VU BUSINESS SCHOOL

Unit of Study Guide

Unit Name: *International Business Challenge*
Unit Code: *BPD2100*

Year: *2022*
Semester: *Four Asia*
Locations: *DB – CUFE, China*

Prepared by: *Tony Sahini*

VICTORIA UNIVERSITY
M E L B O U R N E   A U S T R A L I A

Welcome

Welcome to this unit of study. This unit guide provides important information and should be kept as a reference to assist with your studies. This guide includes information about your reading and resources, independent learning, class activities and assessment tasks. We recommend that you read this guide carefully: you will be expected to manage your learning as you work towards successful study.

Detailed information and learning resources for this unit have also been provided on the unit website on VU Collaborate, which can be reached via the Student Portal at vu.edu.au/student-tools/myvu-student-portal. It is important that you access your unit website regularly for messages and updates, as well as tasks related to your unit.

Please note that the University will only send emails, including those from the VU Collaborate space, to your VU email account. Information about how to manage your VU email can be found under 'Support and Resources' in your unit site.

Contents

1. About this unit

Unit title: *International Business Challenge (IBC-2)*			
Unit code:	BPD2100	Credit points:	12 Points
Campus:	CUFE - China	Year and semester:	2022, Semester 4

Key staff

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Prerequisites
BPD1100 – Integrated Business Challenge (IBC-1) or BFP1100 – Professional Development One (PD-1)

Mode of delivery
On Campus

Unit description

International Business Challenge (IBC-2) is the second unit in the Business challenge stream. The unit focusses on engagement with global business particularly in Asia, business project management and career development and management. The unit continues the development of academic, professional and personal skills commenced in the First Year units and in particular in the Integrated Business Challenge unit. The IBC-2 unit provides an international context to analyse the trends and opportunities in the global market through a problem solving and project management framework via an international project. Students develop an intercultural understanding from a personal, professional and business perspective as well as an appreciation of the distinctive nature of working in diverse local and global communities.

The International project will utilise project management and problem solving principles in the development of business case. Students develop and deliver unique entrepreneurial ideas and apply their learning in other business units to a current business problem and sell their business case to decision makers in a simulated highly competitive business environment. This unit of study expects all students to utilise knowledge from a broad range of other discipline areas including, business analysis and management, operation management, project management, business economics, marketing, human resource management, accounting, finance, business law, information technology, corporate social responsibility (CSR) and ethics management.

Students commence the development of a career portfolio that involves designing their career plan, CV and a professional webfolio which can be used to market students' skills and abilities to prospective employers. This enables students to evidence the incremental growth of their interrelated business and professional skills. The unit is based on an action learning model which aims to continue to develop students' skills in critical thinking, problem solving and collaborative working through group and teamwork, interactive class-based activities, team-based projects and a case study approach to business issues. Students in this unit are expected to work in diverse team environments, while developing beneficial lifelong skills such as organisational skills, conflict management skills, problem solving skills, research skills and communication skills.

Learning Outcomes

At the completion of this unit, students should be able to:

1. Scrutinise organisations and communities, with initiative and judgement to identify international business challenges and opportunities.

2. Contextualise and apply business research skills including data collection, analysis and evaluation of business information in an international setting.

3. Creatively scope, design, implement and monitor business-related action plans, strategies and projects that would contribute to professional practice and address international business problems.

4. Exemplify effective interpersonal and professional collaborative skills and intercultural understandings to respectively manage team diversity and effectively deliver intended business outcomes.

5. Reflect upon the effectiveness of interpersonal, professional and business skills to plan and monitor the development and management of relevant skills and attributes in a changing international business environment.

6. Select and justify the selection and structure of evidence to substantiate the design of an effective, coherent career plan within a career ePortfolio.

7. Cogently argue the effectiveness of a business pitch through corroborating evidence in an oral presentation to a variety of audiences.

Learning and teaching strategies

Learning in the Work Place

60% of the assessment in this Unit of Study will relate to learning in the workplace. Team based learning in the workplace activities that will be included in this Unit of Study are:

- Business Case, 35%

- Business Pitch, 25%

Teaching & Learning Strategies

This Unit of Study will be delivered as a 3 hour seminar per week.

Please Note: It is expected that students will spend at least ten (10) hours per week studying this Unit of Study (including lecture and tutorial time). This time should be made up of reading, research, working on exercises and group work. In periods where you need to complete assignments or prepare for tests, the workload may be greater.

These include:

1. Read/Research all prescribed and recommended readings before the assigned weekly seminar. This is critical because seminar activities assume this prior knowledge and context.

2. Reflect on previous seminar reading and learning activities and how they connect to the current weekly seminar reading and activities and to your own learning and professional development.

3. Plan Ahead: having completed the pre-reading for the weekly seminar review the activities for the upcoming weekly seminar in advance.

