

Colbourne College

BTEC L4 - L5 Diploma in Business

TERM PAPER 1 & 2: UNIT ONE Business Organisation (15)

Learning outcomes On successful completion of this unit you will:	Assessment Criteria:	Page Number	Marker PASS/Review
LO1 Understand the organisational purposes of businesses	1.1 identify the category and purpose of the business/organisation		
	1.2 describe the extent to which the business meets the objectives of different stakeholders		
	1.3 explain the responsibilities of the business and strategies employed to meet them		
In relations to business;			
LO2 Understand the nature of the national environment in which businesses operate	2.1 explain how the economic system attempts to allocate resources effectively		
	2.2 assess the impact of fiscal and monetary policy on the business and its activities		
	2.3 evaluate the impact of competition policy and other regulatory mechanisms on the activities of the business		
LO3 Understand the behaviour of organisations in their market environment	3.1 explain how market structures determine the pricing and output decisions of the business		
	3.2 illustrate the way in which market forces shape the business responses using a range of examples		
	3.3 judge how the business and cultural environments shape the behaviour of the business		
LO4 Be able to assess the significance of the global factors that shape national business activities	4.1 discuss the significance of international trade to the business		
	4.2 analyse the impact of global factors on the business		
	4.3 evaluate the impact of government policies on the business organisations		

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TERM PAPER 1 & 2: UNIT TWO

Managing Financial Resources and Decisions (15)

Learning outcomes On successful completion of this unit you will:	Assessment Criteria:	Page Number	Marker PASS/Review
LO1 Understand the sources of finance available to a business	1.1 identify the sources of finance available to the business		
	1.2 assess the implications of the different sources		
	1.3 evaluate appropriate sources of finance for the business		
LO2 Understand the implications of finance as a resource within a business	2.1 analyse the costs of different sources of finance		
	2.2 explain the importance of financial planning		
	2.3 assess the information needs of different decision makers		
	2.4 explain the impact of finance on the financial statements		
LO3 Be able to make financial decisions based on financial information	3.1 analyse budgets and make appropriate decisions		
	3.2 explain the calculation of unit costs and make pricing decisions using relevant information		
	3.3 assess the viability of a project using investment appraisal techniques		
LO4 Be able to evaluate the financial performance of a business	4.1 discuss the main financial statements		
	4.2 compare appropriate formats of financial statements for different types of business		
	4.3 interpret financial statements using appropriate ratios and comparisons, both internal and external.		

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TERM PAPER 1 & 2: UNIT THREE *Organisations and Behaviour (15)*

Learning outcomes On successful completion of this unit you will:	Assessment Criteria:	Page Number	Marker PASS/Review
LO1 Understand the relationship between organisational structure and culture	1.1 compare and contrast different organisational structures and culture		
	1.2 explain how the relationship between an organisation's structure and culture can impact on the performance of the business		
	1.3 discuss the factors which influence individual behaviour at work		
LO2 Understand different approaches to management and leadership	2.1 compare the effectiveness of different leadership styles in different organisations		
	2.2 explain how organisational theory underpins the practice of management		
	2.3 evaluate the different approaches to management used by different organisations		
LO3 Understand ways of using motivational theories in organisations	3.1 discuss the impact that different leadership styles may have on motivation in organisations in periods of change		
	3.2 compare the application of different motivational theories within the workplace		
	3.3 evaluate the usefulness of a motivation theory for managers		
LO4 Understand mechanisms for developing effective teamwork in organisations	4.1 explain the nature of groups and group behaviour within organisations		
	4.2 discuss factors that may promote or inhibit the development of effective teamwork in organisations		
	4.3 evaluate the impact of technology on team functioning within a given organisation.		

