كـلية الشـرق الأوسـط
Middle East College

Individual Assignment Fall 2016

Module: **Fundamentals of Business and Organizations (BUSS 1002)**

Level: 4 | Max. Marks: 100 (scale down to 30) | Duration: 4 weeks

ID NUMBER						

Instructions to Student:

- **Answer each question correctly and within a word limit of 500 words.**
- **Date of submission: 12th week of Fall 2016, within the deadline announced by the professor.**
- **Submission form: Softcopy to be submitted through Moodle at Turnitin.**
- **Late submission shall be penalised as per the norms of MEC mentioned in the Module Information Guide.**
- **Plagiarism policy is as per the MEC guidelines as mentioned in the Module Information Guide.**

Read the caselet given below and answer the questions of the assignment.

Arabian Engineering Inc. is a leading contracting company which specialized in design, engineering, project construction, fabrication, painting, and testing & maintenance activities. Having started their journey with a fabrication facility at Rusayl, Sultanate of Oman in the year 1991, they have grown steadily and won many accolades and appreciations. The company is deeply rooted in Oman and is committed towards local development, quality and technology. They are fully dedicated to a culture free from accidents and provide HSE training and quality control to its professionals & skilled workers as safety and quality control is of utmost importance. They are accredited with relevant ISO certifications and API 6A, 6D, 16A standards & ASME U, U2, S stamps and committed to providing clients with the highest quality, most cost-effective solutions, and creating customer relationships founded on mutual respect, professionalism, integrity and a dedication to exceeding expectations. Today, they are recognized as a leading contracting in the region of Oman (Note: Student should refer to website http://www.arabian-industries.net and related company brochures for more information.)

From the above case information, please consider the following tasks (minimum of five sentences per sub-topic discussion for credit of minimum passing mark, therefore, student is expected to discuss more).

Q1. Identify and briefly discuss four(4) activities in four functional areas of the company. (40 marks)

Q2. Identify and discuss two internal and two external recruitment processes for the company. (10 marks)

Q3. Should expansion be considered by the company, please identify two internal and external. sources of additional funds. (10 marks)

Q4. Discuss two marketing activities of the company related to promotion. (10 marks)

Submission Guidelines Max. Marks: 100

1. Total words count should be 2000 - 2400 words.
2. The report should contain:
   - ✓ cover page, which indicates title, names of students, name of the professor and date and place of submission (students can use provided template);
   - ✓ table of contents;
   - ✓ introduction, which discloses the **goal** of the report, indicates **objectives**, explains the main **methods and data used** for the research, briefly describes **structure** of the report;
   - ✓ discussion, description of main points with proper in-text references;
   - ✓ conclusions that reveal main findings regarding each point and challenges faced during completing the assignment;
   - ✓ list of references (using Coventry Harvard style of referencing);
   - ✓ appendices if needed (appendices are not included in the main report words count);
3. The report should be done in Word, font size 12, font style Times New Roman, text color black, colors can be used ONLY in appendices; main body of the report should be black and white.
4. Report should be submitted through Moodle ONLY on time, any delay will lead to deduction in total marks.

Plagiarism Policy: Plagiarised documents, in parts or whole, submitted by the students will be rejected. However, if the plagiarism is found to be accidental the student may be advised to re-submit the work only once within one week from the date of rejection. A penalty of 25% of the total marks on the specific coursework assessment component will be imposed on the re-submitted work. If the re-submitted work is also found to be plagiarised the student will be awarded a zero mark in the respective assessment.

If the work submitted is found to be intentionally plagiarised to gain an unfair advantage in any form, such work will be automatically rejected and a mark of zero will be awarded.

If the student is found to consistently submit plagiarised work it will be dealt with seriously and may warrant suspension for a period or expulsion as may be recommended by the committee set for the purpose.

LATE SUBMISSIONS: Penalty for late submission - 5% of the maximum mark specified for the assessment is to be deducted for each working day for a maximum of one week.

Note: Must follow assignment instructions.

Note: Marks awarded are provisional until approved by the exam board.

Evaluation Criteria	**Marks allotted**
Introduction: goal and objectives are clear, data sources and structure of report are outlined.	6
Discussions: Identify and briefly discuss four(4) activities in four functional areas of the company. Sources of recruitment with discussion. Sources of finance with discussion Marketing activities related to promotion with discussion	 40 10 10 10
Format of the report (title, table of contents, spelling & grammar, etc.)	4
Conclusions: reflect summary of all findings	10
Referencing: Coventry-Harvard style applied, the required standards are met (Note: Student is required to include minimum of five(5) references.	10
Total for individual report	**100 marks**