

**MAPM8.700 CONTEMPORARY GLOBAL BUSINESS ENVIRONMENT**

**ASSESSMENT ONE, TERM 1 2023**

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| Assessment topic | Business Report |
| Assessment type | **Individual Case Analysis** |
| Word restriction / recommended length | * 2000 words (+/- 10%) including 3 infographics |
| Submission details | **Thursday 2 March 2023 in Assessment drobox**  Submission will only be accepted via EIT online. Your assignment will be checked for plagiarism, which will be considered as academic misconduct. |
| Weighting | 40% of overall course grade |
| Assessment last reviewed | 2023 |
| Course learning outcomes | **Learning Outcome 1:** Critically evaluate the networked global business environment in the context of contemporary business. |

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| Background to this assessment | Global businesses respond to and take advantage of strategic business drivers. These are common across their industry environment. However, they also face risks, which in 2023, are increasing.  This is the first assignment in the MAPM8.700 Contemporary Global Business course. This assessment draws on the theories and content in Topics 1 and 2 of the course. Please carefully read all of the information provided in this document, including the assessment marking criteria at the end. |
| Assessment Task | Prepare a report for one business organisation in an identified industry that critically evaluates the Top three Strategic Business Drivers for that organisation. Prepare this for the Board of the business organisation.  Your report must include the following sections:  Executive Summary (200 words)  Table of Contents (1 page)  1.0 Introduction (150 words)  2.0 Business and Industry overview (150 words)  3.0 Three strategic business drivers (650 words)  4.0 Key Risks (500 words)  5.0 Conclusion (200 words)  6.0 Recommendations (50-100 words).  Reference List.  Appendix (optional) |

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| Guidelines | **Table of Contents**  List of headings and page numbers.  **Executive Summary**   * A summary of the main findings of the report * Key recommendations as a result of the report * If your report was given to the chairperson of the board, the summary this is what they would read first before a meeting.   **1.0 Introduction**   * State the purpose of the report * Provide a clear outline of the content in the report * After reading the introduction, we should know why the report is important and what the report contains.   **2.0 Business and industry overview**   * The name, products and services of the business organisation selected for the report, and main competitors for the business organisation in its industry * Data and statistics such as size, location, growth and other relevant information on the business and its industry * Recent developments in the business and its industry  1. **Strategic business drivers**  * You must select **three strategic business drivers** that will have the greatest impact on the identified business and its industry over the next 5-10 years * Critically analyse and describe each strategic driver in terms of how it will affect the business and how it can successfully respond to these. * You should refer to academic sources and incorporate relevant data information in your analysis, including relevant infographics.     **4.0 Key Risks**   * You must select at least 1 key risk for each strategic driver * Clearly describe and critically analyse each risk in terms of how it will affect the businesses organisation and how they should respond * You must support your analysis with relevant data, information and sources, including relevant infographics. * These risks MUST be related to your strategic business drivers.   **5.0 Conclusion**  This should be a clear and systematic summary of the main sections of the report and highlight the main findings from each section of the report.  **6.0** **Recommendations**   * Prepare 1 recommendation as a response to each strategic business driver and associated risks. (A total of at least three recommendations). * Each Recommendation should propose an **action** that business managers should take to respond to or take advantage of an identified strategic driver and minimise risks. * A brief justification should be included.   **Reference List**  List of all references used in the writing of the report formatted in APA 7th edition style.  **Appendix**  Documents, diagrams and charts referred to in your report but not included in the text should be placed here.  You should refer to diagrams and documents in your appendix in the main report and this will add to your marks.  **Suggested global businesses for your report:**  Apple Inc  Meta  Tata Industries  Reliant Group  Huawei  Alibaba  Hyundai  Samsung  Fonterra  Please confirm your choice of business organisation with your lecturer. |
|  | Be sure to consider the assessment marking criteria below. |

