

BUS204e

End-of-Course Assessment – January Semester 2017

Business Excellence

INSTRUCTIONS TO STUDENTS:

1. This End-of-Course Assessment paper comprises **TEN (10)** pages (including the cover page).
2. You are to include the following particulars in your submission: Title, Your PI, Your Name, and Submission Date.
3. Late submission will be subjected to mark-deduction scheme by the University.

IMPORTANT NOTE

ECA Submission Deadline: 5 May 2017, 12 noon

ECA Submission Guidelines

Please follow the submission instructions stated below:

A - What Must Be Submitted

You are required to submit the following THREE (3) items for marking and grading:

- *A Report (you **should submit this item first** as it carries the highest weightage).*
- *A Video Presentation:*
 - *UniSIM conducts Hands-on workshop on how to record ECA video presentation for SBIZ students every semester. Students will receive an invite to the workshop via Student Portal, Canvas as well as email, a month before the ECA cut-off date.*
 - *The ECA video recording and submission guides are also available as an external links/downloads in the invite.*
- *The set of PowerPoint slides, converted to PDF, upon which the video presentation is based.*

Please verify your submissions after you have submitted the above THREE (3) items.

B - Submission Deadline

- *The THREE (3) items of Report, Video and Presentation Summary are to be submitted by **12 noon** on the submission deadline.*
- *You are allowed multiple submissions till the cut-off date for each of the THREE (3) items.*
- *Late submission of any of the THREE (3) items **will be subjected to mark-deduction scheme** by the University. Please refer to Section 5.2 Para 2.4 of the Student Handbook.*

C - How the (3) Items Should Be Submitted

- *The Report: submit online to Canvas via TurnItIn (for plagiarism detection)*
- *The Video: submit online to Canvas (refer to workshop invite for the user guide)*
- *The Presentation Summary:*
 - *submit online to Canvas via TurnItIn (PPT must be converted to PDF and submission is in PDF only)*
 - *The PPT must contain at least 20 words*
 - *Refer to workshop invite for the user guide*

- *Avoid using a public WiFi connection for submitting large video files. If you are using public wireless (WiFi) connection (e.g. SG Wireless at public areas), you might encounter a break in the connection when sending large files.*

D - Additional guidelines on file formatting are given as follows:

1. Report	<ul style="list-style-type: none"> • <i>Please ensure that your Microsoft Word document is generated by Microsoft Word 2007 or higher.</i> • <i>The report must be saved in .docx format.</i>
2. Video	<ul style="list-style-type: none"> • <i>Showing your PowerPoint projection in the background is NOT required.</i> • <i>Time Duration: a minimum of 3 minutes and a maximum of 6 minutes</i> <p><i>There are two methods for ECA video assignment submission; either Record Media or Upload Media.</i></p> <p><u>For Record Media</u> <i>Video can be recorded via Canvas through desktop/laptop with built-in webcam and microphone or through Canvas mobile app.</i></p> <p><u>For Upload Media</u> <i>Video can be recorded using other recording devices and uploaded as a media file. Do ensure that your video file conforms to these requirements:</i></p> <ol style="list-style-type: none"> <i>File Format: .mp4</i> <i>File Size: No more than 500MB</i> <p><i>Note: You will receive an invite to the ECA Hands-On workshop via Student Portal, Canvas as well as email, a month before the ECA cut-off date. The invite will allow you to register for the workshop as well as download a copy of the user guide.</i></p>
3. Presentation Summary	<ul style="list-style-type: none"> • <i>Your PowerPoint presentation must contain at least 20 words.</i> • <i>Please ensure that your PowerPoint presentation is converted to PDF format before you submit.</i> • <i>The maximum number of slides is fifteen (15).</i> • <i>Please do NOT download and use PowerPoint slide design templates from the Internet.</i>

E – Please be Aware of the Following:

Submission in hardcopy or any other means not given in the above guidelines will not be accepted. You do not need to submit any other forms or cover sheets (e.g. form ET3) with your ECA.

*You are reminded that electronic transmission is not immediate. The network traffic may be particularly heavy on the date of submission deadline and connections to the system cannot be guaranteed. Hence, you are advised to submit your work early. **Canvas will allow you to submit your work late but your work will be subjected to the mark-deduction scheme.** You should therefore not jeopardise your course result by submitting your ECA at the last minute.*

It is your responsibility to check and ensure that your files are successfully submitted to Canvas.