4. Participate and collaborate fully in in-seminar individual and team activities, and in 'VU Collaborate' activities and on line discussion forums.

Graduate capabilities

Victoria University's graduate capabilities are generic skills that all students should possess at graduation. These skills are in addition to the specific knowledge and skills associated with the discipline area of students' degrees. In addition to discipline knowledge, skills and their application, the study of this unit is intended to contribute to students developing the capabilities needed to be:

1. Adaptable and capable 21st century citizens who can communicate effectively, work collaboratively, think critically and solve complex problems

In this unit the above capability is addressed as follows:

a) Identifying, anticipating and solving problems ranging from simple to important and complex.

b) Accessing, evaluating and analysing information.

c) Effective communication using known tools in many contexts.

d) Using effective interpersonal skills, collaborate with and influence, their personal, work, and community networks locally and globally.

2. Confident, creative lifelong learners who can use their understanding of themselves and others to achieve their goals in work and learning

a) Understanding of the role of culture, values and dispositions in affecting achievement of goals.

b) Planning and organising self and others.

c) Decision making.

3. Responsible and ethical citizens who use their inter-cultural understanding to contribute to their local and global communities.

The development of these capacities are commenced in this unit.

a) Respecting and valuing diversity.

b) Developing capacities required to contribute to a more equitable and sustainable world, including courage and resilience.

c) Understanding the workings of local and global communities and individual's responsibilities within these.

d) Understanding the intricacies of balancing individual and public good.

In this unit you will receive feedback on your development of key aspects of the above graduate capabilities through:

- **through feedback on performance in formative assessment tasks**

Required readings
- Kerzner, Harold 2018, ***Project Management, Best Practices [electronic resource]: Achieving Global Excellence,*** *Hoboken, N.J.: John Wiley & Sons, New York: International Institute of Learning*. (*E-book available to read online through VU Library*))
- Students are expected to read the weekly readings and resources available through **'VU Collaborate' BPD2100** – International Business Challenge (IBC-2) before each seminar.

Recommended readings
- Fogler, HS & LeBlanc, SE 2014 ***Strategies for Creative Problem Solving,*** 3rd ed. Pearson Education Inc., Upper Saddle River.
- Heagney, Joseph 2011, ***Fundamentals of Project Management***, E-book, New York: AMACOM. (*E-book available to read online through VU Library*)
- Lientz, Bennet Rea 2012, ***Project Management for the 21st Century***, E-book, Hoboken: Taylor & Francis. (*E-book available to read online through VU Library*)
- Maley, Claude H 2011, ***Management Concepts, Methods, and Techniques***, E-book, Hoboken: CRC

Press. (E-book available to read online through VU Library)

- O'Connell, Fergus 2012, *What You Need to Know about Project Management*, E-book, Capstone, Oxford: John Wiley & Sons. (*E-book available to read online through VU Library*)

- Scott, J T 2010, *The Sustainable Business*, European Foundation of Management Development, Belgium, viewed 23 September 2010, **<http://www.efmd.org/images/stories/efmd/downloadables/EFMD_The_Sustainable_Busine ss_fin.pdf>**

- Summers, J. & Smith, B. 2006, *Communication Skills Handbook*, 2nd ed., John Wiley & Sons, Milton.

- Victoria University 2012, *Harvard: In-text & Reference List Examples,* Victoria University, Melbourne, viewed 30 October 2012, **<http://lgdata.s3-website-us-east-1.amazonaws.com/docs/1909/377580/All_Examples_090812.pdf>**.

Support materials and resources

Activities in each week of study refer to a variety of readings and other resources available online through the unit's weekly outlines in 'VU Collaborate' and through the university library's e-Reserve facility.

INFORMATION TECHNOLOGY ACCOUNT

VU Email: Students must be registered to use the electronic VU email system. Email access will be needed for communication with the lecturer.

Important: Please note that for all communication between yourself and your lecturer, you must use your VU student email. Emails sent from non-VU email system will not be responded to.

MYVU PORTAL: Students must be registered to use MYVU Student Portal which is essential to access 'VU Collaborate' and My ePortfolio.

- **My ePortfolio** will be used for an individual assessment (development of a Career ePortfolio presentation).

Access Problems (including any problems associated with ePortfolio assignment submissions): Contact Information Technology (IT) Services Helpdesk DIRECTLY for all access problems on +61 9919 2777 or email: servicedesk@vu.edu.au

2. Assessment

Assessment	Assessment Tasks: Descriptions	Learning Outcomes and Graduate Capabilities	Assessment Criteria	Weighting (%)	Due date
Formative Assessment 3: Business Pitch	Business Presentation *For more information please refer to: Assessment 3: Business Pitch on page 19*	***Learning outcomes:*** 4, 7 ***Graduate Capabilities:*** - *Effective communication using known tools in many contexts.* - *Using effective interpersonal skills, collaborate with and influence, their personal, work, and community networks locally and globally.* - *Decision making.*	*For more information please refer to: Assessment 3: Business Pitch on page 19* ***Length/ word count:*** *3 minutes + Q&A* ***Format: Simulated Business Context*** *Business Presentation by one or two selected team members from each team*	**Relevant Feedback Provided Only**	**Week 5** Starting time of your scheduled class in week 5

