
**LEVEL 3 FOUNDATION
DIPLOMA IN
INTERNATIONAL BUSINESS
(QAN: 600/9473/4)**

**QUALIFICATION
SPECIFICATION**

JANUARY 2018

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CTH Level 3 Foundation Diploma in International Business Qualification Specification

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INTRODUCTION

The purpose of this qualification specification is to provide an overview of the CTH Level 3 Foundation Diploma in International Business qualification. This bespoke qualification was developed in conjunction with the Kings college group for their use.

This document includes the aim, size, structure and content including learning outcomes and assessment criteria for each unit, together with different types of sample assessments. There is guidance relating to the accreditation, delivery and assessment requirements for this qualification, and details of grading criteria and the grading of units. Further details regarding this qualification are available from CTH, and contained within the more comprehensive qualification and assessment handbooks.

Aims of the qualification

The aims are to provide a qualification that:

- provides students with an understanding of International Business and the key functions,
- provides for an effective academic progression route,
- enables students to gain credit towards higher education,
- enables students to develop higher level academic skills that can be applied in a vocational context.

Entry requirements

The entry requirements below are intended for guidance only as applicants may apply with a wide variety of backgrounds and qualifications.

Approved CTH Centres are responsible for ensuring students meet the recommended admission requirements below, prior to admission and enrolment, and are deemed able to fulfil the demands of the course and successfully complete the qualification.

CTH would also expect approved Centres to undertake an initial assessment of each student prior to the start of their programme to ensure they are able to provide the student with any necessary additional support.

Requirements:		Recommended admission requirements
All Students	Minimum age	16 at enrolment.
	English Language	All students without English as a first language must hold at least IELTS 5.0 or other evidence of competence in English at this level. The course is taught in English and assessed by written assignments and examinations in the English language.
	Study skills	Basic study skills including simple referencing of sources is expected, or should be provided by centres following enrolment.
	Education	This is an open access qualification with admission at the discretion of approved CTH Centres for students they consider able to successfully complete the qualification. However, all students should have completed full time secondary education up to age 16, and it is expected that most will have achieved a recognised qualification at Level 2 in some subjects (UK GCSE level or overseas equivalent).

ACCREDITATION REQUIREMENTS

Accreditation

Prospective Kings centres should apply for approval as an accredited CTH Centre in order to deliver this qualification. Please see the 'Contact CTH' page at the end of this specification for advice on the CTH accreditation process, or wish to discuss your curriculum requirements.

The CTH accreditation committee will consider applications from centres against a set of criteria, including the availability of suitable teaching accommodation and staffing, experience of delivering qualifications at a similar level and evidence of expertise in academically-related areas including planning the delivery of courses leading to regulated qualifications, quality assurance and preventing malpractice. A skype conversation with CTH academic and quality staff will form part of the initial accreditation application process

Teaching Rooms

Suitable teaching rooms and IT facilities should be available to students. Accommodation and equipment used for the delivery of the qualification must comply with the relevant legislation relating to Health & Safety.

The approved Centre should ideally also provide an appropriate area and facilities for student relaxation and recreation.

Centre Staffing

Staff delivering this qualification must be able to demonstrate that they meet the following requirements:

- Be occupationally competent or technically knowledgeable in the area for which they are teaching
- Have recent relevant experience in the specific area that they will be assessing or verifying
- Hold a teaching qualification as well as a relevant degree.

CTH will review the CV's of all teaching staff when a potential Centre seeks approval to deliver the qualification.

Continuing Professional Development

Centres must support their staff to ensure that they have current knowledge of the occupational area, and that delivery, assessment and internal verification is in line with current good practice and takes into consideration relevant international regulatory requirements.

CTH SUPPORT

CTH training

New centres are eligible for free training (delivered online in most cases) to help them prepare, then deliver their courses leading to CTH qualifications.

CTH also offers training for Internal Verifiers, and for teaching staff who may be delivering a unit for the first time.

CTH Members Website and resources

Students become CTH Student members when they register for CTH qualifications, and have access to the CTH Members website, as well as a lapel pin and membership badge. The Members website resource is available for both Centre teaching staff and students and contains a wealth of resources. Students can access our online resource library including relevant e-books and journals from EBSCO. Teaching staff can download teaching materials including the CTH Learning Toolkits per unit as well as subject specific PowerPoint slides, past exam papers and assessments and examiner reports.