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TERM PAPER 1 & 2: UNIT FOUR *Marketing Principles (15)*

Learning outcomes On successful completion of this unit you will:	Assessment Criteria:	Page Number	Marker PASS/Review
LO1 Understand the concept and process of marketing	1.1 explain the various elements of the marketing process		
	1.2 evaluate the benefits and costs of a marketing orientation for the business		
LO2 Be able to use the concepts of segmentation, targeting and positioning	2.1 show macro and micro environmental factors which influence marketing decisions		
	2.2 propose segmentation criteria to be used for products in different markets		
	2.3 choose a targeting strategy for the business		
	2.4 demonstrate how buyer behaviour will affect marketing activities in different buying situations		
	2.5 propose new positioning for a selected product/service of the business		
LO3 Understand the individual elements of the extended marketing mix	3.1 explain how products are developed to sustain competitive advantage		
	3.2 explain how distribution is arranged to provide customer convenience		
	3.3 explain how prices are set to reflect an organisation's objectives and market conditions		
	3.4 illustrate how promotional activity is integrated to achieve marketing objectives		
	3.5 analyse the additional elements of the extended marketing mix		
LO4 Be able to use the marketing mix in different contexts	4.1 plan and illustrate marketing mixes for two different segments in consumer markets		
	4.2 illustrate differences in marketing products and services to businesses rather than consumers		
	4.3 show how and why international marketing differ from domestic marketing		

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TERM PAPER 1 & 2: UNIT FIVE

Aspects of Contract and Negligence for Business (15)

Learning outcomes On successful completion of this unit you will:	Assessment Criteria:	Page Number	Marker PASS/Review
	1.1 Explain the importance of the essential elements required for the formation of a valid contract 1.2 Discuss the impact of different types of contract 1.3 Analyse terms in contracts with reference to their meaning and effect		
LO2 Be able to apply the elements of a contract in business situations	2.1 Use business scenarios/cases to demonstrate how four of the elements of contract apply to the business 2.2 apply the law on terms in different contracts 2.3 evaluate the effect of different terms in given contracts		
LO3 Understand principles of liability in negligence in business activities	3.1 contrast liability in tort with contractual liability 3.2 explain the nature of liability in negligence 3.3 explain how a business can be vicariously liable		
LO4 Be able to apply principles of liability in negligence in business situations	4.1 apply the elements of the tort of negligence and defences in different business situations 4.2 apply the elements of vicarious liability in given business situations.		

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TERM PAPER 1 & 2: UNIT SIX *Business Decision Making (15)*

Learning outcomes On successful completion of this unit you will:	Assessment Criteria:	Page Number	Marker PASS/Review
	1.1 what primary and secondary data can be obtained by the business to obtain information on its customers awareness, perception and opinions on company products		
	1.2 Describe and justify the survey methodology and frame used		
	1.3 Develop and use a questionnaire and justify its design for a particular purpose		
LO2 Understand a range of techniques to analyse data effectively for business purposes	2.1 create information for decision making by summarising the data using representative values		
	2.2 analyse the results to draw valid conclusions		
	2.3 analyse the customer data using measures of dispersion		
	2.4 Calculate quartiles, percentiles, correlation coefficient, and use to draw useful conclusions from the customer data collected		
LO3 Be able to produce information in appropriate formats for decision making in an organisational context	3.1 prepare a range of graphs using spreadsheets — line, pie, bar charts and histograms, and draw valid conclusions based on the information derived		
	3.2 create trend lines in spreadsheet graphs to assist in forecasting		
	3.3 prepare the business presentation using suitable software and techniques to disseminate information effectively		
	3.4 produce a formal business report		
LO4 Be able to use software generated information to make decisions in an organisation	4.1 use appropriate information processing tools		
	4.2 prepare a project plan for the market research activity and determine the critical path		
	4.3 use financial tools to aid decision making		

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TERM PAPER 1 & 11: UNIT SEVEN *Business Strategy (15)*