Assignment 1: **Career ePortfolio**	*Career Portfolio* *For more information please refer to:* *Assessment 1: My ePortfolio presentation on the following pages, pp.20-24*	***Learning outcomes:*** 4, 5, 6 ***Graduate Capabilities:*** *- Accessing, evaluating and analysing information* *- Effective communication using known tools in many contexts.*	*For more information please refer to:* *Assessment 1: My ePortfolio presentation on the following pages, pp.20-24* ***Length/ word count:*** *Not Applicable* **Format: Multimedia Presentation** *(individual)*	**40%**	**Week 6** By the starting time of your scheduled class in week 6 SHARP. i.e. if your scheduled seminar start at 9am on Monday, this assignment submission must be submitted by 9am on Monday in week 6, at the latest.
Assignment 2: **Business Case**	Business Case – Project Management *For more information please refer to:* *Assessment 2: Business Case on the following pages, pp.25-32*	***Learning outcomes:*** 1, 2, 3, 4, 6 ***Graduate Capabilities:*** *- Identifying, anticipating and solving problems ranging from simple to important and complex.* *- Respecting and valuing diversity.* *- Accessing, evaluating and analysing information.* *- Effective communication using known tools in many contexts.*	*For more information please refer to:* *Assessment 2: Business Case on the following pages, pp.25-32* ***Length/ word count:*** *Maximum of 12 pages not counting References and Appendices according to the specific style requirements listed in the assignment task document* **Format: Simulated Business Context** *Business Report (team)*	**35%**	**Week 11** By the starting time of your scheduled class in week 11 SHARP. i.e. if your scheduled seminar start at 9am on Monday, this assignment submission must be submitted by 9am on Monday in week 11, at the latest.

		- *Using effective interpersonal skills, collaborate with and influence, their personal, work, and community networks locally and globally.* *- Understanding of the role of culture, values and dispositions in affecting achievement of goals.* *- Planning and organising self and others.* *- Decision making.* *- Respecting and valuing diversity.*			
Assignment 3: Business Pitch	Formal Business Presentation *For more information please refer to: Assessment 3: Business Pitch on the following pages, pp.33-35*	***Learning outcomes:*** 4, 7 ***Graduate Capabilities:*** *- Effective communication using known tools in many contexts.* - *Using effective interpersonal skills, collaborate with and influence, their personal, work, and community networks locally and*	*For more information please refer to: Assessment 3: Business Pitch on the following pages, pp.33-35* ***Length/ word count:*** *8 minutes + Q&A* ***Format: Simulated Business Context*** *Formal Business Presentation by each team member, professional business attire is required (team)*	**25%**	**Week 12** By the starting time of your scheduled class in week 12 SHARP. i.e. if your scheduled seminar start at 9am on Monday, this assignment submission must be submitted by 9am on Monday in week 12, at the

		globally. *- Decision making.*			latest.

Full details about assessment are provided in the VU Collaborate space for this unit.

Please note: This unit is eligible for supplementary assessment. However, **this unit is not eligible for a conceded pass**. For more details, please see the information provided in the University Supplementary Assessment and Conceded Pass Procedure.

IMPORTANT - ASSESSMENTS DEADLINES: Please note that all deadlines for all assignments for this unit of study in VU Collaborate dropbox are specified as on Friday 5pm for the corresponding weeks above. Due day/ time listed in the assessment's dropboxes as Friday 5pm is due to necessity that one assignment dropbox for the particular assignment is able to accommodate all classes during the specific week which are offered between Monday and Friday. As a result, Friday 5pm is not the deadline for any assignment during the semester, as all deadlines for all assignments listed above are due by the starting time of your scheduled class for the particular week SHARP. i.e. if your ePortfolio assignment is due in week 6 and your scheduled seminar is on Monday at 9am, this assignment due deadline is by 9am on Monday in week 6, at the latest.

