



UCLan Coursework Assessment Brief

Assessment 1

Coursework

This assessment is worth 50% of the overall module mark

THE BRIEF/INSTRUCTIONS

Word count – Total 4000 words

Learning Outcomes assessed – LO1, LO2, LO3

Format – Individual Report

Requirements -

Write a professional report on **two** functional business areas from the 4 main functions:

- i) Human Resources
- ii) Marketing
- iii) Operations
- iv) Financial Management

Ensure the report:

- a) compares and contrasts the **two** business functions including an explanation about the interdependence between them. **(30 marks)**
- b) highlights the importance of the **two** functional areas contribution to the business's success. **(20 marks)**
- c) evaluates any challenges and opportunities associated with the **two** functions including any potential consequences. **(40 marks)**

Support the work with a minimum of 15 academic references and extras from other available sources in Harvard style, making sure the presentation of the report follows the correct format and professional language is utilised. **(10 marks)**

Harvard style referencing guidance can be found on - [CITE THEM RIGHT](#)

Assessment Criteria

LO1 - Explain the connection between various business functional areas

LO2 - Contrast the importance of each business functional area contributing to the health of the business

LO3 - Assess the possible opportunities and challenges associated with each functional area

Please refer to the **marking criteria** at the end of this brief.

PREPARATION FOR THE ASSESSMENT

Guidance on preparing the assessment will be provided in seminars during the semester, along with independent study and research.

[LINK](#) to reading list (List can be found on Module Descriptor via Blackboard also)

RELEASE DATE AND HAND IN DEADLINE

Assessment Release date: Week beginning 19th September 2022.

Assessment Deadline Date and time: Monday 28th November 2022 at 22:00hrs GMT

Please note that this is the final time you can submit – not the time to submit!

Your feedback/feed forward and mark for this assessment will be provided on 3rd January 2023

SUBMISSION DETAILS

Submission by 22:00hrs GMT on Monday 28th November 2022 via Turnitin link on Blackboard.

HELP AND SUPPORT

- You will find information links to all our Library resources in the Library area of the Student Hub. For support with using these resources, please contact your subject librarian at SubjectLibrarians@uclan.ac.uk.
- You can get support with your academic skills (academic writing, critical thinking and referencing) through WISER. For details of the WISER support services go to the [Study Skills section of the Student Hub](#).
- If you have not yet made the university aware of any disability, specific learning difficulty, long-term health or mental health condition, please complete a [Disclosure Form](#). The [Inclusive Support team](#) will then contact to discuss reasonable adjustments and support relating to any disability. For more information, visit the [Inclusive Support page of the Student Hub](#).
- To access mental health and wellbeing support, please complete our [online referral form](#). Alternatively, you can email wellbeing@uclan.ac.uk, call 01772 893020, attend a drop-in, or visit our [UCLan Wellbeing Service](#) pages for more information.
- If you have any other query or require further support you can contact Student Support via studentsupport@uclan.ac.uk. Speak with us for advice on accessing all the University services as well as the library services. Whatever your query, our expert staff will be able to help and support you. For more information, please visit the Student Hub.
- If you need any further guidance on this assessment, please contact your tutor.
- If you have any valid mitigating circumstances that mean you cannot meet an assessment submission deadline and you wish to request an extension, you will need to apply online prior to the deadline.

Disclaimer: The information provided in this assessment brief is correct at time of publication. In the unlikely event that any changes are deemed necessary, they will be communicated clearly via e-mail and a new version of this assessment brief will be circulated.