Learning outcomes On successful completion of this unit you will:	Assessment Criteria:	Page Number	Marker PASS/Review
LO1 Understand the process of strategic planning	1.1 Plan the development of the mission statement, vision statement, objectives, goals, business core competencies and explain their importance to the stakeholders		
	1.2 review the issues involved in strategic planning		
	1.3 explain different planning techniques		
LO2 Be able to formulate a new strategy	2.1 Conduct an audit for the business and report on the findings		
	2.2 carry out an environmental audit for the business and report on the findings		
	2.3 explain the significance of stakeholder analysis		
LO3 Understand approaches to strategy evaluation and selection	3.1 analyse possible alternative strategies relating to substantive growth, limited growth or retrenchment		
	3.2 select an appropriate future strategy for the business		
	3.3 prepare a business presentation using suitable software and techniques to disseminate information effectively		
	3.4 produce a formal business report		
LO4 Understand how to implement a chosen strategy	4.1 compare the roles and responsibilities for strategy implementation		
	4.2 evaluate resource requirements to implement a new strategy for the Business		
	4.3 discuss targets and timescales for achievement to monitor the said strategy.		

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TERM PAPER 1 &2: UNIT EIGHT *Research Project (15)*

Learning outcomes On successful completion of this unit you will:	Assessment Criteria:	Page Number	Marker PASS/Review
LO1 Understand how to formulate a research specification	1.1. Formulae the Business Research project outline specifications: Purpose of the research, aims and objectives, nature of the		
	1.2 identify the factors that contribute to the Business Selection: Rationale, Literature Review, methodology for data collection and analysis;		
	1.3 undertake a critical review of key references : critique of references from primary sources eg questionnaires, interviews; secondary sources eg books, journals, internet;		
	1.4 produce a research project specification		
	1.5 provide an appropriate plan and procedures for the agreed research specification		
LO2 Be able to implement the research project within agreed procedures and to specification	2.1 match resources efficiently to the research question or hypothesis		
	2.2 undertake the proposed research investigation in accordance with the agreed specification and procedures		
	2.3 record and collate relevant data where appropriate		
LO3 Be able to evaluate the research outcomes	3.1 use appropriate research evaluation techniques		
	3.2 interpret and analyse the results in terms of the original research specification		
	3.3 make recommendations and justify areas for further consideration		
LO4 Be able to present the research outcomes	4.1 use an agreed format and appropriate media to present the outcomes of the research to an audience.		

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TERM PAPER 1: UNIT SEVENTEEN *Marketing Intelligence (15)*

Learning outcomes On successful completion of this unit you will:	Assessment Criteria:	Page Number	Marker PASS/Review
LO1 Understand buyer behaviour and the purchase decisionmaking process	1.1 describe the main stages of the purchase decision-making process		
	1.2 explain theories of buyer behaviour in terms of individuals and markets		
	1.3 explain the factors that affect buyer behaviour		
	1.4 evaluate the relationship between brand loyalty, corporate image and repeat purchasing		
LO2 Be able to use marketing research techniques	2.1 evaluate different types of market research techniques		
	2.2 use sources of secondary data to achieve marketing research objectives		
	2.3 assess the validity and reliability of market research findings		
	2.4 prepare a marketing research plan to obtain information in a given situation		
LO3 Be able to assess market size and future demand	3.1 assess market size trends within a given market		
	3.2 plan and carry out a competitor analysis for a given organisation		
	3.3 evaluate an organisation's opportunities and threats for a given product or service		
LO4 Be able to measure customer satisfaction	4.1 evaluate techniques of assessing customer response		
	4.2 design and complete a customer satisfaction survey		
	4.3 review the success of a completed survey.		

