

IB assignment 1 (JAN-MAY 2017)

Learning outcomes covered by the Assessment

- LO1 Debate key contemporary issues relating to organisations involved in international business.
- LO3 Appraise alternative methods of entry into foreign markets.
- LO4 Explain why companies may decide to internationalise and alternative theories of internationalisation.
- LO6 Select analyse and evaluate data on country markets.

Assessment brief

Overview of the company:

You have been appointed as an international Business consultant for an upcoming high profile UK SME based in London. One of their key objective for 2017-18 is to tap into the Chinese market for their "Kids Breakfast range (4-12 years)" especially in promoting two products (Oat Porridge and Oat Breakfast Biscuits). The business turnover has increased from £350K to over £1.4M in just two years, with a profit increase of 35%. Their estimated turnover for 2017 is £5.4M and £7.2M for 2018.

The company carefully selects new markets and focuses on areas that would benefit from their healthier generations approach. They aim to re-educate a population by showing them that there are alternative ways via their all-natural products. The falling value of the pound sterling has created the perfect storm for British companies, to take advantage of sales in dollar currency markets. The business fully intends to make use of the UK's reputation as a land of quality, reliability, and transparency. British companies are renowned for offering excellent food and drink products, and this has facilitated the penetration of new territories.

The business and its products have won numerous awards to date, including The FSB Business Awards, The World Juice Awards, and The Loved By Parents Awards. With a global presence in 27+ countries across all the main continents, the company is well on its way to achieving its vision of being the number one choice of brands for Healthier Generations.

Pre-school aged children and upwards are the ideal age to be ambassadors for the products due to their comprehension of what they like and dislike. The business has the ambitions to make further ranges to suit an even broader spectrum of customers while using their logo as a beacon for parents who want to purchase something better for their family including healthy breakfast range.

You are required to submit business report constituting the elements mentioned below,

1) Business drivers behind company's expansion into China (350 words)

Students should indicate the factors under relevant sub-headings and supported by necessary references

2) Trade protectionism (400 words)

Students should highlight at least four economic and non-economic barriers. Students should also demonstrate the business uncertainties and opportunities created by Chinese governmental trade policies.

3) Ethical and social issues to be considered by company (350 words)

Discuss the importance of social responsibility when operating internationally.

4) Cultural preferences to be Considered by the business (400 words)

Students should highlight the significance of culture within various activities associated with international Business.

5) Expansion Methods to be chosen by company (500 words)

Students should identify the range of potential internationalisation methods. This should be followed by an identification of the most suitable options available to the SME supported by relevant strategic evaluation frameworks

Student guidance:

Students should clearly demonstrate the application of relevant concepts/theories introduced in the module. The analysis provided in your report should be based on appropriate data that you will collect. The final part of the report should clearly recommend an appropriate internationalisation strategy for the company.

The word count for the assignment will be 2000 words (10%+ or -), additional information can be put under appendices (not subjected to word count).

Timing of feedback:

The university guidelines stipulate that students can expect their written work to be marked within 3 working weeks of submission. This assessment element is to be submitted to Turnitin. You will find a link to the Turnitin Assignment from the Assessments area of the Blackboard course menu.

You will need to ensure that your assessment is uploaded as a single document, and in the correct format (e.g. a Word document or PDF – the acceptable file formats are displayed on screen when you come to submit via Turnitin).

When submitting, please enter your student ID number in the “submission title” box. The document itself should contain the student ID numbers of all the students in the group in a header or footer; your names should not be visible on the work. Turnitin generates an Originality Report, and you are encouraged to make use of this facility as a support tool to help you ensure the source material in your assignment is correctly referenced before final submission.

You will be able to submit revised drafts of your work up until the assignment due date. Only the final version will be marked by your tutor. At the due date and time, no further submissions or changes are possible. Whatever is in the Turnitin inbox at this time will be regarded as your final submission.

Assessment criteria elements weightage:

Understanding and Evaluation	30%
Originality/ Independent Thinking	20%
Data Analysis and Interpretation	20%
Use of Literature	20%
General Communication Skills	10%

Assessment Criteria

Criteria	80+	70-79	60-69	50-59	40-49	30-39	0-29
Understanding and Evaluation	Excellent understanding of the context and fully supported by detailed evaluation	Full understanding of topic within wider context. Full critical evaluation with arguments supported by evidence and examples.	Substantial understanding demonstrated. Critical evaluation present with arguments supported by evidence.	Adequate understanding demonstrated although evaluation may be limited with restricted use of evidence	Enough understanding demonstrated but with minimal evaluation and/or evidence offered	Marginal understanding demonstrated that lacks evaluation and evidence	A concerning lack of understanding and evaluation present.
Originality/ Independent Thinking	High levels of independent thinking and being able to connect across the other subject areas	Evidence of considerable insight and independent thinking e.g by including own views; making connections with other subject areas etc	Substantially correct independent thinking with links to other areas/studies.	Some individuality within the assessment but not always fully explored	Own views minimally offered and/or displaying scientific naivety	Marginal originality and/or independent thought	Almost no evidence of any valid independent thought
Data Analysis and Interpretation	Excellent understanding of the data analysis and supported by statistical tools.	An analytical/discriminating approach to the data, applying appropriate statistics. Comprehensive understanding of implications & limitations of the data	A sound approach to data analysis, applying valid statistical tests. Good understanding of data and associated limitations	Suitable approach to most aspects of data analysis. Valid interpretation but gaps evident	Data analysis attempted but limited, including weak interpretation	Marginal or insufficient data analysis and interpretation	Almost no, or wholly inappropriate, data analysis and interpretation

Use of Literature	Very strong evidence of primary research undertaken and supported by up-to-date secondary sources.	Evidence of consulting wide range of valid sources of information, especially primary literature. Uses findings to support facts and arguments. Appropriately references sources within the text and in the reference list	Evidence of consulting a range of literature to support facts and statements. Mostly cites references sources in correct format within the text and in the reference list	Evidence of consulting a limited range of literature, often with a reliance on textbook sources. References in text or list may contain errors	Some reference to literature evident but statements not well-supported. References often incorrectly cited and/or listed	Marginal reference to literature with little attempt to incorporate references into work and/or incorrectly cited.	Almost no, or totally inappropriate reference to literature
General Communication Skills	Excellent presentation and organisation of work and fluent communication in all contexts, supported by up-to-date visual material. Excellent layout and structure of material. Legible handwriting or appropriate use of fonts.	Excellent overall standard of presentation, exhibiting a high standard of English and clarity of expression. Excellent layout and structure of material. Legible handwriting or appropriate use of fonts. Highly effective use of relevant visual material.	High standard of presentation, exhibiting a good standard of English and clarity of expression. Good layout and structure of material. Legible handwriting and use of fonts. Good use of relevant visual material.	Adequate standard of presentation, using acceptable standards of English. Some attention to layout, structure and formatting may be needed. Visual material may need some attention.	Low standard of presentation with grammatical errors. Layout and structure may reduce impact and communication. Use of visual material not well-incorporated	Marginal standard of presentation. Poor use of English with clumsy structure. Handwriting may not be legible and/or inappropriate use of fonts. Visual material typically not relevant.	Totally unacceptable standard of presentation with concerning use of English. Almost no, or totally inappropriate, use of visual material.