Assessment opportunities

CTH offer up to five assessment opportunities each year, with associated Exam Boards and Certification. Contact CTH or see the CTH website for more details.

Assessment responsibilities

CTH set and distribute all assessments to centres where learners have been registered.

- For assignments, Centres are responsible for marking and internal verification. Student assignments, signed student declarations and progress tutorial reports are sent electronically to CTH, who then moderate student work.
- All examination scripts are returned to CTH for marking and moderation.

QUALIFICATION LEVEL, SIZE AND STRUCTURE

The CTH Level 3 Foundation Diploma in International Business is a vocationally related qualification on the UK's Regulated Qualification Framework (RQF) and adheres to the Ofqual requirements for assigning a level to a regulated qualification. These requirements and standard Level Descriptors are contained in an Ofqual publication Ofqual/15/5774, Qualification and Component Levels, available via gov.uk. The document URL is:

<https://www.gov.uk/government/publications/qualification-and-component-levels>

Qualification size

The qualification is designed to be delivered in 1,280 hours of TQT (Total Qualification Time) of which 510 are Guided Learning Hours (GLH). TQT is the total amount of time, in hours, expected to be spent by a student to achieve a qualification.

Definitions

- **Guided Learning Hours – GLH**
This is the amount of time the average student is expected to spend in supervised learning and practice, but may vary by student.
- **Total Qualification Time – TQT**
TQT is made up of Guided Learning Hours plus all other time taken in preparation, study or any form of participation in education and training but not under the direct supervision of a lecturer or tutor.

The following activities are indicative of those included in TQT:

- Guided Learning (GLH) when the lecturer is present, e.g. formal classes, lecturers, seminars, tutorials, supervised assessment (e.g. exams or observed practice)
- Independent and unsupervised learning or research
- Unsupervised coursework, or directed activity
- Watching pre-recorded webinars or podcasts
- Work placement, self-study, visits to hospitality or tourism outlets, revision and time spent on written assignments.

Students completing this qualification should be able to demonstrate their ability as independent learners.

Structure

The qualification, units and TQT for the CTH Level 3 Foundation Diploma in International Business are set out in the following table, often referred to as the Rules of Combination. Further details of each unit are included later in the specification.

CTH Level 3 Foundation Diploma in International Business						
QAN:600/9473/4						
Students must achieve a minimum of 128 credits::						
<ul style="list-style-type: none"> • both Mandatory units, providing 68 credits PLUS • one unit, providing 30 credits, from Optional Group A PLUS • one unit, providing a minimum of 30 credits from Optional Group B 						
Credit value: 128						
GLH for qualification: 600				TQT for qualification: 1280		
Mandatory units						
Unit no.	Unit title	L	CV	GLH	URN	
PFIB	Purpose and function of international business	3	30	120	K/504/8787	Closed book written exam
E	Entrepreneurship	3	38	150	K/504/8790	Assignment
Total			68	270		
Optional units – group A						
Unit no.	Unit title	L	CV	GLH	URN	
EIMF	Essentials of international marketing and finance	3	30	150	H/615/6822	Closed book written exam
ETHO	Essentials of tourism and hospitality operations	3	30	150	T/504/4385	Assignment
Optional units – group B						
Unit no.	Unit title	L	CV	GLH	URN	
IBC	International business communication	3	30	120	T/504/8789	Assignment
CRS	Communication and research skills	3	38	150	Y/504/8820	Assignment and Presentation
Total: Foundation Diploma 4 Units			128	510		

This qualification provides for progression to other qualifications, particularly to CTH's qualifications at Level 4, or to university degree programmes. Further details of articulation agreements with universities can be obtained via the CTH website at: <http://www.cthawards.com>

QUALIFICATION GRADING CRITERIA

Individual units can be graded either as fail, pass, merit or distinction. However, the qualification is not subject to grading. The qualification is either achieved or not achieved. In terms of certification, this means that students will receive a transcript of their results showing the grades for each unit successfully completed, plus the Diploma that recognises their level of achievement. Note that the Diploma does not allocate a grade.