MARKING RUBRIC: MAPM8.700 CONTEMPORARY GLOBAL BUSINESS ENVIRONMENT - ASSESSMENT 1

**Case Analysis Report (40%)**

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| Performance Criteria | Levels of Achievement | | | |  |
|  | Outstanding  (≥80%) | Accomplished (79 -65%) | Capable (64% - 50%) | Needs improvement (<49%) |  |
| Introduction, Conclusion and Recommendations  (20%) | The Introduction provides a clear outline of the purpose and the content of the report.  The Conclusion provides a comprehensive summary of the main point from each section of the report. very clear and useful.  Recommendations are very clear and provide useful actions. | The Introduction provides an outline of the purpose and the content of the report  The Conclusion provides a good summary of the main point from each section of the report. very clear and useful.  Recommendations are mostly clear and provide some useful actions | The Introduction provides an outline of the purpose of the report OR the content but not both.  The Conclusion summarises most of the main point from each section of the report but needs some improvements.  Recommendations are provided but need more useful actions | The introduction is missing or lacks coverage of the purpose and content of the report.  Recommendations are missing or lack clarity and lack action-orientation. | **/20** |
| Business and Industry Overview  (5%) | A clear and useful overview of the business organisation and its industry is provided. | A good overview of the business organisation and its industry is provided. However, this may lack clarity in one area. | An overview of the business organisation and its industry is provided. However, some improvements are needed | An overview of the business organisation and its industry is unclear or missing from the report. | **/5** |
| Evaluation of Strategic Business Drivers (35%) | Comprehensive and clear coverage of three relevant strategic business drivers for the industry. Critically evaluated and supported with well-sourced information.  Comprehensive and well-supported points that shows a clear linked to theory and relevant real-world information.  Logical conclusions are drawn based on the information provided. Shows a clear understanding of the relevant concepts and implications of the business drivers for the industry. | Three strategic business drivers for the industry are identified and supported with relevant information.  Each strategic business driver is evaluated well with well-supported points that show links to theory and relevant real-world information.  Logical conclusions are mostly drawn based on the information analysed. Moslty shows an understanding of the relevant concepts and implications of the business drivers for the industry | Three strategic business drivers for the industry are supported with some suitable information.  Each strategic business driver is mostly-evaluated well with some points that show links to theory and relevant real-world information.  Logical conclusions are mostly drawn based on the information analysed. Shows some understanding of the relevant concepts and implications of the business drivers and the implications of the business drivers for the industry | Important required information and sections are missing or inadequately included  in the report.  Three relevant strategic business drivers for the industry are missing, and/or not supported with relevant information.  Strategic business drivers are not evaluated with balanced, comprehensive and missing links to theory and relevant real-world information.  Logical conclusions are not drawn based on the information analysed. | **/35** |
| Risks (25%) | An analysis of three highly relevant risks support the evaluation of business drivers. Risks are critically evaluated with balanced, comprehensive and well supported points. Linked very well to theory and relevant real-world information. Shows a clear understanding of relevant concepts. | An analysis of three relevant risks support the evaluation of business drivers. Risks are evaluated with balanced, comprehensive and well supported points One may be less relevant than the other two. Linked to theory and relevant real-world information. Shows a clear understanding of relevant concepts. | An analysis of three risks support the evaluation of business drivers. Risks are evaluated with balanced, comprehensive and well supported points One may be less relevant than the other two. Mostly linked to inked to theory and relevant real-world information. Shows some understanding of relevant concepts. | Less than three risks support the evaluation of business drivers. Risks are not evaluated well. At least two risks are not relevant or linked to a business driver. may be less relevant than the other two. Not linked to theory and relevant real-world information. Shows little or no understanding of relevant concepts. | **/25** | |
| Presentation, Writing, Infographics and Referencing  (15%) | Report presentation is excellent and is of a standard that could be presented to a company board  At least three highly relevant infographics are used in the report to support evaluations of drivers and risks.  All sources of information are accurately referenced in the text of the report and reference list (APA 7th edition). | Report presentation is very good and mostly of a standard that could be presented to a company board  At least three relevant infographics used in the report to support evaluations of drivers and risks.  Most sources of information are accurately referenced in the text of the report and reference list (APA 7th edition). | Report presentation is good but needs some improvements before it could be presented to a company board  Three infographics are used in the report to support evaluations of drivers and risks. However, one may not be relevant or lack clarity.  Sources of information are referenced in the text of the report and reference list (APA 7th edition) but some errors need correction. | Report presentation needs significant improvements before it could be presented to a company board  The report lacks relevant infographics to support evaluations of drivers and risks.  Most sources of information are not accurately referenced in the text of the report and reference list (APA 7th edition). | **/15** | |
| TOTAL | Overall Comments: | | | | **/100** | |

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