Assessment Brief

Academic year and term:	Autumn Semester 2022/23
Module title:	Business Organisations in a Global Economy
Module code:	BUS020C407A
Module Convener:	Dr Pasquale Foresti
Learning outcomes assessed within this piece of work as agreed at the programme level meeting	Demonstration of an understanding of the global context in the business environment; Demonstration of an understanding of the nature of organisations.
Type of assessment:	Report (**2500 word limit**)
Assessment deadline:	**2.00 pm on Monday 12th December 2022**

Instructions for assessment

The coursework assignment requires students to submit a 2500 word report by the above deadline. The basis for the report involves students being allocated a country in which they need to provide an assessment of the business environment prevailing in that country. Another important feature of the report is that it should be focused around a particular business organisation. Therefore, **the report should essentially provide an analysis of a specific organisation, of the student's choice, that may be looking to expand its business activities in relation to the particular country that they have been allocated**. The scenario to be considered **should relate to a foreign direct investment (FDI) decision** and could either be concerned with:

1) **the establishment of a company in the allocated country; or**

2) **an expansion of its current operations within the allocated country.**

In addition to the final report, students should also submit a two-page (maximum, using 12 point font) plan for their report in **week 6 (6.00 pm on Wednesday 2nd November)**, on which they will receive feedback, but **this will not be part of the summative assessment**.

Students will be randomly allocated a country (an excel file with the allocated countries will be published on Moodle in the section "Assessment") that they should focus their report on. **They will also be required to focus their report around a specific organisation**. **In particular, the report should be written from the perspective of a multinational company (of their own choosing) that is contemplating establishing or expanding their business operations in the country that they have been allocated.** This could be viewed as a consultancy report for the company or one produced by a manager from the company itself.

It is required that the report relates to an **FDI**. **Thus, an example of a relevant scenario is a report based around the issues that would need to be considered by Waitrose if they were**

considering opening new stores in the United States. On the contrary, if the allocated country is Sweden, companies like IKEA or Volvo will not be valid options for the report.

Although it is not necessary to provide great detail on the current operations of the organisation that you have chosen in your allocated country, because it is essentially a hypothetical scenario, a certain amount of discussion on this is useful. Further information is available in an updated Frequently Asked Questions document on moodle. **Students should have agreed with their seminar tutor which is the business organisation that they will base their report around** by their seminar in week 4 at the latest (and ideally this should have been done by the end of week 3). Moreover, students are encouraged to discuss and confirm their choices of company with their seminar tutor as early as possible in the semester. No changes should be made to the specific organisation on which the report will be written after week 4, neither can changes be made to the country that was initially allocated. It is aimed that confirmation of the country and business organisation to be used in each student's report will be posted on moodle during week 7.

The report will require an analysis of the general business environment in the country that the student has been allocated as well as relevant information on the organisation that they have chosen. In particular, students should attempt to focus on specific aspects relating to the type and nature of the organisation with the main factors, issues and considerations affecting the business environment in that country. The report should include relevant tables, graphs and statistics, together with an accompanying commentary of these, in order to provide specific details – especially with regards to the business environment. Students will also be expected to develop some of their discussions around **appropriate analytical frameworks e.g. PESTLE analysis, Porter's 5 Forces and demand-supply scheme (SWOT analysis is not allowed for this assignment**). Support for the development of the report will be provided by tutors during the seminars, which will also include more general exercises and discussions that are related to the material that has been covered in the module. A template for the suggested structure of the report has also been posted on moodle.

Your report will be assessed against the following criteria (further details in the rubric at the end of this assessment brief):

- Information on the selected business organisation (20%);
- Discussion of the allocated business environment (20%);
- Application of an appropriate analytical approach (25%);
- Use and application of appropriate data and examples (15%);
- Structure of and quality of writing in the report (10%);
- Presentation and referencing (10%).

How will we support you with your assessment?

- You will receive formative feedback in Week 8. This will take the form of comments on a one page plan that is submitted via moodle. This plan should be submitted by 2pm on Monday 1st November (plans that are submitted after the deadline will not receive any feedback).

- There will be an assessment briefing in Week 4.

- Frequently asked questions and their answers will be posted on the module's Moodle site.

How will your work be assessed?