The following table explains the generic grading criteria that should be used by centres in conjunction with the unit mark sheets to assess all students' work.

Level 3	Students who fail:	To achieve a pass, students must:	To achieve a merit grade (60% to 79%) students must:	To achieve a distinction grade (80%+) students must:
	<ul style="list-style-type: none"> • do not meet the requirements of the assessment criteria and learning outcomes of the unit 	<ul style="list-style-type: none"> • meet the requirements of the assessment criteria and learning outcomes 	<ul style="list-style-type: none"> • meet the requirements of the assessment criteria and learning outcomes • demonstrate a level of understanding of key issues in the area of study • interpret and evaluate correctly key concepts and models • apply a range of theories relevant to the area of study • use a range of research and investigative techniques • produce work that is well presented, clear and well structured, with sources clearly referenced 	<ul style="list-style-type: none"> • meet the requirements of the assessment criteria and learning outcomes • demonstrate in depth understanding and knowledge of relevant issues and their implications in the area of study • provide a good level of interpretation and evaluation of concepts and models • show some evidence of original thinking • apply a range of theories in different contexts • use a range of research and investigative techniques to solve problems • make well argued conclusions or recommendations • present work that is neat, clear, well-structured and coherent, with sources clearly referenced

Assessment Methodology

Given the broad and highly varied nature of the tourism and hospitality business, assessment of knowledge purely by examination is not generally felt to be an appropriate assessment method. Students need to demonstrate their higher-level skills and qualities specified in the learning outcomes within a heterogeneous vocational context where investigative assignments and presentations are more appropriate.

Assessment of students' work will be carried out by a range of methods including assignment, presentations, essay examination or work assessment. Students' work will be measured against the specified learning outcomes and assessment criteria of each unit. Mark schemes are provided for each unit and grading criteria are set out below to assist assessors in allocating marks.

For students who wish to progress to a university degree course, CTH recommends that where a unit offers a choice of assessment method, students should carry out assignments rather than practical assessments.

See Appendix A for specimen assessment materials applicable to this qualification.

ASSESSMENT UNITS

Title	Purpose and function of international business		
Unit purpose and aim(s)	This unit aims to provide learners with an introduction to international business in general. The learner will understand the aims and objectives of business, the economic background to international business and trade and business functions within international organisations.		
URN	K/504/8787		
CTH ref	PFIB		
Level	3	Type	Mandatory
GLH	120		
Learning outcomes	Assessment criteria		
When awarded credit for this unit, a student will:	Assessment of this learning outcome will require a student to demonstrate that they can:		
1 Understand and analyse the aims and objectives of international business	1.1 Analyse the different purposes of international business 1.2 Analyse the advantages, disadvantages and requirements of different international business structures 1.3 Assess the way in which the constitution of an organisation is influenced by its purpose		
2 Understand and analyse international stakeholder relationships	2.1 Identify different international stakeholders, their interests and needs 2.2 Assess the potential impact of primary and secondary international stakeholders' opinions and actions on an organisation 2.3 Explain the importance of effective relationships with international customers 2.4 Examine the value of concepts of corporate good citizenship and social responsibility to an international organisation		
3 Understand and analyse the economic background to international business and trade	3.1 Examine how international markets interact 3.2 Identify the issues affecting international trade (e.g. globalisation) 3.3 Assess the impact of supply and demand on an international business and the resultant interactions 3.4 Examine the reasons for and impact of global recession		
4 Understand business functions within an international dimension	4.1 Analyse the purpose, role and typical structure of different functions within an international business 4.2 Analyse the interrelationship of different functions within an international business		

