

BCO 111 - Foundations of Business Management

Final Assignment Brief & Rubrics

Task

Individual Report - You should research and analyze a business of your choice addressing topics studied in the course so far.

Please select a company that you are familiar with or you wish to conduct research on. You will need to complete a critical appraisal of the strategic development of your selected business and identify its distinctive capabilities.

You are required to:

- (a) Provide a summary overview of the nature and form of strategic development path of the selected business.
- (b) Identify the key internal and external factors, which have assisted or constrained the development of your selected business.
- (c) Please make explicit the “distinctive capabilities of your selected business that have driven effective business growth to date.

Further explanation on the assignment will be provided during webinars.

Assessment is based on the overall written report and demonstration of knowledge about the topic area. Evidence of research, knowledge of the topic and, in particular, the level of analysis is important in determining the grade for the report. Referencing and bibliography are formally assessed. Further guidance on this assignment can be found in the marking criteria.

The word limit is 2500.

Please note: All questions carry equal marks.

Deadline: Sunday 19 July 2021 - 14:00 CEST - Submission Turnitin Link Week 8

Assignment Weight: 60% of the total mark

Suitable Reference System: Harvard

Credit will be given for evidence of:

- Library/Internet based research. Try to use a mixture of resources - books, articles as well as the internet.
- Understanding of the issues raised by the questions.
- Concise and clear presentation. Acknowledge any quotes, ideas or arguments that are not your own using the Harvard system. Include a list of references.
- Originality and a critical and questioning approach. It is important to be objective and to support statements with evidence.
- A logical structure and well-argued conclusion.

Expected Learning Outcomes:

- Examine contemporary organizational management theory and best strategic practices.
- Discuss the impact of relevant social, economic, and other environmental issues on management decision making.
- Apply methods for establishing strategic and operational goals.

Good luck!

Rubric

	Excellent 90-100%	Good 80-89%	Fair 70-79%	Marginal fail 60-69%	Fail <60%
Knowledge (30%)	Demonstrates exceptional knowledge and understanding of management concepts.	Demonstrate good knowledge and understanding of key concepts-	The report demonstrates a satisfactory level of knowledge and understanding of management concepts at this basic level.	Demonstrates limited knowledge and understanding of the key management concepts.	Demonstrates extremely poor knowledge and lack of understanding of the key management concepts.
Application (30%)	All analytical tools are applied very well and highly relevant insight is drawn from them.	Most analytical tools are applied well and relevant insight is drawn from them.	Some analytical tools are applied well although there may be some minor misunderstandings. Some relevant insight may be drawn.	Some misunderstandings may be in evidence for one or two tools. Limited insight drawn from analysis.	There is almost no attempt to apply tools
Evaluation (30%)	There is exceptional evidence of evaluation and justification of recommendations	There is some good evidence of evaluations of concepts and justification of recommendations	There is some evidence of evaluation of the concepts and justification of recommendations	There is little evidence of evaluation of concepts and justification of recommendations	There is no virtually no evidence of evaluation of concepts and justification of recommendations
Communication (10%)	The management report is communicated extremely coherently, and referencing is accurate throughout	The management report is communicated quite clearly, and referencing is fairly accurate but there are some issues in terms of spelling and structure	The management report communicates the ideas in a mostly coherent way but there are some errors and some errors in referencing which are not accurate	The management report is understandable but is communicated poorly and referencing is inaccurate	The management report is extremely poor in terms of referencing (inaccurate or absent) and tends to be incoherent or insufficient (length) in terms of conveying ideas