Your work will be assessed by a subject expert who will use the marking grid provided in this assessment brief. When you access your marked work it is important that you reflect on the feedback so that you can use it to improve future assignments.

Referencing

You MUST use the **Harvard System**. The Harvard system is very easy to use once you become familiar with it. You can use the following guide:
https://www.imperial.ac.uk/media/imperial-college/administration-and-support-services/library/public/harvard.pdf

Assignment submissions

The Business School requires a digital version of all assignment submissions. These must be submitted via Turnitin on the module's Moodle site. They must be submitted as a Word file (not as a pdf) and must not include scanned in text or text boxes. They must be submitted by 2pm on the given date (see top of this brief).

Mitigating circumstances/what to do if you cannot submit a piece of work or attend your presentation

The University Mitigating Circumstances Policy can be found on the University website – Mitigating Circumstances Policy

Marking and feedback process

Between you submitting your work (**12th December 2022**) and then receiving your feedback and marks (10th January 2023), there are a number of quality assurance processes that we go through to ensure that students receive marks which reflects their work. A brief summary is provided below.

- **Step One** – The module and marking team meet to agree standards, expectations and how feedback will be provided.
- **Step Two** – A subject expert will mark your work using the criteria provided in the assessment brief.
- **Step Three** – A moderation meeting takes place where all members of the teaching and marking team will review the marking of others to confirm whether they agree with the mark and feedback.
- **Step Four** – Work at Levels 5 and 6 then goes to an external examiner who will review a sample of work to confirm that the marking between different staff is consistent and fair.
- **Step Five** – Your mark and feedback is processed by the Office and made available to you.

Resit assignment details

Resit submission date: TBC and details to be shown on Moodle.

For students who are offered a resit, **you are required to improve and resubmit your original work as well as adding a further reflective commentary discussing what you have learned from the process.**
You must resubmit your work using the specific resit Turnitin link on Moodle. In particular, you should:

1.   Review your previously submitted work and read carefully the feedback given by the marker.

2.   Use this feedback to help you revisit and rewrite your work, improving it in the areas identified as weak in the original marking process.

3.   Include with your resubmission an additional reflective piece (<u>up to 300 words</u>) on what you understand was weak, how you set about addressing this and what you have learned from this that may help you with further assignments. You should address the following specifically:

   i)   Identify tutor feedback points on your original work and identify where/how the resit work has changed (give page number) in response to feedback;

   ii)   Identify the lessons you have learnt from doing the resit;

   iii)   Reflect on how your feedback and this process will help you improve future assignments.

If you did not submit your work at the first opportunity you cannot reflect on your feedback. However, you are still required to submit a reflective piece in which you identify your reasons for non-submission, the implications of non-submission for your future success and how you propose to address this in the future. If you have issues with confidentiality of your reasons for non-submission then you could reflect on how you have met the learning outcomes for the module, how you can use what you have done on the module to support your future career and what skills/employability attributes you feel the module has helped you to develop.

If you were deferred at the first assessment opportunity you do not need to include the reflective piece as this is a first submission at a later date, not a resit.

The original marking criteria will still apply (see marking grid provided above) except that the 10% weighting for presentation will be awarded instead to your reflective commentary.

Marking Criteria

	Outstanding 100	Excellent (80-89) 85	Very Good (70-79) 75	Good (60-69) 65	Satisfactory (50-59) 55	Adequate (40-49) 45	Marginal Fail (30-39) 35	Fail (20-29) 25	Not done 0
Criterion 1: Information on the selected business organisation (20%)	A faultless discussion of the chosen business organisation.	A large amount of useful background information has been provided on the selected business organisation. This discussion has been extremely well integrated into the report.	A large amount of useful background information has been provided on the selected business organisation. This discussion has been very well integrated into the report.	A large amount of useful background information has been provided on the selected business organisation. This discussion has been well integrated into the report.	A reasonable amount of useful background information has been provided on the selected business organisation. This discussion has been fairly well integrated into the report.	Some useful background information has been provided on the selected business organisation. Some attempt has been made to integrate this discussion into the report.	Little useful or relevant background information has been provided on the selected business organisation.	Very little useful or relevant background information has been provided on the selected business organisation.	Missing. Wholly incorrect or not attempted.
Criterion 2: Discussion of the allocated business environment (20%)	The discussion of the allocated business environment is perfect.	The report contains an excellent discussion of the main factors, issues and considerations relating to the business environment in the allocated country.	The report contains a very good discussion of the main factors, issues and considerations relating to the business environment in the allocated country.	The report contains a good discussion of the main factors, issues and considerations relating to the business environment in the allocated country.	The report contains a reasonable discussion of the main factors, issues and considerations relating to the business environment in the allocated country.	The report contains an adequate discussion of the main factors, issues and considerations relating to the business environment in the allocated country.	The report contains little discussion of the main factors, issues and considerations relating to the business environment in the allocated country.	The report contains very little discussion of the main factors, issues and considerations relating to the business environment in the allocated country.	Missing. Wholly incorrect or not attempted.
Criterion 3: Application of an	Appropriate analytical techniques	The analytical approach that has been	The analytical approach that has been	The analytical approach that has been	The analytical approach that has been	The analytical approach that has been	The analytical approach that has been	The analytical approach that	Missing. Wholly incorrect

