



Assignment Brief

Academic Year 2023-24

Module code and title:	BAM7008 – International Logistics and Operations Performance	Module leader:	Uchenna Nweke
Assignment No. and type:	CW1 – 3,000-word report	Assessment weighting:	100%
Submission time and date:	Before 2pm UK Time on Thursday 14 March 2024	Target feedback time and date:	3 weeks

Assignment task

Logistics and operations management contributes significantly to international business performance. The task in coursework 1 involves choosing a company that operates internationally and critically analysing their operations management. The company could be your own organisation. You will need to discuss with your tutor before finalising the topic.

Using a case study approach, you are required to:

1. Identify three important operation management (OM) decision areas (e.g. quality, inventory management, layout, or process design etc.) in your chosen case company. Critically analyse the present activities of the firm on the chosen OM decision areas and suggest ways to improve performance.
2. Evaluate the strengths and weaknesses of the company in such a way to show how both can be synergistically exploited to improve the performance.
3. Critically analyse the operations and logistics strategies used by the organisation and recommend appropriate strategies for enhancing their operations in the international context.
4. Apply operations management theories in your analysis and discussion.

Note:

- The business style report should include an opening section that introduces the topic and provides information about the case study organisation. A summarising conclusion is also required, along with appropriate recommendations.
- The report will be 3,000 words in length (not including references and appendices). It should include answers to all the case questions (given above) and must make use of relevant unit concepts on the aspect covered.
- At Level 7, academic references are very important. It is recommended to use at least 20-30 academic references to support your coursework 1.

Internal approval: Matilde D'Amelio, 09/08/2023

This assignment has been designed to provide you with an opportunity to demonstrate your achievement of the following module learning outcomes:

LO1: Select and apply a range of operations techniques to the management of a business.

LO2: Assess the implications of business decisions on the performance of a business operating in a competitive environment.

LO3: Critically analyse the theories of operations management

LO4: Critically evaluate a variety of operations and logistics strategies for use in an international context.

Practicalities: Referencing, presenting and submitting your work

Please see your programme handbook for information on the standard referencing style, presentational requirements, and process for submitting your work.

Confidentiality

You are expected to take responsibility for maintaining and managing confidentiality issues in your work. You should maintain and respect confidentiality in relation to the protection of personal, technical and/or commercial information of a sensitive nature in your assessed work, whatever the format.

For further information and guidance, please see the relevant section in your programme handbook.

Academic integrity

Academic integrity means taking responsibility for your own work.

When you submit an assignment, you are making a declaration that it is your own work and that you have acknowledged the contribution of others and their ideas in its development (for example, by referencing them appropriately).

For further information and guidance, please see the University website: <https://www.bnu.ac.uk/current-students/registry-helpdesk-and-academic-advice/academic-integrity-and-misconduct>



Assessment Criteria

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	0-39 (F) Fail Not successful	40-49 (D) Marginal fail Below required standard	50-59 (C) Pass Satisfactory	60-69 (B) Pass Good/Very Good	70-100 (A/A+) Pass Excellent/Outstanding
Critical Analysis of 3 OM Decision Areas & Ways to Improve Performance. This should include evidence of relevant theory (50%)	Some attempt is made to appreciate OM decision areas in the case. Arguments are baseless and weak. Dubious logic used to suggest ways to improve performance.	Attempted to critically analyse 3 OM decision areas but lacks supporting evidence from the literature and practices of the case company. The logical link between OM areas and improved performance is satisfactory	Some evidence of critical analysis of 3 OM decision areas, supported by the literature and /or OM theory. Some logical recommendations to improve performance.	A good critical analysis of 3 OM decision areas in the case, supported by some evidence from the literature to support the discussion. Some sound recommendations to improve performance.	Comprehensive critical analysis of 3 OM decision areas in the case, supported by strong evidence from the literature, to support the discussion. Sensible and logical, substantiated recommendations to improve performance.
Evaluation of Strengths & Weaknesses of Company (40%)	Strengths and weaknesses are described but discussion lacks breadth. The student fails to demonstrate a real understanding of all the issues involved.	Strengths and weaknesses are described but discussion lacks evidence. Discussion narrow and possibly not well argued or supported.	Strengths and weaknesses are described. An ability to use ideas which are easily accessible. No evidence of a student's attempt to go beyond the obvious. Discussion accurate but shallow	A good understanding of the strengths and weaknesses of the case considered, supported by evidence.	A comprehensive answer that shows a sound evaluation of the strengths and weaknesses of the company, supported by evidence and appropriate examples.
Structure, presentation & Referencing (10%)	Some structure is evident but not effective. Presentation unsatisfactory or grammar issues affecting readability. Significant errors in Harvard References	Structure and presentation of the report is satisfactory. Readability is acceptable, though some grammar. Harvard reference format used correctly; referencing is limited.	Good report structure and presentation. Some referencing is used to support discussion.	A good logical structure is evident Presentation of the report and readability are very good. Good references are used to support the discussion.	A well-structured report, where the arguments are presented in a logical order. Professional presentation with excellent readability. Wide range of high-quality references to support the discussion