



In academic  
affiliation with



**GULF COLLEGE – MUSCAT – SULTANATE OF OMAN**  
**UNDERGRADUATE BUSINESS PROGRAMME**

**ACADEMIC YEAR: 2016-2017**

**First Semester – Jan. 2017**

**ASSIGNMENT**

<b>Module Title: Business Environment -1</b>	
<b>Module Code: BSB0118-4</b>	
<b>Method of Assessment : ASSIGNMENT/CASE STUDY</b>	
<b>Weighting: 100%</b>	<b>Module Credits: 15</b>
<b>Level: 4</b>	<b>Semester/Teaching block: 2</b>
<b>Morning /Evening session: Both</b>	<b>Examiner: Dr. Ravindra K. Mr. Sanjay Sharma Ms. Faiza Kiran</b>
<b>Additional Information (if any): 1500 words</b>	

**Module Title: Business Environment-1**

**Module Code: BSB0118-4**

**Module Leader: Dr. Ravindra K**

**Weighting: 100%**

**Submission Time and Date: 1<sup>st</sup> to 3<sup>rd</sup> January 2017**

You should hand in **one** copy of your assignment by the time and date mentioned above to the appropriate 'hand-in location' at the Gulf College. Fill in the front cover (staple together with your assignment). **MAKE SURE** that you fill in all the relevant details on this form. An acknowledgement will be given to you upon receiving your assignment. This is your receipt, **keep it**. You can submit work by post, but you must send it recorded delivery, it must be postmarked two days before the deadline date and a copy must be kept by you in case it is lost in the post. Faxed assignments will **not** be accepted.

Assignments **must** be submitted by the due date. The only circumstance in which assignments can be submitted late is if an extenuating circumstances form is submitted at the same time. In these circumstances work may be submitted up to five days late only. If the extenuating circumstances are upheld, the assignment will be graded; otherwise a 0 will be awarded.

**Maximum Word Length: 1500 words**

State the number of words used at the end of your assignment. You may include diagrams, figures etc. without word penalty. A sliding scale of penalties for excess length will be imposed according to the amount by which the limit has been exceeded.

1-10%	excess no penalty
11-20%	excess 10% reduction in the mark
21-30%	excess 20% reduction in the mark
31%+	excess the work will be capped at a pass i.e. 40%

NB. None of the above penalties will be used to change a student mark which is above the pass mark, to one that is below the pass mark. Therefore the *maximum penalty* for exceeding the word limit will be a reduction to a pass grade.

This assignment will meet following **learning outcomes**:

- 1- Analyse the interaction of the internal and external influences on a business in its environment, and generate solutions to the problems caused by that interaction.
- 2- Demonstrate appropriate knowledge of the underlying national and international social-economic concepts and principles that underpin the business environment.

## Marking Scheme

Module Title: Business Environment - 1

Module Code:BSB018 - 4

Requirements	Weightage
<b>Analyse the Company's History and Growth.</b> A company's past can greatly affect the present and future state of the organization. To begin your case study analysis, investigate the company's founding, critical incidents, structure and growth.	10 marks
<b>Carry out the SWOT analysis of the Company.</b> Using the information you gathered in step one, continue your analysis by examining and making a list of SWOT factors.	40 marks
<b>Determine the affects of SWOT factors.</b> Using the information based on SWOT analysis in step 2, determine all the negative and positive affects of SWOT on the performance of the chosen company.	15 marks
<b>Analyse Your Findings.</b> Using the information in steps two and three, you will need to create an evaluation for this portion of your case study analysis. Compare the strengths and weaknesses within the company to the external threats and opportunities.	15 marks
<b>Recommendations.</b> The final part of your case study analysis should include your recommendations for the company. Every recommendation you make should be based on and supported by the context of your case study analysis.	15 marks
<b>References:</b> Harvard referencing must be used.	05 marks
<b>Total Marks :</b>	<b>100</b>

University's main web-site under the heading '*Procedures for dealing with suspected cases of academic dishonesty*'. We strongly recommend that you go and read the full document at the above address. Meanwhile, here is an extract of some of the relevant content. You will have committed plagiarism and may be caught, reported and punished (as described below) if you:

- Copy extensively from the work of others (from sources such as books, magazines, journals, web-sites for example) and submit the work as your own. NB It is acceptable to refer to the work of others as long as you do not use too much, and reference your sources properly. If you do not know how to do this, please follow the guidelines given in the document entitled '*Adding quotations and references to your written work*' at this web-site address:  
<http://www.staffs.ac.uk/schools/business/bsadmin/staff/s3/jamr.htm>
- Copy another students' work and submit it for assessment under your own name.
- Allow another student to copy *your* work and they then submit it for assessment under *their* name

This last item is of particular importance; few students seem to understand what it means. If, for example, you allow another student to borrow your work and they subsequently copy some of that work and present it as their own, you and they will *both* be punished even though someone else copied your work.

### The risks of working with other students

Some assessment tasks are explicitly designed for group work, and it will be made clear that a group answer is expected from you. All other tasks are intended as an assessment of your *individual* comprehension and performance, and group answers are not permitted. In individually assessed forms of assessment your work must be different from that of every other student. Plagiarism can occur in assignments and any examination where the questions are issued to students in advance. In both cases it is possible for you to ask other people about how best to answer the questions or complete the necessary tasks.

You should be aware that *different modules* and subjects may have *different* requirements. In some subjects, answers to questions may, for example, require every student on a module to employ or refer to the same diagram(s), concepts, and the like in order to construct an acceptable answer. You should note, however, that even in these circumstances your explanations of what the diagrams mean, and any other writing referring to any common diagrams and concepts should all be *in your own words*. Moreover, the situation may be very different on other modules, where the submission of work that has a very similar structure, or the use of very similar materials such as concepts, diagrams, quotations and the like, to that of another student, may lead to you being accused of plagiarism.

The picture is complicated and, unfortunately, it is not possible to give advice that is directly relevant to *every* module you study. If you are unsure about how to avoid plagiarism in any specific module, then rather than hoping and guessing, you should ask for guidance from the member of staff who delivers that module.

Our overall advice is straightforward; by all means discuss how best to answer questions or complete tasks with your colleagues, but when it comes to actually writing your answers - **DO IT ALONE!**

What happens if you get caught?

Examination Boards may punish offending students in any manner that they deem fit. Typical punishments Boards may choose range from reducing grades, making students re-sit modules, through to failing students on a module or an entire award. The University regards this form of cheating as a serious offence. Full details of the range of likely punishments can be found on the University's web-site under the heading '*Procedures for dealing with suspected cases of academic dishonesty*'.

## ASSIGNMENT

Choose one public or private company here in Oman in any industry that interests you as the subject of your study. Your task will be to analyse how strength, weakness, opportunity and threat will influence the growth in revenue of the company of your choice. You will present your justifications, explanations and recommendations based on your analysis about the chosen company.

### Requirements

- Assume you are the Vice President of Corporate Planning. You have been asked by the CEO to perform a SWOT analysis to help determine whether a corporate goal should be to increase sales revenue by 10% each year for the next five years.
- Research your company's strengths, weaknesses, opportunities and threats.
- Select your company's two most important strengths, weaknesses, opportunities and threats that relate directly to the question that is driving the SWOT Analysis: *"whether a corporate goal should be to increase sales revenue by 10% each year for the next five years"*.
- Now, identify and briefly explain each of the two most important strengths, weaknesses, opportunities and threats. Then, answer these questions:
  - How can strengths be maximized?
  - How can weaknesses be resolved or minimized?
  - What opportunities exist to expand markets and products?
  - What threats exist to limit expansion and growth?
- Based on your SWOT analysis, recommend to the CEO whether a corporate goal should be to increase sales revenue by 10% each year for the next five years.

### Plagiarism Warning

#### Summary

- Plagiarism occurs if you use somebody else's work in an assignment or exam answer, but fail to state where you got the material from. You need to be also very careful about the amount of words you are using from somebody else's work.
- It can happen in any type of assessment where you are given the questions or tasks in advance.
- If another student uses your work in his/her answer(s), both you and he/she will be punished when caught.
- Punishments for committing plagiarism can be very severe.

#### The details

Plagiarism is a form of cheating in which students use the work of others and present it as their own. Staffordshire University publishes a fully detailed description of what the term 'plagiarism' means on the