3. Indicative schedule

(**Note:** *Times and locations of classes are provided at enrolment. Any changes during the study period will be notified via the unit website.*)

Timing	Activities/topics	Relevant readings/Resources	Additional notes
WEEK 1	**What Is International Business Challenge (IBC-2) All About? Graduate Capabilities & Career ePortfolio Presentation** Activities will focus on: • Welcome to IBC-2 International Business Challenge • Examination of the unit outline and the assessment requirements; • What employers are looking for in graduates & graduate capabilities; employability skills;	*- VU Collaborate Space for Week 1, Week 2 & Week 3*	*- Assignment 1; Career ePortfolio*
WEEK 2	**Career ePortfolio, Career SWOT Analysis, Career Perception, Evaluation Of Skills And Lifelong Learning** Activities and readings will focus on: • ePortfolio presentation as a way to showcase your professional and personal skills in the context of	*- VU Collaborate Space for Week 1, Week 2 & Week 3*	*- Assignment 1; Career ePortfolio*

		graduate opportunities and employer expectations;		
		• Using My ePortfolio presentation for marketing your skills, knowledge, experiences and attributes to the potential employers;		
		• Personal career SWOT analysis		
		• Individual perception of career;		
		• Evaluating technical & generic skills;		
		• Writing relevant evidence		
		• Lifelong Learning concepts & impacts;		
	WEEK 3	**ePortfolio Presentation, Career Plan, CV And Submission Requirements** Activities and readings will focus on: • Developing and reviewing a career plan (learning plan; balance & rewards; life goals); • Networking and relationship building • Examples of CVs & what to include & what not to include; review of Careers Unit guide; • Review progress on Career ePortfolio presentation; • ePortfolio consultation and submission	*- VU Collaborate Space for Week 1, Week 2 & Week 3*	*- Assignment 1; Career ePortfolio*

		requirements		
WEEK 4		**Team Formation And Key Concept For Developing The Business Case** Activities will focus on: • Team formation and team meetings to discuss the team based assessments • Background for the business case and key concepts: corporate social responsibility (CSR); seed funding; ethics; team management; • How organisations approach their corporate responsibility and how they manage the balance between profitability and corporate social responsibility (CSR), drawing on CSR articles and organisation websites. • Problem solving techniques – mind mapping & Duncker diagram relating to chosen organisation, their stakeholders and problems that could be addressed via a CSR initiative. Business Decision Making - finding and using multiple resources on business planning • Different approaches to developing a business case and key elements • How to structure your Business Case	*- VU Collaborate Space for Week 4 & Week 5* *- Fogler, HS & LeBlanc, SE 2014 Strategies for Creative Problem Solving, 3rd ed. Pearson Education Inc., Upper Saddle River.*	*- Assignment 1; Career ePortfolio* *- Formative Assignment 3; Business Pitch* *- Assignment 2; Business Case*

WEEK 5	**Aim, Objectives And Commencing Your Feasibility Analysis** Activities and readings will focus on: • Writing clear and measurable aim/s, and SMART objectives • Preparing and documenting a feasibility analysis; • Conducting SWOT analysis and identifying key issues emanating from SWOT • Conducting PESTEL analysis • Formative presentation about the business case idea and CSR component. • Team meeting.	*- VU Collaborate Space for Week 4, Week 5 & Week 6* *- Fogler, HS & LeBlanc, SE 2014 Strategies for Creative Problem Solving, 3rd ed. Pearson Education Inc., Upper Saddle River.* *- Kerzner, Harold 2010, Project Management, Best Practices [electronic resource]: Achieving Global Excellence, Hoboken, N.J.: John Wiley & Sons, New York: International Institute of Learning.*	*- Assignment 1; Career ePortfolio* *- Assignment 2; Business Case* **- Formative Assignment 3; BUSINESS PITCH/ BUSINESS CASE IDEA DUE** *(You will be provided feedback in order to proceed with your business case idea)*
WEEK 6	**Continuing Your Feasibility Analysis** Activities and readings will focus on: • Financial projections – researching and estimating income and costs • Feasibility analysis for your business case • Finding and using project planning resources for Business Case • Progress with your business case and	*- VU Collaborate Space for Week 4, Week 5, Week 6 & Week 7* *- Fogler, HS & LeBlanc, SE 2014 Strategies for Creative Problem Solving, 3rd ed. Pearson Education Inc., Upper Saddle River.* *- Kerzner, Harold 2010, Project Management, Best Practices [electronic resource]: Achieving Global Excellence, Hoboken, N.J.: John Wiley & Sons, New York:*	*- Assignment 2; Business Case* **Assessment 1: CAREER ePORTFOLIO DUE**

		preparing for consultation by appointment	*International Institute of Learning.*	
WEEK 7		**Consultation by Appointment and Evaluation of Progress with Your Business Case Assignment** Activities and readings will focus on: • Consultation by appointment - assessing progress with your business case • Team meeting. - Discussing about received feedback and developing the action plan for business case assignment	*- VU Collaborate Space for Week 5, Week 6, Week 7 & Week 8* *- Kerzner, Harold 2010, Project Management, Best Practices [electronic resource]: Achieving Global Excellence, Hoboken, N.J.: John Wiley & Sons, New York: International Institute of Learning.*	*- Assignment 2; Business Case* *- Assignment 3; Business Pitch*
WEEK 8		**Scoping Your Business Case** Activities and readings will focus on: • Scoping your business case • Setting measurable objectives using the program logic model • Undertaking stakeholder analysis • Team meeting	*- VU Collaborate Space for Week 5, Week 6, Week 7, Week 8 & Week 9* *- Kerzner, Harold 2010, Project Management, Best Practices [electronic resource]: Achieving Global Excellence, Hoboken, N.J.: John Wiley & Sons, New York: International Institute of Learning.*	*- Assignment 2; Business Case* *- Assignment 3; Business Pitch*
WEEK 9		**Getting Down To The Nitty Gritty – Scheduling, Resources and Budget** Activities and readings will focus on: • Scheduling: developing a list of tasks and a	*- VU Collaborate Space for Week 6, Week 7, Week 8, Week 9 & Week 10* *- Kerzner, Harold 2010, Project Management, Best Practices [electronic resource]: Achieving Global Excellence, Hoboken, N.J.: John Wiley & Sons, New York:*	*- Assignment 2; Business Case* *- Assignment 3; Business Pitch*