F - Plagiarism and Collusion

Plagiarism and collusion are forms of cheating and are not acceptable in any form in a student's work, including this ECA. Plagiarism and collusion are taking work done by others or work done together with others respectively and passing it off as your own. You can avoid plagiarism by giving appropriate references when you use other people's ideas, words or pictures (including diagrams). Refer to the APA Manual if you need reminding about quoting and referencing. You can avoid collusion by ensuring that your submission is based on your own individual effort.

The electronic submission of your ECA will be screened by plagiarism detection software. For more information about plagiarism and collusion, you should refer to the Student Handbook (Section 5.2.1.3). You are reminded that UniSIM takes a tough stance against plagiarism or collusion. Serious cases will normally result in the student being referred to UniSIM's Student Disciplinary Group. For other cases, significant mark penalties or expulsion from the course will be imposed.

Video Presentation Evaluation Criteria

Note: Students will be assessed on the quality of the presentation and not the quality of the video recording. However, the recording is expected to have video and audio clarity. Showing your PowerPoint projection in the background is **NOT** required.

Organisation of Presentation

 /8

- Logical flow of presentation

Posture & Body Language

 /5

- Posture: Standing, straight back etc...
- Body language:
 - Hand gestures supporting oral arguments, etc...

Eye-Contact

 /5

- Looking at the video camera
- No reading of slides or notes or cue cards

Pace & Articulation

 /7

- Pace: Speaks neither too fast nor too slow
- Articulation: Oral expression is clear and confident in the presentation.

TOTAL

 /25

Presentation Summary Evaluation Criteria

Format and Style of Slides

 /3

- Layout, clarity of text elements, colour blends, graphical enhancements

Clarity and Coherence

 /4

- Proper flow - title page, introduction, body, results, recommendations / discussion points, conclusion/summary; quick to understand, free from grammatical errors

Creativity

 /3

- Ability to use creative elements to value-add to the presentation so as to enhance understanding and clarity of difficult concepts

TOTAL

 /10

Important Note: Grading of TMA/GBA/ECA Submissions

Marks awarded to your assignment are based on the following guidelines:

1. 80% of the marks are allocated to the content of your answers:

- The marks awarded to *what your answers cover* depend on the extent to which they cover the key points that correctly and comprehensively address each question.
- The key points should be supported by evidence drawn from course materials and, wherever relevant, from other credible sources.

2. 20% of the marks are allocated to the presentation of your answers:

Wherever applicable, the marks awarded to *how your answers are presented* depend on the extent to which your answers:

- form a sound reasoning by developing those key points in a clear, logical and succinct manner;
- provide proper and adequate in-text citations and referencing to content drawn from course materials and other credible sources;
- strictly follow APA formatting and style guidelines¹, in particular for:
 - in-text citations and end-of-report references;
 - the identification of figures and tables;
- use, wherever relevant, the specialised vocabulary and terminology commonly used in discussions about the topic(s) covered by each question;
- provide a reference or bibliography at the end of the main report;
- include the less relevant details in an Appendix;
- use sentence constructions that are grammatically and syntactically correct;
- are free from spelling mistakes; present the workings, numerical formulations and results in a logical manner that follows the APA formatting and style guidelines;
- design and present graphs, diagrams and plots that follow the APA formatting and style guidelines;
- are highly original;
- have proper formatting, which may:
 - include a properly formatted cover page;
 - respect the answer length/word count set out in the assignment guidelines, if any is prescribed;
 - present answers in paragraphs with proper spacing and page margins;
 - include page numbers and appendices, if necessary.

¹ You can find a short tutorial on the APA formatting and style guidelines here: <https://is.gd/mgEOnC>. Additional details (pertaining to tables and figures) can be found here: <https://is.gd/O4vDdT>.

SECTION A (Total 65 marks)

Note: your answers in this ECA must reference the new BE (2014) framework and any new developments as reported in SPRING Singapore's website.

Question 1

In Singapore, the traditional grocery stores located on the ground floors of many HDB housing blocks have been overshadowed by large-scale supermarkets. The biggest appeal of supermarkets is their broad selection of goods, convenient locations, and comparable prices. These supermarkets have also evolved into chains with different brands to meet the needs of different customer segments.

(a) For the purpose of this assignment, identify **one (1)** suitable supermarket chain operating in Singapore. A series of supermarkets qualifies to be called a chain when it has “two or more outlets that are commonly owned and controlled” (Kotler and Armstrong, 2010, pp. G2).

Explain the rationale behind your choice of the supermarket chain. Describe your chosen supermarket chain based on the following:

- (i) Profile/background or history,
- (ii) Its market position relative to the other major supermarket chains (you may illustrate this with a positioning map), and
- (iii) The target audience / market served.

