These could be linked to their finances, reputation, marketing strategies etc.
  - What are stakeholders trying to achieve from influencing the organisations?
  - What impact have the stakeholders had in shaping the aims and objectives of the organisations?
  - Which stakeholders will have the most and least impact on the business and why?
  - What things your organisation could do to help keep each of the stakeholders happy, although question if it is hard to keep all of the stakeholders happy?



Additional guidance can be found in:

- BTEC Edexcel L3 text book - pages 11 - 12