Title	Entrepreneurship
Unit purpose and aim(s)	This unit aims to introduce learners to the challenges faced by entrepreneurs, how to raise finance for a new business venture and the identification and management of business risk
URN	K/504/8790
Level	3
GLH	120
Learning outcomes	Assessment criteria
When awarded credit for this unit, a student will:	Assessment of this learning outcome will require a student to demonstrate that they can:
1 Understand and analyse the challenges faced by entrepreneurs	1.1 Analyse the characteristics and behaviours of successful entrepreneurs, including 'entrepreneurial spirit' 1.2 Assess the value of micro, small and medium-sized businesses to the economy 1.3 Identify the challenges faced by entrepreneurs
2 Understand and analyse how to raise finance for a new business venture	2.1 Identify sources of finance for a small business 2.2 Explain the importance of a business plan and the factors to be taken into account when presenting to investors
3 Understand and analyse the identification and management of business risk	3.1 Explain the principles of risk analysis, identification, mitigation and management 3.2 Assess the potential impact of different kinds of risk on an entrepreneur or small business

Title	Essentials of international marketing and finance	
Unit purpose and aim(s)	This unit aims to introduce learners to the structure and requirements of business organisations in a global context, including marketing strategies, the concept of customer care and international customer relationships as well as the role of finance in a business organisation and the principles of business planning in a global context	
URN	H/615/6822	
Level	3	
Credit value	30	
GLH	120	
Learning outcomes	Assessment criteria	
When awarded credit for this unit, a learner will:	Assessment of this learning outcome will require a learner to demonstrate that they can:	
1 Understand marketing theories in context of international business	1.1 Describe the factors that affect the international market 1.2 Describe the purpose and features of competitor analysis 1.3 Describe the concept of the marketing mix and the use of international market segmentation to define marketing objectives 1.4 Explain the different methods of collecting international market research data and their uses 1.5 Explain the use of branding and positioning as international strategic tools	
2 Understand the principles of selling in context of international business	2.1 Describe the relationship between international sales and marketing 2.2 Explain how to identify international buyers and their buying motivations 2.3 Distinguish between features and benefits of a product or service 2.4 Describe the features and rationale of an international customer care programme, including the impact of good and poor customer service. 2.5 Describe the concept of international Customer Relationship Management (CRM) and how this is supported by IT systems	
3 Understand and analyse the role of finance in an international business organisation	3.1 Analyse the requirements of raising capital for a business in a global context 3.2 Explain the purpose of statutory financial reports in a global context 3.3 Calculate profit and loss, cash flow, balance sheets and financial ratios 3.4 Explain the use of financial ratios to analyse business performance in a global context	
4 Understand and analyse the principles of business planning in a global context	4.1 Explain the difference between financial accounting and management accounting 4.2 Assess the principles, role and importance of cost accounting in a global context	

Title	Essentials of Tourism and Hospitality Operations
Unit purpose and aim(s)	This unit aims to introduce students to a range of functions within the tourism and hospitality industry ie front office, housekeeping, food and beverage operations, destination analysis and tour guiding operations.
URN	T/504/4385
Level	3
GLH	150
Learning outcomes. To achieve this unit, a student will:	<p>Assessment criteria</p> <p>Assessment of this learning outcome will require a student to demonstrate that they can:</p>
1 Understand front office operations within a hospitality or tourism business	<p>1.1 Define the role and responsibilities of front office operations (reception, advance reservations, cashiering, guest relations, switchboard, concierge, portering)</p> <p>1.2 Describe the links between front office staff and other departments</p> <p>1.3 Describe the concept of the “guest cycle” and customers’ varying needs</p> <p>1.4 Describe the use of manual and electronic systems to support reservation, reception and cashiering functions</p> <p>1.5 Describe banking procedures including the different pre-payment methods for making reservations</p> <p>1.6 Explain check-in and check-out procedures and settling bills</p>
2 Understand housekeeping operations within a hospitality or tourism business	<p>2.1 Define the organisational structure and roles of a housekeeping and accommodation department</p> <p>2.2 Describe the standards of furnishing in a hospitality or tourism business</p> <p>2.3 Describe the standards of cleanliness in a hospitality or tourism business</p> <p>2.4 Describe the procedures for the inspection, control and storage of clean and dirty linen</p> <p>2.5 Describe the procedures for fire safety, security standards and the maintenance of a hospitality or tourism business</p> <p>2.6 Describe how a hospitality or tourism business could develop environmentally-friendly policies</p>
3 Understand food and beverage operations within a hospitality or tourism business	<p>3.1 Describe different types of food operations and their requirements</p> <p>3.2 Describe different types of food production systems and their requirements</p> <p>3.3 Define different methods of cookery and their requirements</p> <p>3.4 Explain the legal requirements of food hygiene, health, safety and personal presentation when working with food or beverages</p> <p>3.5 Describe the requirements of food and beverage storage</p> <p>3.6 Define different methods of food and beverage service and their requirements</p>