		Gantt Chart	*International Institute of Learning.*	
		• Developing a list of human and physical resources • Understanding what drives the use and cost of resources • Identifying and costing resources; preparing the budget • Develop schedule and cost resources • Team meeting		
	WEEK 10	**Putting It All Together, Review and Preparation For Applied Business Challenge (ABC)** Activities and readings will focus on: • Finalising budgeting. • Writing a convincing business cover letter and executive summary • Reviewing business case, identify gaps, processes for finalisation, proof reading and establishing requirements for submission of the business case. • Developing narrative paragraphs on individual team member strengths and skills;	*- VU Collaborate Space for Week 6, Week 7, Week 8, Week 9, Week 10 & Week 11* *- Kerzner, Harold 2010, Project Management, Best Practices [electronic resource]: Achieving Global Excellence, Hoboken, N.J.: John Wiley & Sons, New York: International Institute of Learning.*	*- Assignment 2; Business Case* *- Assignment 3; Business Pitch*

		• What makes a good business pitch; preparing for your final presentation - Assessment 3 • Developing project management methodology; • Preparation for ABC • Team meetings – Finalising your business case and preparing for consultation by appointment		
WEEK 11	**Consultation by Appointment and Student Evaluation** Activities and readings will focus on: • Consultation by appointment - assessing design and delivery method of your business pitch • Student Surveys SETs and SEUs	*- VU Collaborate Space for Week 6, Week 7, Week 8, Week 9, Week 10 & Week 11* *- Kerzner, Harold 2010, Project Management, Best Practices [electronic resource]: Achieving Global Excellence, Hoboken, N.J.: John Wiley & Sons, New York: International Institute of Learning.*	*- Assignment 3; Business Pitch* **Assessment 2: BUSINESS CASE DUE**
WEEK 12	**Final Presentation: Business Pitch** Activities focus on: • Assessment 3 – Business Pitch; 8 min + Q&A	*- VU Collaborate Space for Week 11 & Week 12*	**Assessment 3: BUSINESS PITCH DUE**

BPD2100 - International Business Challenge (IBC-2)

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Formative Assessment 3: Business Pitch

(TEAM ASSESSMENT)

Weight: Relevant Feedback Provided Only

(Maximum 3 minutes' presentation + Q&A)

DUE – WEEK 5

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Formative Assessment 3: Overview

For a formative Assignment 3; Business Pitch/ Business Case idea you will be provided verbal feedback in order to proceed with your business case idea; Assignment 2 and Assignment 3

Focus of your presentation should be about the selected company, countries, unique/ innovative idea and most importantly about the CSR component of your business case. In order to prepare this brief presentation, you should research and find what CSR activities your selected company is currently undertaking and to research CSR projects and activities of other companies. You should identify possible ideas for your own business case, which could extend or complement an existing project in selected company, or could be something new for selected company based on an idea from another company, or it could be an original idea prompted by your own research. Furthermore, you are expected to select minimum two countries for international business initiative with an Asian focus and to develop Aim of the Business Case that its fits with the selected company mission statement. Aim should be clearly written, be concise and must contain clear CSR element.

Formative Assessment 3 should consist of the following information:

- Selected company trading name.
- Briefly explain your unique/ innovative idea
- Selected countries for this international business initiative
- Identify clear and distinct component of the Corporate Social Responsibility (CSR) in your business case.
- Develop Aim of your business case

Rules for presentation

- Select 1-2 students from your team who will be presenting on behalf of your team.
- All team members in every team are expected to actively record any suggestions, recommendations and general feedback and discussion following a brief presentation.

Submission requirements…..

You are required to prepare a power point presentation slides by the starting time of your scheduled seminar in week 5. No submission is required through the assessment dropbox for this assignment

BPD2100 - International Business Challenge (IBC-2)

Assessment 1: Career ePortfolio
(INDIVIDUAL ASSESSMENT)
Weight: 40%
DUE – WEEK 6

This is an individual assessment task.