Version: 1

Marking Criteria	Fail >35	Marginal Fail	Satisfactory Pass	Merit Pass	Distinction Pass	Exceptional Pass
The report:	0-10	11-13	14-17	18-20	21-24	25-30
<p>Compares and contrasts the two business functions including an explanation about the interdependence between them. (30%)</p> <p>Demonstrates knowledge of the chosen business functions and explains the connection between the functional areas.</p>	<p>Fails to sufficiently meet learning outcome. Extremely limited knowledge of the business functions chosen. No explanation about functional interdependence.</p>	<p>Demonstrates inadequate knowledge of the business functions chosen. Limited explanation about functional interdependence.</p>	<p>The report demonstrates a satisfactory knowledge of the business functions chosen. Good explanation about functional interdependence.</p>	<p>The report demonstrates a very good knowledge and understanding of the business functions chosen. Very satisfactory explanation about functional interdependence.</p>	<p>The report demonstrates an excellent knowledge and understanding of the business functions chosen. Meticulous explanation about functional interdependence.</p>	<p>The report demonstrates an exceptional knowledge and understanding of the business functions chosen. Exemplary explanation about functional interdependence.</p>
<p>Highlights the importance of the two functional areas contribution to the business's success. (20%)</p> <p>Provides evidence of knowledge and understanding of the importance of the chosen business functions contribution to the health of the business.</p>	0-7	8-9	10-11	12-14	15-17	18-20
	<p>Fails to sufficiently meet learning outcome. Extremely limited knowledge and understanding shown of the importance of the functional area's contribution to the health of the business.</p>	<p>Demonstrates inadequate knowledge and understanding of the importance of the functional area's contribution to the health of the business.</p>	<p>The report demonstrates a satisfactory knowledge and understanding of the importance of the functional area's contribution to the health of the business.</p>	<p>The report demonstrates a very good knowledge and understanding of the importance of the functional area's contribution to the health of the business.</p>	<p>The report demonstrates an excellent knowledge and understanding of the importance of the functional area's contribution to the health of the business.</p>	<p>The report demonstrates an exceptional knowledge and understanding of the importance of the functional area's contribution to the health of the business.</p>
<p>Evaluates any challenges and opportunities associated with the two functions including any potential consequences. (40%)</p> <p>Assesses the possible opportunities and challenges associated with the chosen business functional areas. Evidence of reasoning, analysis and subject knowledge through appropriate</p>	0-14	15-19	20-23	24-29	30-35	36-40
	<p>Fails to sufficiently meet learning outcome. Extremely limited evaluation of the challenges and opportunities. Inappropriate or no evidence of reasoning or analysis of consequences.</p>	<p>Demonstrates insufficient evaluation of the challenges and opportunities. Incomplete or irrelevant evidence of reasoning or analysis of consequences.</p>	<p>The report demonstrates a satisfactory evaluation of the challenges and opportunities. Evidence of reasoning or analysis of consequences is mostly appropriate.</p>	<p>The report demonstrates a very good evaluation of the challenges and opportunities. Evidence of reasoning or analysis of consequences is thorough and suitable.</p>	<p>The report demonstrates an excellent evaluation of the challenges and opportunities. Sophisticated evidence of reasoning or analysis of consequences.</p>	<p>The report demonstrates an exceptional evaluation of the challenges and opportunities. Highly insightful evidence of reasoning or analysis of consequences.</p>

perception and evaluation of consequences.						
(10%) Report presentation and quality of professional language. Harvard referencing in correct style and number used.	0-3	4	5	6	7-8	9-10
	Extremely low standard of innovation and creativity. Poor and inadequate delivery and language. Harvard Referencing is absent .	Very low standard of innovation and creativity. Limited and irrelevant delivery and language. Harvard Referencing is used poorly , may not have shown accurately. Number of references is limited .	Satisfactory quality of innovation and creativity. Adequate delivery and language. Harvard Referencing is used accurately , and the number and quality of references is satisfactory .	High standard of innovation and creativity. Confident and appropriate delivery and language. Harvard Referencing is of a high standard and a good number of quality references.	Excellent standard , innovative and creative. Strongly professional and appropriate delivery and language. Harvard Referencing is used precisely and of excellent standard . A high number of references used correctly.	Exceptional quality , very innovative and creative. Outstanding professional and appropriate delivery and language. Harvard Referencing is extremely high standard . Exceptional number of high-quality references.