(10 marks)

(b) Practice self-assessment using a simplified Business Excellence self-assessment tool. Read the Study Guide and relevant literature from SPRING Singapore to understand the process before attempting this question.

You are to assume the role of a consultant, hired by a British mass-market supermarket chain that has plans to enter the Asian market after the Brexit Referendum. The supermarket chain plans to begin its foray into Asia starting with the Singapore market. You are to evaluate the previously chosen supermarket chain identified in Question 1(a). Use the template provided to present your answer.

For each of the statements, explain the rating that you have assigned by providing evidence, reasons or comments. Finally, you must compute the Total Rating and Percentage Total.

S/n	Statements	5	4	3	2	1	Evidence, reasons or comment on rating assigned	
1	The firm has a clear vision and mission; clearly communicated to employees at all levels.							
2	The firm's leadership team is constantly and actively seeking new ways to sustain and grow the firm.							
3	The firm tracks and accesses its customers' needs, requirements and satisfaction levels.							
4	The firm manages key processes to meet process requirements and maintain process performance to ensure that products and services meet customer and requirements.							
5	The firm provides easy access for customers to conduct business, seek assistance and information, and make complaints.							
6	The firm evaluates and improves these key processes to achieve better process performance and improvements to products and services.							
7	The firm's employees seek, monitor and record customer complaints; take appropriate action to ensure that problems do not reoccur.							
8	The firm ensures that complaints are resolved effectively and promptly, and how complaints received are aggregated and analysed for use in overall improvement.							
9	The firm evaluates and improves its customer relationship management.							
10	The firm incorporates customer requirements and future market needs into strategic and improvement plans.							
	Ratings Total						---	
	Percentage Total (Ratings Total x 2)							
Ratings: 5 – Excellent, 4 – Very Likely, 3 – Likely, 2 – Sometimes, 1 – Unlikely (Indicate EACH STATEMENT with a rating of 5-to-1 using * or √) (Add all ratings from the 10 statements to get Ratings Total, out of 50 points)								

(15 marks)

Question 2

(a) “There is only one boss – the customer. And he can fire everybody in the company from the chairman on down, simply by spending his money somewhere else.”

Name the famous entrepreneur who made this statement and the company he founded. Discuss the meaning and significance of this statement. Relate this to how a company can capture the Voice of the Customer.

(10 marks)

(b) Besides receiving feedback and performance information from customers, a company, or any organisation, can also compare itself to other firms and organisations. As an introduction, interpret and restate the Knowledge criterion of the BE framework. Distinguish the different types of benchmarking which an organisation can carry out. Discuss how benchmarking is different to the Voice of the Customer.

(10 marks)

Question 3

(a) In your own words, write a short essay of about 300 words (indicate the word count at the end of your answer) to discuss how benchmarking against a Singapore supermarket identified in Question 1(b) will be helpful to the British supermarket. Your essay must refer to the Rapid Knowledge Transfer framework and it must be applied to this given scenario.

(10 marks)

(b) As the consultant to the British supermarket chain, review the Customer Results of the self-assessment completed in Question 1(b). Describe **two (2)** areas in the selected supermarket where improvements can be made. Discuss **two (2)** corresponding future initiatives that the British supermarket should undertake in order to avoid similar quality issues. The two initiatives are to be based on any of Deming’s 14 points.

(10 marks)

SECTION B (Total 25 marks)

With reference to Question 3 in Section A, assume that you are the **consultant** of the British supermarket chain which is intending to enter the Singapore market. You are to prepare a presentation to the **top management of the British supermarket chain** on the following:

1. The key areas in which benchmarking against a Singapore supermarket will be helpful to the British supermarket.
2. Describe **two (2)** areas in which the Singapore supermarket would need to improve quality.

Describe **two (2)** corresponding future initiatives that the British supermarket should undertake in order to avoid similar quality issues which the Singapore supermarket is currently facing. The suggestions are to be based on one or more of Deming's 14 points.

Prepare a video recording of the presentation of at least 3 minutes but not exceeding 6 minutes. There are two methods for ECA video assignment submission; either Record Media or Upload Media. For Upload Media, please note that your file size should be no more than 500MB and the format is in .mp4.

(25 marks)

SECTION C (Total 10 marks)

Prepare a set of PowerPoint presentation upon which the video presentation is based. Please note that the PowerPoint must be converted to PDF before submission to Canvas.

(10 marks)

----- END OF ECA PAPER -----