Continued /

<p>4 Understand destination analysis within the hospitality or tourism industry</p>	<p>4.1 Describe the features of different types of destination and the factors that affect a tourist's choice of a destination 4.2 Describe the social, cultural and political features that may affect a destination 4.3 Describe the information needed to audit a destination 4.4 Explain the use and significance of the Tourism Area Life Cycle (TALC)</p>
<p>5 Understand travel agency and tour guiding operations</p>	<p>5.1 Describe the role of a travel agent and tourism-related stakeholders 5.2 Describe the range of travel agency products and services 5.3 Describe the legal considerations associated with travel agencies 5.4 Identify transport issues associated with tourist travel 5.5 Identify the features of a successful tour 5.6 Describe the role of travel geography and the tourist appeal of different geographical and geological features</p>

Title	International business communication
Unit purpose and aim(s)	This unit aims to introduce learners to international organisational structures, the concept of international business communication, the principles of global e-commerce and international stakeholder relationships
URN	T/504/8789
CTH ref	IBC
Level	3
GLH	120
Learning outcomes	Assessment criteria
When awarded credit for this unit, a student will:	Assessment of this learning outcome will require a student to demonstrate that they can:
1 Understand and analyse international organisational structures	1.1 Assess the strengths, weaknesses and suitability of different international organisational structures for different types of business 1.2 Analyse the influence of organisational behaviour on an international organisation's structure, culture and performance
2 Understand the concept and application of international business communications	2.1 Identify the features of an international communications strategy 2.2 Apply business writing conventions for a range of international communications purposes 2.3 Explain methods of internal and external international business communications 2.4 Explain the use of spreadsheets and databases for international business purposes
3 Understand and analyse the principles of global e-commerce	3.1 Explain the difference between global e-commerce and e-business 3.2 Assess the advantages, disadvantages and use of international social networking and internet media for business purposes 3.3 Explain how to use digital tools for international marketing purposes

Title	Communication and research skills
Unit purpose and aim(s)	This unit aims to provide learners with essential skills for academic communication, making presentations of academic information and carrying out programmes of academic study.
URN	Y/504/8820
CTH ref	CRS
Level	3
GLH	120
Learning outcomes	Assessment criteria
When awarded credit for this unit, a student will:	Assessment of this learning outcome will require a student to demonstrate that they can:
1 Communicate academic information verbally and in writing	1.1 Identify and summarise key issues and themes from a range of written and spoken information 1.2 Address the topic, developing a coherent rationale 1.3 Take account of readers' and listeners' needs 1.4 Use language that is appropriate to the topic and function of the communication 1.5 Use English grammar, spelling, syntax and punctuation correctly
2 Make presentations of academic information	2.1 Structure presentations logically 2.2 Tailor the presentation to fit the timescale 2.3 Convey ideas fluently, coherently and succinctly, taking the audience's needs into account 2.4 Create visual aids that capture the essence of the topic and comply with standards of good design practice
3 Carry out academic research	3.1 Develop a structured plan of research including SMART objectives, timetable, research method(s) and evaluation criteria 3.2 Use information from a wide range of valid sources that are appropriate to the subject being researched 3.3 Take concise and accurate notes of spoken and written information 3.4 Explain the use of library and IT resources 3.5 Address the research topic 3.6 Convey ideas coherently, succinctly and in compliance with English grammar 3.7 Lay out work according to academic conventions 3.8 Adhere to referencing conventions 3.9 Evaluate the strengths and weaknesses of research carried out against research evaluation criteria

