

Introduction - 20% (800 words)

Provide a clear and concise introduction of the selected cover story. Explain and clearly justify the relevance of the cover story, and what related key areas/themes your work will address.

In your own words, provide a clear and concise introduction of the selected cover story-use your summary of their problem definition, causes, and solutions as the basis of your introduction

-Explain and clearly justify the relevance of the cover story, why is it important, why now?

Important, what area of academic theory do they focus on

Be clear on what related key areas/themes your work will address, importance, you:

-Need to demonstrate your understanding of the cover story and related literature

-Need to clarify the focus of your work

-There are several areas you could focus on; you need to clarify and justify your specific focus

-Need to align this to the literature you will be exploring

Research and Synthesis of various literature - 30% (1200 words)

You are required to use a variety of academic and non- academic sources to engage with the issues and themes underpinning the selected cover story.

Using the relevant literature, identify, develop, and discuss your understanding of the main issues / themes and key debates related to your chosen cover story.

• You need to use a variety of academic and non-academic sources to engage with the issues and themes underpinning the selected cover story

. The Aim:

-Identify, develop and discuss the main issues/themes and debates related to your chosen cover story

For example: Knowing what the customer wants

- Contextual shifts
- New approaches
- Implications

Analysis - 35% (1400 words)

Apply appropriate theoretical perspectives and themes covered in this module to critically analyse your chosen cover story. In critically analysing the cover story, clearly delineate the implications on business / non-business organisations. In other words, the focus of your critique and your analysis of the implications, will be determined by what is appropriate in relation to your specific cover story.

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• **There is no one way to do this, it depends on:**

-What are their issues and related theory/answer?

-What associated theories/models could you apply

-What are you choosing and why

-Relate this to what you did in the introduction and Research and synthesis of various literature sections

Conclusion - 15 % (600 words)

Provide a clear and logical conclusion bringing together the issues you explored and analysed.

Summarise the key points of your analysis in the process