

## Global Commerce (BA)

### Fall Semester, 2021/2022

#### **Assessment 1: Strategy Briefing**

Weighting: 100%

Date and Method of Submission: Week 15 via Blackboard

Word count or equivalent: 3000 words (+/-10%)

#### **Formative Assessment 1: Outline of Strategy Briefing (week 11)**

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##### **Assessment 1: Strategy Briefing**

This Strategy Briefing will simulate the type of analysis performed within strategy units of multinational corporations. Such Briefings should use the current case studies, and theories of macro/microeconomics, marketing, and relevant historical information to outline the market, business, political and technological environment of your company. The first section of your briefing should discuss and analyse the current situation of the business in its environment. In the second section, you will outline more proactive proposals regarding what your company should be achieving and how it can do this.

You will show evidence of good independent readings and research. A minimum of 10-15 relevant and reliable research sources should be used and correctly referenced in the paper, and sources used should go beyond the readings provided in this Module Study Guide. Sources should be correctly cited consistent with Harvard referencing style. You can use graphs and images to support your strategy outline.

You can choose to analyse the following themes from the point of view of an international corporation as outlined in the question:

##### **Topic 1: Regulatory Environment**

You are the head of a strategy unit for a major supermarket in the United Kingdom. The past three years have seen unprecedented uncertainty regarding the UK's departure from the European Union (Brexit). Evidently, there have been a range of possible outcomes, each with a range of important regulatory impacts. Your company needs to ensure a sustainable supply chain of fresh food from Europe (Spain, France, Italy) and clothing and electronics goods from central and Eastern Europe. Outline a strategy brief for your unit that examines a) the context of the Brexit situation, how it developed and affected the British supermarkets, b) the possible solutions to issues from the Brexit and the ongoing legal implications of trading, ranging from the consequences of cancellation of Brexit up to a no-deal WTO-terms Brexit and c) assess various business strategies tackling the problems of Brexit and what is the most *desirable* strategy for your company, and what is the most *likely* outcome from implementation of these strategies.

## 2. Topic 2: Political Risk

You are an international strategy consultant for a major firm. Your boss has given you a dossier on a client worried about deteriorating trade conditions between the United States, Europe, China, and Latin America. Your client's firm is a large Spain-based corporation. It sells a range of goods in its retail stores, from clothing to small consumer electronics to household goods. The supply chain and contractor agreements stretch from Brazil to Mexico, through Eastern and Central Europe and on to South-East and East Asia. Provide a strategy briefing outlining the international and regional trade conditions, existing and proposed regulations, and political risk of more regulations affecting these regions (North and South America, Europe, and East Asia). Include both the negative developments as well as positive ones.

## 3. Topic 3: Marketing, Brand & Emerging Markets

You work for a multinational marketing and branding firm. You have been contracted by a major Sweden-based multinational home furniture company that wants to expand from the European market to next door markets in the Middle East and Southeast Asia. Before preparing a cost-benefit analysis, and a branding and marketing campaign, your boss wants to find out what kind of images, ideas, brands and thinking strikes a chord among the demographics in these regions. Pick **one region** and pick **two or three countries** to examine. Write a briefing that outlines a) existing competitor furniture companies (both local and international) as part of a SWOT analysis, b) the core demographics, including economic income and other core statistics, and c) the trends, ideas and brands that are most appreciated in those countries that could fit with your mission of selling Swedish furniture.

## 4. Topic 4: Innovation

Your company is being contracted by a government in Europe to examine the impact of the 21<sup>st</sup> century digital revolution on its business. You can pick whichever country you wish within Europe. The Government needs to understand the impact of technologies such as the Internet of Things, Artificial Intelligence (AI), Integrated Digital Supply Chains and Robotics. Explain the key latest developments and how this will provide positive and negative outcomes for the country's trade and business environment, as well as employment and governmental responsibilities toward social care, healthcare, and citizens' welfare.

### **Formative Assessment 1 Outline of Strategy Briefing:**

This outline will present the way in which you will write and present the strategy briefing which will be the final paper, due at the end of the module. This outline will not be marked and will instead serve to help you organise your approach and get feedback from the module leader ahead of writing the final report.

#### **Assessment Criteria:**

##### **Knowledge & Understanding (50%)**

The student has a comprehensive knowledge of the modern practice and approaches to international commerce covered in the module. The student demonstrates in-depth knowledge and engagement when discussing these topics. Moreover, the student should be able to demonstrate knowledge in a coherent and appropriate structure and organization where the key points are developed in a logical format and where the relevance of the material to the theme is clear.

*What this means: This means that a good Strategy Briefing should demonstrate good engagement with the ideas relevant to the topic selected and good capture of knowledge available in a range of valid research resources. It should be logically presented in such a way that convince the reader (the markers), it could present a good commercial work.*

##### **Cognitive Skills (30%)**

The student can demonstrate knowledge using examples, quotations and evidence of knowledge capture. The student should demonstrate an ability to read and analyse the new set of information. The student should demonstrate an ability to select relevant information and able to make a conclusive abstract from the discussion and analysis of the information.

*What this means: This means that you will demonstrate an ability to select and populate information on a number of new topics to you, and able to analyse this information to a set of clear key points that can convince the reader of your Strategy Briefing (the markers)*

##### **Practical & Professional Skills (10%)**

The student can write the Strategy Briefing with the evidence of independent work, intellect and the ability to express concisely, while retaining the key points in presentation intact.

*What this means: This means that your work should be written in short, and to the point, the way that shows an ability to explain complex ideas in a clear and concise writing as it will be expected from you in a professional commercial work.*

**Transferrable & Key Skills (10%)**

The student can communicate ideas fluently in written form using an appropriate style of writing. This written presentation element requires students to be able to present an assignment that is correct in terms of spelling, grammar, and paragraphing. The student is also able to consistently reference in accordance with Harvard style, including in-text referencing and full list of references. Moreover, the style of the entry should be written in a convincing manner, that demonstrates understanding of the professional standards used in a real commercial world.

*What this means:* *This means your Strategy Briefing should be written as close as practically possible identical to a real strategic business document.*