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TERM PAPER 1: UNIT TWENTY ONE *Human Resource Management*

Learning outcomes On successful completion of this unit you will:	Assessment Criteria:	Page Number	Marker PASS/Review
LO1 Understand the difference between personnel management and human resource management	1.1 distinguish between personnel management and human resource management		
	1.2 assess the function of the human resource management in contributing to organisational purposes		
	1.3 evaluate the role and responsibilities of line managers in human resource management		
	1.4 analyse the impact of the legal and regulatory framework on human resource management		
LO2 Understand how to recruit employees	2.1 analyse the reasons for human resource planning in organisations		
	2.2 outline the stages involved in planning human resource requirements		
	2.3 compare the recruitment and selection process in two organisations		
	2.4 evaluate the effectiveness of the recruitment and selection techniques in two organisations		
LO3 Understand how to reward employees in order to motivate and retain them	3.1 assess the link between motivational theory and reward		
	3.2 evaluate the process of job evaluation and other factors determining pay		
	3.3 assess the effectiveness of reward systems in different contexts		
	3.4 examine the methods organisations use to monitor employee performance		
LO4 Know the mechanisms for the cessation of Employment	4.1 identify the reasons for cessation of employment with an organisation		
	4.2 describe the employment exit procedures used by two organisations		
	4.3 consider the impact of the legal and regulatory framework on employment cessation arrangements.		

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TERM PAPER 1: UNIT TWENTY THREE

Human Resources Development (15)

Learning outcomes On successful completion of this unit you will:	Assessment Criteria:	Page Number	Marker PASS/Review
LO1 Understand learning theories and learning styles	1.1 compare different learning styles		
	1.2 explain the role of the learning curve and the importance of transferring learning to the workplace		
	1.3 assess the contribution of learning styles and theories when planning and designing a learning event		
LO2 Be able to plan and design training and development	2.1 compare the training needs for staff at different levels in an organisation		
	2.2 assess the advantages and disadvantages of training methods used in an organisation		
	2.3 use a systematic approach to plan training and development for a training event		
LO3 Be able to evaluate a training event	3.1 prepare an evaluation using suitable techniques		
	3.2 carry out an evaluation of a training event		
	3.3 review the success of the evaluation methods used		
LO4 Understand government-led skills development initiatives	4.1 explain the role of government in training, development and lifelong learning		
	4.2 explain how the development of the competency movement has impacted on the public and private sectors		
	4.3 assess how contemporary training initiatives introduced by the UK government contribute to human resources development for an organisation		

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TERM PAPER 1: UNIT THIRTY THREE

Small Business Enterprise (15)

Learning outcomes On successful completion of this unit you will:	Assessment Criteria:	Page Number	Marker PASS/Review
LO1 Be able to investigate the performance of a selected small business enterprise	1.1 produce a profile of a selected small business identifying its strengths and weaknesses		
	1.2 carry out an analysis of the business using comparative measures of performance		
LO2 Be able to propose changes to improve management and business performance	2.1 recommend with justification, appropriate actions to overcome the identified weaknesses in the business		
	2.2 analyse ways in which existing performance could be maintained and strengthened		
	2.3 recommend with justification, new areas in which the business could be expanded		
LO3 Be able to revise business objectives and plans to incorporate proposed changes	3.1 produce an assessment of existing business objectives and plans		
	3.2 revise business plans to incorporate appropriate changes		
	3.4 prepare an action plan to implement the changes		
LO4 Be able to examine the impact of change management on the operations of the business	4.1 report on the impact of the proposed changes on the business and its personnel		
	4.2 plan how the changes will be managed in the business		
	4.3 monitor improvements in the performance of the business over a given timescale		

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TERM PAPER 1: UNIT THIRTY THREE

Operations Management in Business (15)

Learning outcomes On successful completion of this unit you will:	Assessment Criteria:	Page Number	Marker PASS/Review
LO1 Understand the nature and importance of operational management	1.1 explain the importance of operational management		
	1.2 explain the need to produce safely; on time; to cost; to quality and within the law		
	1.3 explain the link between operations management and strategic planning		
	1.4 produce a systems diagram to illustrate a typical business		
LO2 Understand the link between operations management and strategic planning	2.1 explain the 'Three Es' (economy, efficiency and effectiveness)		
	2.2 explain the tension between cost minimisation and quality maximisation		
	2.3 evaluate the significance of the five performance objectives that underpin operations management		
LO3 Understand how to organise a typical production process	3.1 explain linear programming		
	3.2 evaluate critical path analysis and network planning		
	3.3 explain the need for operational planning and control		
LO4 Be able to apply relevant techniques to the production of an operational plan for a typical business	4.1 produce a set of clearly defined operational outcomes		
	4.2 produce a network plan and indicate the resultant critical path		
	4.3 explain how quality could be defined and maintained.		