An increasing trend in the employment market is the use of social media and networking to connect interested employment candidates with potential employers. Internet based networking sites such as 'Linked-In', 'on-line video resumes', and 'personal websites' are some methods that are currently being used to showcase and publicly communicate the capabilities and interests of people in the employment market. Another example of electronic media that is used to potentially showcase a person's interests, skills, abilities and potential for a chosen profession or field is *ePortfolio presentation.*

The **Career ePortfolio** is a collection of evidence that documents and displays your academic, employment, co-curricula and personal experience, interests and capabilities. It is an evolving portfolio of information that you can continue to develop and update over the course of your studies and beyond. You can also create & use different ePortfolios for different purposes (e.g. ePortfolio presentation for applying for different types of jobs highlighting different skills or abilities; ePortfolio presentation of achievements; ePortfolio presentation of learning experiences etc.).

For this assessment, you are required to individually develop **Career ePortfolio webpages** through 'VU Collaborate' *to* assist with achieving your first career step following graduation.

The purpose of this activity is to:

- encourage you to reflect on your academic learning, life experience, strengths, weaknesses, opportunities and strengths in relation to your future career prospects and choice(s);

- document and evidence the learning, skills and experiences that best represents who you are and what you can do;

- develop comprehensive Career SWOT Analysis and Career Plan that will assist students in their future personal and professional growth;

- It is strongly recommended you review the guidelines and examples at Penn State **<http://portfolio.psu.edu/>** or other sites you can find via your own searches, which provide useful ideas for what could be included in your ePortfolio presentation and how it might be structured.

Guidelines & Specific Requirements…..

You will develop Career ePortfolio presentation to support your application for your first career step following graduation from your current study (Use actual realistic detail to date of your studies, skill sets, work experience, and personal achievements). Remember your audience are potential employers and professional connections – not necessarily your facebook friends or even your teachers. So choose examples and photos that are more likely to catch the attention of employers / professional connections. Then try to be specific and focus on what potential employers and professional connections might want to read about you, what you have done and learned, who you are and what you can do (your attitudes, skills, abilities and personal strengths), and what you would like to

do (career and life goals). In a better Career ePortfolio's presentations people do not just describe what they have done, but explain how they have developed their skills and attitudes in the process and use evidence (photos, documents, other media) to provide a clear picture of who they are and what they can do and what they aspire to.

You have a great deal of creative freedom to structure your Career ePortfolio presentation must at least contain a number of pages which cover the following areas as a minimum.

- **A "professional looking" introductory page** with a well-chosen photo and some introductory information about you and your career aspirations. Your aim in creating this page is to make a potential employer want to click on your other pages to find out more about you.
- **Several pages** which provide examples and evidence of your academic, employment, co-curricular and personal experiences and what you learned from them and what skills, attitudes you developed from them. **Important: Minimum one evidence must be about your Leadership Skills**
- **One page containing your personal career SWOT analysis.**
- **One page containing your CV**
- **One page containing your detailed Career Plan,** including long term and short term career objectives which are specific, measurable, achievable, realistic and time based (SMART). Your career plan should include a number of specific steps or actions that you could take that would help you achieve your short and long term career goals.

Note that even if you provide access to your SWOT analysis and/or your Career Plan and/or your CV on a Word or PDF file, the contents MUST still be copied, pasted and formatted as a page of your Career ePortfolio presentation as well, as downloading these documents is inconvenient and may take too long for users, including potential employers.

As a minimum your Career ePortfolio presentation must contain at least 8 examples or evidence relating to your past and present experiences, with an appropriate mix of academic, co-curricula, employment, and personal examples. IMPORTANT: One out of eight examples of evidence must be about your Leadership Skills. (Note that a good ePortfolio presentation would be expected to have several examples within each category. Depending on your individual experiences and preferences you may have fewer examples in one category and more in others).

- **Academic examples could include:**

  o Relevant photos, documents or other media that can provide evidence of learning achievements from your prior studies or current studies and that might be relevant to show your capabilities especially in relation to your likely career path.
  o Displays of well-chosen examples of assignments or assessments done successfully in past or current units of study;
  o Evidence of results, certificates of achievement, letters of commendation, etc.
  o Evidence of specific skills or knowledge you have obtained from your academic studies.
  o Evidence and examples of skill sets achieved from your past and current academic studies.

- **Employment examples could include:**

  o Relevant photos, other media, awards, achievements related to your employment or place of work;
  o Copies of letters of commendation, testimonials or references
  o A summary of skill sets or examples of skills you learned or used in your employment

- **Co-curricular examples could include**:

  o Relevant photos, other media, awards, achievements, letters of commendation, references or other evidence related to your sporting, community or volunteering activities associated with co-curricular activities at school, college or university;
  o A summary of skillsets and examples of what you learned in co-curricular activities.

