



ASSESSMENT GUIDELINES

Global Business

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)

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



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- 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 and Understanding (20%)

Student needs to clearly summarised business environment and overview for the endogenous and exogenous factors affecting the environment, with excellent understanding of concepts/theories on functional fields of international business such as international trade, finance, foreign investment and management as well as their main implications and applications

Cognitive Skills (30%)

Students need to be able to select and apply the appropriate business strategies to address the identified challenges and oversee complex issues.

Practical/Professional Skills (30%)

Students need to demonstrate the competence in proposing market entry strategies and techniques, fully taking into account the constraints a company faces and exceeds expectations for this level.



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Transferrable Skills (20%)

Students need to demonstrate the skills in presentation and organisation of key points and data and lucid communication in all areas. Furthermore, the referencing and citing need to satisfy the academic convention