APPENDIX A – SPECIMEN ASSESSMENT MATERIALS

1. **Assessment type:** Written examination

Unit: Purpose and Function of International Business

Unit Reference: **K/504/8787**

2. **Assessment type:** Assignment

Unit: Entrepreneurship

Unit Reference: **K/504/8790**

Assessment type: Written examination

Unit: Purpose and Function of International Business

Unit Reference: **K/504/8787**



Unit: Purpose and Function of International Business

Sample Examination

Instructions

- **Two hours** are allowed for this paper which carries a total of **100 marks**
- Do not begin writing until instructed to by the invigilator
- Read these instructions carefully before answering any questions
- Make sure that your **name, date of birth, CTH membership number** and **centre name** are clearly marked on each page of the answer sheet and any other material you hand in.
- You are allowed **10 minutes** to read through this paper before the examination starts.
- **The paper has two parts, part one is a case study with a question, part two is two essay style questions. All parts of the exam paper are compulsory.**
- You must attempt all questions to gain a pass. The number of marks allocated to each part of a question is given next to the question and you should spend time in accordance with that allocation.
- You may find it helpful to make rough notes in the answer booklet; these notes should be crossed out before handing the booklet in.
- Answer each new question on a new page and leave some blank lines between each question part.
- The answer booklet and the question paper must both be handed in to the invigilator before you leave the examination room.

Exam questions

Purpose and Function of International Business

Part One: The Case Study (50%)

Case study for Purpose and Function of International Business [PFIB] covering the major aspects of Learning Outcomes 1 and 3. Learners will be expected to carry out significant research on topics covered in both these LOs and to show clear evidence of this in their answers. This case study is worth 50% of the marks for the unit.

Wood & Green

Graham Wood and Tony Green set up in business as a partnership five years ago to produce and market organically based soft drinks. These are fruit based with no added sugar or any artificial colouring or flavouring. These drinks are made for them in an industrial unit they own, along with a storage facility for the drinks. There is a small development kitchen where new flavours are created by Graham Wood and a small team. Graham manages the purchasing of the raw ingredients, and visits wholesale fruit markets as well as dealing directly with importers of fruit from around the world. Tony Green tends to look after the marketing and distribution side of the firm.

The drinks are distributed by a transport firm who collect the orders from the storage facility and deliver directly to the customer. Currently their market in the UK is worth £1m annually, with a net profit margin of 15%. A significant part of their market is health conscious females, who purchase for themselves and others in their family group. They have been quite successful in the UK but now wish to expand their business overseas. In particular they wish to expand into the Middle East, where non-alcoholic drinks are widely drunk.

They realise that to do so will require them to acquire more capital than they have between themselves, or could be raised from their families. They estimate this to be in the region of £100,000. While they know all business carries a risk they want to ensure they safeguard their personal possessions, including their houses, in case of any financial problems. The latest balance sheet showed the business had fixed assets of £1.3m, a working capital of £30,000 and ten year bank loan [which still has 5 years to run] of £45,000 at 3% interest. Graham holds 60% of the business and Tony the other 40%. They are both in their late 40's and are married with teenage children.

They have been to their bank, who advised them that to borrow more money to fund their overseas expansion plans would be at a significantly higher rate of interest than they are paying on their current loan, and would also require the partners to offer some security for the loan, such as their homes.

A friend of Graham has suggested there might be some support and advice available from the UK government to help them export, but he does not have any details of this.

Question 1 (which would be given to the students in the exam)

Wood and Green have identified two organisations that could help them expand into the Middle East. Explain in full why you would or would not suggest working with either of these. Give very clear reasons for your suggestions, and what the next stages in the process should be.

- a) Mason-Dixon plc is the British subsidiary of an American owned company who have been distributing a range of colas and other carbonated drinks for a number of years. They do not produce anything themselves, but purchase directly from the manufacturers and then sell onto local wholesalers in other countries. Their main market in the Middle East is Israel, where they been very successful. If Wood & Green worked with them Mason-Dixon would become their most significant customer, possibly taking 40% of all production, but offering a 5% lower price than Wood & Green currently charge. They would want a 5 year exclusivity contract, prohibiting anyone else selling Wood & Green products in any country where any branch of Mason-Dixon operated. As they would be doing most of the overseas work the partners would not need the £100,000 capital injection.
- b) Ahmed Hussein is an old college friend of Tony Green, and he works in his father's import business in Egypt. They are general importers of perishable goods for both the local and the tourist markets, and have been established for over 30 years. Mr Hussein is a sole trader, and would import the goods and sell them on behalf of Wood & Green, taking a commission on the sales. He has offered to advance the partners the extra capital they need, but would require a 15% stake in the firm

