



In academic
Affiliation with



GULF COLLEGE – MUSCAT – SULTANATE OF OMAN
UNDERGRADUATE BUSINESS PROGRAMME
ACADEMIC YEAR: 2016-2017

First Semester
ASSIGNMENT

Module Title: English for Business	
Module Code: MKTG40164	
Method of Assessment : Assignment	
Weighting: 100% 40% Individual Formal Report 60% Group Presentation	Module Credits: 15
Level: 4	Semester/Teaching Block: 2
Morning Session/Evening Session: Both	Examiner: Ms. Firdos Fida
Additional Information (if any): This assignment based module comprises of: <ul style="list-style-type: none"> • An Individual formal report of 1500 words weighted at 40%. • A Group presentation weighted at 60%. 	

Marking Criteria for Group Presentation 60%

Students ID Numbers: _____

Topic	Weight	1 st marker	2 nd marker	Agreed marks
Contents	20			
Audibility	20			
Body Language	20			
Co-ordination among members	20			
Fluency and Persuasiveness	20			
Total	100			

English for Business / MKTG40164 (40 % Assignment)

Marking Criteria for Individual Formal Report (Part A)

Student ID Number:

Steps of Question	Distribution of Marks	Max. Marks	1st Marker	2 nd Marker	Agreed Marks
1. Introduction Define the topic and provide a general idea.	Definition and detailed information search and evidence of literature references, (at least 2) 5 Marks Explanation and Understanding of the given topic. 10 Marks	15			
2. Main Body Undertake personal research to present, evaluate and interpret information related to your selected topic.	Discuss the various forms and the benefits with reference to your selected topic.	20			
	Discuss the problems encountered with reference to your selected topic.	15			
	Suggest the ways as to how to avoid the problems.	10			
3. Conclusion	Sum up the discussion	10			
4. References Follow the format of Harvard Referencing	References and in-text citations At least 6-8 references	10			
	Total	80			

(Part B) Reflective Summary of Academic Skills

Topic	Max. Marks	1 st marker	2 nd marker	Agreed marks
Briefly Introduce yourself	5			
What have you learned through this course?	5			
Why does this learning matter?	5			
What do you do from here?	5			
Total	20			

This assignment will assess the following learning outcomes:

1. Reflect on the essential academic skills to present, evaluate and interpret information in a specific area of business, accounting, economics or tourism.
2. Communicate ideas and solutions with rational, reasoned arguments using various techniques.
3. Undertake personal research to include a review of available resources.
4. Use appropriate English language in writing and speaking.

The Task consists of 2 parts –An individual assignment weighted at 40% and a Group presentation weighted at 60%.

1. **Individual Formal Report:** - Select one of the following topics for your individual formal report consisting of 1000 words + a **Reflective Summary** based on Academic Skills of 500 words.

Question: 1

➤ Part. (A)

Define and discuss the concept of Business Writing. Select an organisation and then discuss the various forms and the benefits of business writing. Explain the difficulties most often encountered in business writing. Suggest some ways as to how to avoid them. Provide references and citations to support your evidence. (1000 words)

➤ Part. (B)

Write a reflective summary based on various academic skills taught in class including Brainstorming, Note taking, Summarising, Paraphrasing, Plagiarism and Referencing. It must be of 500 words.

OR

Question: 2

➤ Part. (A)

Define and discuss the concept of Electronic Communication. Select an organisation and then discuss the various types and the benefits of electronic communication. Explain the difficulties / problems encountered by the organisation with regard to execution of electronic communication. Suggest some ways as to how to avoid them. Provide references and citations to support your evidence. (1000 words)

➤ Part. (B)

Write a reflective summary based on various academic skills taught in class including Brainstorming, Note taking, Summarising, Paraphrasing, Plagiarism and Referencing. It must be of 500 words.

2. **Group Presentation:-**You are required to prepare a power point presentation (at least 10 slides and a maximum of 15 slides) based on your individual formal report (Part A) to present in class. It should include all parts like **introduction, main body, conclusion and references** of the report. The first slide should clearly state the topic of your report, **Name and ID Numbers of all group members**. You are required to submit a hard copy of the power point slides on the day of presentation.

Guidelines to Students: (Part A - 1000 words)

Detail: You are required to communicate ideas and solutions with a rationale by following these headings

Step 1:- Introduction: To begin your formal report, provide a general idea about the selected topic. Provide at least two definitions of your selected topic along with citations and references.

Step 2:- Main Body: Undertake personal research to present, evaluate and interpret information related to your selected topic. Discuss the topic by considering the following points.

- Discuss the various forms and benefits with reference to your selected topic.
- Discuss the problems encountered with reference to your selected topic.
- Suggest ways as to how to avoid with reference to your selected topic.

Step 3:- Conclusion: Sum up the discussion and draw the conclusion.

Step 4:- References: Provide at least 6-8 references and follow the Harvard system of referencing. There should be a mix of books, websites, journals and magazines etc.

(Part B - 500 words)

Briefly Introduce Yourself

WHAT? What have you learned through this course? What stands out to you, feels new to you, excites you, or challenges you?

SO WHAT? Why does this learning matter? Why does it stand out to you? Why is it important - to you personally or as part of the bigger picture?

NOW WHAT? What do you do from here? How will you take this learning with you? Does this learning change your perspective, your career goals, or your interests?

GUIDELINES TO STUDENTS:

Style and Format

Write down the exact number of words at the end of your essay. You may include diagrams, figures, appendices etc. without word penalty. A sliding scale of penalties for excess length will be imposed. The **first page** must be designed as a **cover page** clearly stating your **Name, Student ID and Level**. Computer formatting is compulsory. Make sure that you use a consistent format for your essay (fonts, font size, margins, etc.).

Referencing Style for the Assessment

In the text of your assignment if you quote directly from an article, journal or book this should appear in quotation marks ("..."). The source should then be acknowledged by stating the author's last name and date in brackets at the end of the quotation, e.g. (Rushmore & de Roos, 2002).

If you paraphrase or reword from a journal, article or book the source should either be acknowledged within the sentence, e.g.

According to Kasavana & Brooks (2001), revenue management is.....,
or at the end of the sentence before the full stop, e.g. (Kasavana & Brooks, 2001).

At the end of the assignment all references should be listed on a separate page headed **REFERENCES**. Make sure that all references are complete; and that all references mentioned in the text are given in the list of references and vice versa. Any items not cited