- **Personal examples could** include:
  - Relevant photos or other media, documents, personal referee statements or other evidence about personal activities outside of university or school that can be used to demonstrate how you have developed your skills, abilities or attitudes. – e.g. evidence of you learning a language or a musical instrument, playing in a band, volunteering or involvement in community groups or other personal development activities or recreational activities outside university; a recent photo of you receiving an award or involved in sport or other activities with a reflective comment about your achievements or what you gained from the experience; or examples of personal development – e.g. photos or evidence of your art work, sporting or other personal activities that you can relate to your personal or professional development, career or life goals or interests.

You should always explain how photographs or other evidence relate to your personal or professional development, career or life goals or interests. Many students find it useful to use the STAR method (Situation – Task – Activity – Result) to help them analyse and describe the impact of their experiences.

You should remember the audience is a POTENTIAL EMPLOYER – NOT your Facebook friends or even your lecturer. Your presentation and expression should be tailored accordingly!

Career SWOT Analysis

Your **Career SWOT analysis** should be on a page of your ePortfolio presentation **(NOT a downloadable file)** and should carefully identify and present your strengths, weaknesses, opportunities and threats in relation to your future career choices, as well as providing a **list of Actions to incorporate in my career plan** based on your SWOT analysis:

The list of specific actions to incorporate in your career plan should be in two parts:
- Actions to build on your strengths and exploit opportunities;
- Actions to address your weaknesses and respond to and minimise the impact of potential threats.

The strengths you list in your Career SWOT analysis should be highlighted and supported with evidence in your ePortfolio pages. Your list of actions should be used to inform the development of your career plan.

Career Plan

Your **career plan** should be on a page of your ePortfolio presentation **(NOT a downloadable file)** and show your **short and long term career goals** and life goals**, as well as providing a career plan showing specific objectives in relation to the steps you could take to help you to get to where you would like to be.** It should provide a plan of relevant actions that clearly connect to and compliment your career direction. These goals and activities should be achievement-oriented and outcome-focussed and meet the SMART criteria.

Curriculum Vitae (CV)

Your **CV** should be on a page of your ePortfolio presentation **(NOT a downloadable file)** and should be based on a recognised acceptable format from 'VU Collaborate' or Career websites and should be the equivalent of two A4 pages.

CVs should be the equivalent of two-three A4 pages and are to be **professionally presented, current** and **relevant** to the chosen industry or profession of interest. It is strongly recommended that students seek additional feedback and advice relating to the development of their CV from sources outside of the classroom – for example

VU Careers Unit, VU Work Integrated Learning (if enrolled for placement), or personal industry sources and connections. Refer to links & information in 'VU Collaborate' – week 3 for advice on how to do a CV.

Your CV must contain the full URL address for My ePortfolio presentation.

A final note:

Your ePortfolio presentation, CV and career plan should be strategic and should be informed by your career SWOT analysis: Your CV and the examples of evidence in your ePortfolio presentation should clearly demonstrate your desire to achieve your goals and should complement your career direction as indicated in your career plan.

Submission requirements…

Name your Career ePortfolio presentation as 'VUStudent ID_FirstName_LastName-Career ePortfolio'

- **Click 'Down Arrow' on the right hand side of your Career ePortfolio presentation's 'name'**
- **Click 'Share'**
- **Tick box for 'Anyone with the URL below can access this item'**

Submission: In accordance with the College of Business guidelines you must submit your Career ePortfolio assignment through 'VU Collaborate' - Assessment Dropbox': 'Assignment 1: Career ePortfolio', as per the steps below:

- Click on 'Assessments'/'Assessment Dropbox'
- Click 'Assignment 1: Career ePortfolio'
    - Read the Declaration
- Click 'Add a File'
- Click 'ePortfolio' (from the pop-up screen)
- Tick your 'ePortfolio Item'
- Click 'Select Item'
- Click 'Submit'
- Click 'Done'
Note: You will receive an email notification for the 'Assessment Dropbox Submission Receipt'.

HELP: If you require any guidance and assistance on all aspects of Assessment 1 (how to create, navigate and share your ePortfolio presentation) please go to 'VU Collaborate' click 'help' and then click 'Student Help', then click again 'Help' from drop-down menu, then click 'ePortfolio' and then select/ click and explore ePortfolio help topics listed under various headings. All students must learn how to create/navigate/manage and share their ePortfolio in their own time, as that task is a student's sole responsibility and not the responsibility of your lecturer. Your lecturer responsibility is to explain about the content of your ePortfolio rather than explaining about how to create/ navigate/ manage and share your ePortfolio presentation. However, your lecturer may briefly show you how to log on through MyVU to 'VU Collaborate', access My ePortfolio, how to create a simple ePortfolio presentation and submit to your lecturer.

Assessment Criteria…..

- Are available on '**VU Collaborate'**

Note: Due to privacy reasons and submissions requirements, all students are expected to use 'My ePortfolio' platform available through MyVU Portal for this assignment. Use of alternative platforms to 'My ePortfolio' is not permitted.

