



UCAM
UNIVERSIDAD
CATÓLICA DE MURCIA

Master of Business Administration

Corporate Governance & Strategy

Assignment Brief

Lecturer

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Assessment brief

Module code and title	Corporate Governance & Strategy
Lecturer Name & Contact details	Mr. Tamara Ranasinghe thamaraindika@yahoo.com
Assessment type	Individual written submission
Submission date	17 th February 2022. Students are advised to submit on or before the deadline. Late submissions will not be accepted and will be treated as non-submissions, requiring re-sit.
Assessment limits	Minimum 3,000 words (excluding reference list & appendixes). Word count must not exceed the limit by more than 10%. In cases where this +10% limit is exceeded, only the first 3300 words will be marked.
Assessment weighting	100% to the final grading

This assessment is testing the module learning outcomes

LOC 01- Understand the organization corporate governance framework

LOC 02- Knowledge on corporate governance policy and strategies

LOC 03- In depth understanding of board structure, risk management, and compliance

LOC 04- Application of ethics, sustainability and corporate social responsibility (CSR) policy.

Total marks are allocated in accordance with below criteria.

- ✓ In-depth Knowledge of the Topic – 25% marks
- ✓ Logical thinking and analytical skills – 30% marks
- ✓ Application of theories into the selected company - 25% marks
- ✓ Referencing material and professional presentation - 20% marks

Referencing and Professionalism

A professional approach to assignment is expected from all candidates. You must therefore identify and acknowledge **ALL** sources or/and an appropriate referencing system to achieve this. Please ensure you don't 'cut and paste' from other people's work. You are advised to refer to the annual reports/websites or any other valid document and write in your own word. If you fail to do so, will be considered as plagiarism. You are expected to carry out a professional report format (No pictures please)

ASSESSMENT

You are required to critically analyze the annual report 2020/21 of Aitken Spence Hotel Holdings PLC with reference to Corporate Governance, Risk Management, Compliance, Ethics, and Sustainability.

In your report, the following tasks should be completed with the application of your theoretical knowledge to the selected company.

Task 1 - (weighting 600 words)

Describe the risk management strategy of the company.

(20% Marks)

Task 2 - (weighting 1,200 words)

Critically analyze in detail the corporate governance principles applied in their business structure.

(40% Marks)

Task 3 - (weighting 600 words)

Explain the ethics, sustainability and corporate social responsibility (CSR) policy of the company.

(20% Marks)

Task 4 - (weighting 600 words)

Evaluate the compliance management system of the company

(20% Marks)

Assessment performance Indicators

The pass rate at Masters Level = 50%

90%-100%	This work is outstanding and is of a standard which could be considered for future publication in a professional journal. The work demonstrates engagement in a focused academic debate which presents a range of evidence underpinning a deep understanding of all the issues studied and a totally justified position. The work demonstrates a high level of originality with challenges to current theory and/or practice and specific, focused examples of contestability. There is evidence of a high level of synthesis of theoretical exemplars, underpinning principles and practical interpretation. No obvious errors in referencing or grammar or syntax as appropriate.
80%-89%	The work is of an excellent standard and has the potential for future publication in a professional context. The work demonstrates engagement in an academic debate which presents clear evidence of a considered understanding of the professional issues studied, the approach adopted and the position taken. The work enhances current theory and/or practice and displays a range of examples of contestability. There is evidence of clear synthesis of theoretical issues and practice. A critical analysis of theoretical models and/or practical applications has resulted in a distinct level of originality. Very few errors in referencing or grammar or syntax as appropriate.
70%-79%	There is evidence of analysis and critique of concepts, models of key authors, rival theories, and major debates together with some evidence of synthesis. The work fully considers the complexity of the context in which it is situated and the impinging external factors; it takes cognizance of differing perspectives and interpretations and recognizes dilemmas. Ideas are presented in a succinct manner and conclusions are well reasoned. The work shows an ability to critique the underlying assumptions upon which current views are based and to challenge received opinion. Few errors in referencing or grammar or syntax as appropriate.
60%-69%	The work demonstrates a capacity to express views based on sound argument and solid evidence in an articulate and concise way, and, where relevant, to put forward and make use of criteria for the judgment of theories and issues. There is evidence of effective engagement in a critical dialogue relating to professional practice, a clearly presented overview of an area of concern, and a comparative review of key authors, rival theories and major debates. The work demonstrates a willingness to question and to explore issues and to synthesize theoretical perspectives and practical application within a given professional context. Some small repeated errors in referencing or grammar or syntax as appropriate.
50%-59%	The structure and focus are evident and relevant to the assignment task. There is evidence of engagement with pertinent issues. Key authors and major debates are clearly presented and there is evidence of suitable basic reading. The work explores and analyses issues, but is not strong on presenting synthesis or evaluations. The work is mainly descriptive, but has achieved all the learning outcomes. Some repeated errors in referencing or grammar or syntax as appropriate.
40%-49%	Whilst some of the characteristics of a pass have been demonstrated, the work does not address each of the outcomes for the specified assessment task. There

	<p>may be little evidence of an ability to apply the principles of the module to a wider context. The work may be an overly descriptive account demonstrating only minimal interpretation, and very limited evidence of analysis, synthesis or evaluation. No counterarguments or alternative frames of reference are generated or considered.</p> <p>There is evidence of sufficient grasp of the module’s learning outcomes to suggest that the participant will be able to retrieve the module on resubmission.</p>
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Grading Scale – Master Level Postgraduate Qualification

Marks	Grade
70-100	Distinction
60-69	Merit
50-59	Pass
40-49	Fail with Re-sit
0-39	Fail with Re-take