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TERM PAPER 1: UNIT THIRTY SEVEN *Company Law (15)*

Learning outcomes On successful completion of this unit you will:	Assessment Criteria:	Page Number	Marker PASS/Review
LO1 Understand the nature of a company	1.1 explain the concept of corporate personality and lifting the veil		
	1.2 analyse the advantages and disadvantages of incorporation		
	1.3 describe the law on promoters and pre-incorporation contracts		
	1.4 explain the requirements for registration and commencement of trading		
LO2 Be able to draw up the constitution of a company	2.1 apply the requirements for the memorandum to a given scenario		
	2.2 draw up the articles of association in a given scenario		
	2.3 evaluate the doctrine of ultra vires and its effect		
	2.4 explain the contents of a prospectus and listing particulars		
LO3 Understand share capital and capital maintenance	3.1 explain the different types of capital		
	3.2 assess the law on issue of shares, class rights and dividends		
	3.3 discuss the law applicable to capital maintenance and insider dealing		
LO4 Understand about shareholders, directors, charges and insolvency	4.1 describe the duties and powers of directors		
	4.2 explain the rules on the different types of meetings		
	4.3 discuss the law on minority protection		
	4.4 evaluate the rights of shareholders and debenture holders		
	4.5 discuss rights on liquidation		

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TERM PAPER 1: UNIT THIRTY EIGHT *Business Events Management (15)*

Learning outcomes On successful completion of this unit you will:	Assessment Criteria:	Page Number	Marker PASS/Review
LO1 Be able to plan an event or project	1.1 carry out an identified event or project within an agreed timescale		
	1.2 write appropriate documentation		
	1.3 organise resources to carry out the event or project.		
	1.4 perform regular reviews and evaluations including the methods and resources		
LO2 Be able to effectively administer an event or project	2.1 set up the project, choose the completion date and allocate responsibilities		
	2.2 demonstrate leadership, effective time management and skills of prioritising and delegating		
	2.3 support and monitor the project		
	2.4 take corrective action if necessary to keep the project on schedule		
LO3 Be able to organise teamwork when managing an event or project	3.1 choose the appropriately sized team with the knowledge and abilities required for the project		
	3.2 demonstrate team-building skills and how to diffuse anger		
	3.3 show the importance of effective co-ordination and clear communication when liaising with the team		
	3.4 plan the actions and resources needed to achieve the success of the event or project		
LO4 Be able to use a range of business communication systems in managing the event or project	4.1 create clear records of communication both internal and external and of team meetings		
	4.2 demonstrate good use of information technology where applicable		
	4.3 produce information regularly and on time		

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TERM PAPER 1: UNIT FORTY FIVE *Business Ethics (15)*

Learning outcomes On successful completion of this unit you will:	Assessment Criteria:	Page Number	Marker PASS/Review
LO1 Understand different ethical perspectives in business	LO1 Understand different ethical perspectives in business		
	1.2 compare and contrast absolute and relative ethics		
	1.3 explain the ethical issues which can affect the operational activities of a business		
LO2 Understand business objectives from an ethical perspective	2.1 explain how business objectives are affected by ethical considerations		
	2.2 evaluate the implications for a business and its stakeholders to operate ethically		
LO3 Understand ethics in workplace relationships	3.1 assess the role of the company acting as moral agent		
	3.2 analyse the development of mechanisms for achieving employee involvement and empowerment		
LO4 Be able to assess a current ethical issue in a business	4.1 research a current ethical issue affecting a selected business		
	4.2 report on how the business could improve the ethics of their operations whilst meeting objectives and ensuring good employer/employee relationships		
	4.3 design a suitable ethical code.		

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