

Straight Bananas

HND Business Studies



This assignment will enable you to:

- Investigate the main **external market factors** which may influence the organisation
- Explore the significance of the **European dimension** for UK-based organisations

This assignment must be handed in for marking by:



Task

The European Market is forcing a fundamental restructuring of many industries in the member states. Many industries are becoming genuinely European. Identify two industries, one in the service sector and one in the manufacturing or primary sector e.g. financial services and car manufacturing. Analyse the restructuring of these two industries that has occurred in the past few years or is in process or planned, and then compare the pressures at work that have caused or affected this process in the industries identified, including reference to main competitors.

Your analysis should consider both the internal aspects e.g. cost structures and technological development as they relate to the competitive position of the business, and the external aspects e.g. the consumer and the social and political context. Reference should be made to the effects of the institutional and political structures and developments in Europe, particularly the single currency and the possibility of enlargement.

You may use your own business as part of this analysis but ensure that it is relevant and allows fulfillment of the assessment criteria. Please consult your tutor if necessary.

Your report should include around 900 -1,000 words on each industry chosen and a further 500 -700 words of introduction and conclusion



In order to achieve a Pass for this assignment.

The student has explained the different market structures. The student has used three different examples to illustrate the relationship between market forces and organisational responses. The student has explained the possible ways that an organisation may gain competitive advantage.

The student explained the features of the European Union. The student has identified two EU policies and analysed the impact on a UK-based organisation. The student has analysed the arguments for and against UK entry into Economic and Monetary Union. The student has analysed the challenges and opportunities to UK businesses of enlargement of EU member states.

In order to achieve a Merit for this assignment.

The student has explained the different market structures using some examples from real-life. The student has used three different examples to illustrate in some detail the relationship between market forces and organisational responses. The student has explained the possible ways that an organisation may gain competitive advantage, illustrating their response with real-life examples.

The student explained the features of the European Union in some detail. The student has identified two EU policies and analysed to some depth the impact on a UK-based organisation. The student has analysed in detail the arguments for and against UK entry into Economic and Monetary Union. The student has analysed the challenges and opportunities to UK businesses of enlargement of EU member states and has illustrated this with real-life examples.

In order to achieve a Distinction for this assignment.

The student has explained in detail the different market structures using relevant examples from real-life. The student has used three different examples to illustrate in detail the relationship between market forces and organisational responses. The student has explained the possible ways in depth that an organisation may gain competitive advantage, illustrating their response with real-life examples.

The student explained the features of the European Union in some depth. The student has identified two EU policies and analysed in depth the impact on a UK-based organisation. The student has analysed in detail the arguments for and against UK entry into Economic and Monetary Union illustrating their response with real-life examples. The student has analysed the challenges and opportunities to specific UK businesses of enlargement of EU member states and has illustrated this with real-life examples.

Outcome		Performance Criteria	Range	Grade
No.	Description			
8	Receive and Respond to a variety of information	Clarification of information given/sought by listening and asking/answering questions Appropriate sources and supporting material identified. selected and organised Relevant information analysed, evaluated and summarised appropriate method of response identified and used effectively and sensitively within identified time scales	text diagrammatic oral clear ambiguous incomplete	
10	Communicate in Writing	Correct sources of information consulted, evaluated and interpreted appropriate to the task or situation identified Written medium selected relevant to intended use/audience Message communicated effectively	given found researched reports plans notes tutor people familiar with subject	

Organisations, Competition and Environment
Unit 4 - Assignment Two

Outcome 3 - Investigate the main external market factors which may influence the organisation	
Assessment Criteria	Comments
The student has explained the different market structures.	
The student has used three different examples to illustrate the relationship between market forces and organisational responses.	
The student has explained the possible ways that an organisation may gain competitive advantage.	
Outcome 4 - Explore the significance of the European dimension for UK-based organisations	
The student explained the features of the European Union.	
The student has identified two EU policies and analysed the impact on a UK-based organisation.	
The student has analysed the arguments for and against UK entry into Economic and Monetary Union.	
The student has analysed the challenges and opportunities to UK businesses of enlargement of EU member states.	
Overall	

Grade

Signed

IV