BA30591E: Introduction to Business

**Individual report A2**

Weighting: 60%

Word Count or Equivalent: Report 1800

Learning Outcome: LO1, LO4

Submission Deadline: 30th January 2023, 11:59PM

**The Task**

To complete your task, you are required to choose a Start-Up business of your choice which you are going to make functional in near future. (For example, sole trading, partnership, private limited company etc.)

Once you identify the type of Start-Up, business which you are going to make operational in near future**.**

* Determine what type of internal and external informationis required by your chosen business for planning, decision-making and control purposes.
* *Use PESTLE and Porter Five Forces framework to analyse the key factors (at least 3) that influence your organisation* and how those will support business decisions.

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**Marking Criteria A2**

| **Criteria** | **Maximum Marks** |
| --- | --- |
| **Introduction*** Introduction and background of your report
* What you are going to do and how
 | 5% |
| **Clarity of expression** * Knowledge and understanding appropriate to assignment, which enhances the argument and comprehension
* Demonstrate good knowledge of the different types of business organisations and apply this knowledge in the context of given scenario
 | 20% |
| **Content,** * Relevant to task and learning outcomes.
* Demonstrate an understanding of the macro environmental factors and how they impact on businesses
* Well-researched use of material
 | 30% |
| Demonstrate an ability to use PESTLE framework to determine competition within an industry | 15% |
| **Coherence** * Written coherently, structured and well organised work
 | 10% |
|  Harvard Refencing* Use Sources used are acknowledged in the text and reference list and used fluently to support discussion.
* Referencing follows a systematic approach, appropriate to the discipline
 | 10% |
| **Conclusion** * Conclusions are well developed and show considerable originality. They form an integrated part of the overall argument and/or discussion
 | 5% |
| **Recommendations** * Limitations, Rationale, key findings, outcomes, or information in your report
 | 5% |
| Total  | 100% |