



## ASSESSMENT GUIDELINES

# Global Business MA

Fall Semester, 2021/2022

## **Assessment 2: Business Project**

Weighting: 70%

Date and Method of Submission: Week 15 via NEOlms

Word count or equivalent: 2500 words (+/-10%)

**Formative Assessment 1: Outline of Business Project (Week 12)**

**Formative Assessment 2: Feedback on the draft of Business Project (Week 14)**

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## **Assessment 2: Business Project**

For the Business Project assessment, you are expected to develop a business project based on the choice and information in Formative Assessment 1.

For Formative Assessment 1, you are expected to create a business, and for kick-off, select a product, and a foreign country where you want to launch your product or services.

This Business Project will simulate analysis performed within business units of multinational corporations. The Business Project should be based on a realistic business approach to the market applying all tools and experiences on the core product and services presented to the market. The business project should consist of an abstract, introduction, literature review, background information, case description, analysis, strategy proposal, discussion and conclusion and further instructions during the sessions.

Your Business Project should follow the structure below:

### **Title**

### **Abstract**

1. Introduction
2. Literature Research (You will show evidence of good independent readings and research. You should select relevant and reliable academic research sources correctly referenced in the paper)
3. Background (motivation and reasoning)
4. Case Description
  - 4.1 Corporate Strategy (strategic and tactical plans - both plans of business should be well defined with the planned duration for each plan. You should apply one of popular marketing models (e.g., Boston Consulting Model) to



## ASSESSMENT GUIDELINES

- define the chosen market from historical data if available, else alternatively from the competitor data.)
- 4.2 Product Choice
  - 4.2.1 Product Specification
- 4.3 Market Choice
  - 4.3.1 Market (The market should be actual and defined clearly in the business plan)
- 5. Marketing Strategy
  - 5.1 Marketing Mix, Product, Price, Promotion, Place, and People
  - 5.2 SWOT Analysis
  - 5.3 Market Type
- 6. Financial Analysis
- 7. Sales Strategy
  - 7.1 Sales Approach and Negotiation Strategy
  - 7.2 Distribution Channel; (direct sales, intermediaries, dealer)
  - 7.3 Customer Relationship Management
  - 7.4 Pricing Strategy
- 8. Analysis and Discussion, Benchmarking, competitors' position and etc
- 9. Recommendations and Conclusion
- 10. Literature References (Sources should be correctly cited consistent with Harvard referencing style)

### **Formative Assessment 1: Outline of Business Project Plan**

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.

### **Formative Assessment 2: Feedback on draft of business project**

You are encouraged to submit the draft of your business project by Week 14 in order to obtain the feedback from the module leader before the final submission.

### **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 Business Project 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 convinces the reader (the markers), it could present a good commercial work.*



## ASSESSMENT GUIDELINES

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

The student can demonstrate knowledge using examples, quotations and evidence of knowledge capture. The student should demonstrate an ability to select and analyse of the relevant information. The student should demonstrate an ability to critically evaluate global business opportunities and a company's decision making by examining factors involved and 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 and able to analyse this information to a set of clear key points that can convince the readers of your Business Project (the markers).*

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

The students are able to formulate strategies which are designed for business to enter and compete/collaborate in the global marketplace and demonstrate an ability to work independently and 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 and strategies 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 Business Project should be written as close as practically possible identical to a real strategic business document.*