50 marks

Part Two: Essay Questions (50%)

Question 2	For an international organisation of your choice: a) Identify the interests and needs of one primary and one secondary international stakeholder. Discuss how their opinions and actions have impacted on the organisation.	25 marks
	b) Explain why it is important for the organisation to build effective relationships with international customers. To support your answer give three examples.	
	c) Distinguish between the terms 'corporate good citizenship' and 'social responsibility'. Explain the value of each to your chosen international organisation.	

Question 3	<p>It is important to understand the different business functions within an international dimension. For an international business of your choice analyse the purpose, role and typical structure of three of the following functions:</p> <ul style="list-style-type: none"> • Marketing • Sales • Finance • Human resources • Production, • Quality control and assurance • Research and development <p>As well as your analysis discuss the interrelationship between the three functions you have chosen.</p>	25 marks
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Assessment type: Assignment

Unit: Entrepreneurship

Unit Reference: K/504/8790

Credit value **38**

Level **3**



Unit: Entrepreneurship

This unit is assessed by assignment (100%).

Assignment instructions

Students must base their assignments on their own working practice in their place of work or on an organisation of their choice. They must show their knowledge and understanding of the unit of assessment and any recommended reading.

Assignments must

- include evidence that shows that the student meets all the Learning Outcomes and Assessment Criteria of the unit;
- include a brief introduction to the assignment;
- include an analysis and evaluation of the topic they discuss and facts should be used to support conclusions and recommendations;
- make clear connections between theory and practice;
- provide a demonstration of the practical application of theory in the workplace;
- cite references in accordance with the Harvard System;
- be presented in report format;
- be within 10% of the required word count;
- may include additional information (e.g. working notes and calculations) which should be added as supplementary appendices to the report.

An electronic copy of the final assignment report should be submitted. This should include a front cover page with the student's and tutor's declaration. Two progress tutorial reports signed by both tutor and student must be submitted to CTH.

Assignment task

Entrepreneurship

Students are required to select an organisation and prepare a 3,000-word report discussing entrepreneurship within their chosen organisation.

Alternatively, the assignment may be presented as two reports with a combined word count of 3000 words.

The organisation should be researched with particular reference to the following areas:

- challenges of entrepreneurs
- raising finance and managing business risk

Outline

Students are required to conduct relevant and adequate primary and secondary research on the chosen organisation. It would be helpful if the student could visit the selected organisation.

Students should include a brief introduction to the organisation they have selected in terms of the size, customers, services, products and future plans.

The following areas should be evaluated in detail supported by examples quoted from the selected organisation:

Analysis of the challenges of entrepreneurs

- characteristics of successful entrepreneurs
- “entrepreneurial spirit”
- economic value of small businesses
- challenges faced by entrepreneurs

Analysis of raising finance and managing business risk

- sources of finance
- business planning
- risk analysis and management
- impact of risk on entrepreneurs

Students should demonstrate the application of theory and knowledge to their chosen organisation and ensure they have addressed the assessment criteria outlined in the following tables.

The analysis should be concluded with detailed and well-justified recommendations; relevant examples can also be quoted.

CONTACT CTH

About CTH:

CTH, the Confederation of Tourism and Hospitality, is an Ofqual recognised Awarding Organisation established in 1982 specialising in gold standard qualifications for the hospitality, culinary, travel and tourism sectors.

CTH employs specialist staff with experience in these industries and links to current industry partners, as well as education or training experience. They are available to discuss your curriculum requirements or queries concerning this qualification.

In addition to our existing portfolio of qualifications currently available (included in Ofqual's Register of Regulated Qualifications), we can also offer individual unit qualifications, or discuss requirements for new qualifications suitable for local needs.

Location:

CTH offices are located in London's West End, opposite to Selfridges entrance in Duke Street. The address is 37 Duke Street, London W1U 1LN

Website:

www.cthawards.com

Contact us via:

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