appropriate analytical approach (25%)	have been applied in a faultless manner.	applied is excellent. Appropriate analytical techniques have been used and these have been applied extremely effectively.	applied is very good. Appropriate analytical techniques have been used and these have been applied very effectively.	applied is good. Appropriate analytical techniques have been used and these have been applied in an effective manner.	applied is generally good but there are some weaknesses. Appropriate analytical techniques have been used and these have been applied quite effectively.	applied is adequate. Appropriate analytical techniques have been used but these have not been applied in an effective manner.	applied is poor. Analytical techniques have been used but these are generally inappropriate.	has been used is very poor. Analysis is undertaken without reference to appropriate techniques.	or not attempted.
Criterion 4: Use and application of appropriate data and examples (15%)	Perfect application and use of data and examples.	Excellent use of examples and statistics throughout the report. There is a superb discussion of examples and the interpretation of the data is outstanding.	Very good use of examples and statistics throughout the report. The discussion and interpretation of the examples and data is excellent.	Good use of examples and statistics throughout the report. The discussion and interpretation of the examples and data is good.	Some useful examples and statistics have been included in the report. The discussion and interpretation of the examples and data is generally fine but there are some weaknesses.	Adequate examples and statistics have been included in the report. The discussion and interpretation of the examples and data is adequate.	Poor or few examples and statistics have been included in the report. There is little discussion of examples and the interpretation of the data is poor.	Very poor or very few examples and statistics have been included in the report. There is an extremely limited discussion of examples and the interpretation of the data is extremely poor.	Missing. Wholly incorrect or not attempted.
Criterion 5: Structure and quality of writing in the report (10%)	The organisation and structure of the report is faultless.	The report is superbly organised and it has an excellent structure. The overall level of discussion and language that	The organisation and the structure of the report is very good. The overall level of discussion and language that	The report is well organised and its overall structure is good. The overall level of discussion and language that has been used is good.	The organisation of the report and its structure are generally good but various aspects could be improved. The overall level of	The organisation of the report and its overall structure are adequate. The overall level of discussion and language that	The report is poorly organised and has an inadequate structure. The overall level of discussion and language that	The report is very poorly organised and has an extremely poor structure. The overall level of discussion and language that	Missing. Wholly incorrect or not attempted.

		has been used is excellent. The report contains virtually no writing mistakes.	has been used is very good. The report contains few writing mistakes.	The report contains only a small amount writing mistakes.	discussion and language that has been used is reasonable. The report is clearly written but contains some writing mistakes.	has been used is adequate. The report contains a fairly acceptable level of writing mistakes.	has been used is poor. The report contains an unacceptable number of writing mistakes.	has been used is very poor. The report is littered with writing mistakes.	
Criterion 6: Presentation and referencing (10%)	Presentation and referencing are perfect.	Excellent presentation and formatting throughout. Outstanding referencing throughout.	Very good presentation and formatting throughout. Very good referencing throughout.	Good presentation and formatting throughout. Good referencing throughout.	Adequate presentation and formatting throughout. Referencing is generally fine but certain aspects could be improved.	Adequate presentation and formatting throughout. Referencing contains some omissions and inconsistencies.	Poor presentation and formatting throughout. Referencing is limited.	Very poor presentation and formatting throughout. Referencing is extremely limited.	Missing. Wholly incorrect or not attempted.

Dr Pasquale Foresti

September 2022