Assignment 1: Career ePortfolio Marking Rubric

Submission & Introduction	HD+	HD	D	C	P	N	N Low
All Submission Requirements are Satisfied as Stated in the Unit Guide; named as 'VUStudentID_FirstName_LastName' with Introductory Page, Career SWOT, CV and Career Plan. Introductory Page with Well-chosen Photo and Information, Submitted on Time.	HD+ 10	HD 8 +	D 7+	C 6 +	P 5 +	N 2.5+	N Low 0

Content - ePortfolio, SWOT, Career Plan & CV	HD+	HD	D	C	P	N	N Low
ePortfolio-At Least 8 Relevant Examples/Evidence Of Academic, Co Curricula, Employment, Or Personal Experiences And Abilities. A Minimum One Out Of Eight Examples/Evidences Is About Leadership Skills.	HD+ 10	HD 8 +	D 7+	C 6 +	P 5 +	N 2.5+	N Low 0
ePortfolio-Quality Of Evidence to Support / Explain / Justify / Reflect On Relevance of Examples to Support Career Aspirations. Evidence Supports Strengths Identified in SWOT Analysis.	HD+ 10	HD 8 +	D 7+	C 6 +	P 5 +	N 2.5+	N Low 0
ePortfolio - Examples Chosen are Relevant and Well Explained to Present Picture of the Applicant to Support Employment Aspirations and Career Direction and Would be of Interest to Potential Employers.	HD+ 10	HD 8 +	D 7+	C 6 +	P 5 +	N 2.5+	N Low 0
SWOT - Detailed and Comprehensive Career SWOT Analysis, Which Informs ePortfolio and Career Plan.	HD+ 10	HD 8 +	D 7+	C 6 +	P 5 +	N 2.5+	N Low 0
CV is of a Professional Standard Containing Key Information that Showcases Skills, Knowledge and Abilities Related to the Desired Industry/Role.	HD+ 10	HD 8 +	D 7+	C 6 +	P 5 +	N 2.5+	N Low 0
CV - Appropriate Formatting and Proofreading of CV for Spelling/Grammar Errors and Includes Link to Eportfolio. No Errors that Could be Detected by On-Line Spell Check.	HD+ 10	HD 8 +	D 7+	C 6 +	P 5 +	N 2.5+	N Low 0
Career Plan-Well Presented Career Plan Including Short and Long-Term Goals and Specific Steps and Actions Based on SMART Criteria that are Identified From Career SWOT.	HD+ 10	HD 8 +	D 7+	C 6 +	P 5 +	N 2.5+	N Low 0

Presentation	HD+	HD	D	C	P	N	N Low
Creative, Professional, Visual Appeal Of Eportfolio, Professional Banner, Page Structure, Use of Photos, Links, Graphics and Other Media Displays that Support Career Aspirations.	HD+ 10	HD 8 +	D 7+	C 6 +	P 5 +	N 2.5+	N Low 0

Writing	HD+	HD	D	C	P	N	N Low
Professional Standard of Writing, Spelling, Grammar, Punctuation with Minimal Formatting and Proofing Errors. No Errors that Could be Detected by On-Line Spell Check.	HD+ 10	HD 8 +	D 7+	C 6 +	P 5 +	N 2.5+	N Low 0

Overall Score	HD+ 100 +	HD 80 +	D 70 +	C 60 +	P 50 +	N 25 +	N Low 0 +

BPD2100 - International Business Challenge (IBC-2)

Assessment 2: Business Case
(TEAM ASSESSMENT)
Weight: 35%
(Maximum 12 pages not counting Business Cover Letter, Executive Summary, References and Appendices)
DUE – WEEK 11

Assessment 2: Overview

As a team between 5-7 team members, you will develop and write a **Business Case** for a new international business initiative. Please note that company/ organisation is selected by you or by your lecturer, and subsequently is approved by your lecturer.

The selected company/ organisation and your unique business idea must encompass business initiatives/projects or community based activities or partnerships, etc. that will enhance its immediate or longer term business performance and profitability. Furthermore, your unique business idea for the business case must enhance company/ organisation corporate image as a socially responsible citizen. In addition, the selected organisation must be large enough to have a comprehensive public website and information base (including public access to annual and other financial and non-financial reports), as well as being large enough to support a diverse range of activities.

The focus of your business case and presentation is on justifying the merit and viability of your business case and making a sales pitch to internal funding authorities. You should assume your **organisation has allocated a total 'pool' of $5m in seed funding** for these projects and expects to fund several projects out of the $5m. You are in competition with the other teams for a share of this funding and the senior management will decide how many projects can be funded depending on the merit of the business case and the funding required. It is expected most business cases would require seed funding in the range of $250,000 to $1m. The seed-funding is only available for up to three (3) years and projects requiring more than $1m need to be approved by your lecturer.

You will discuss the nature of the business case in seminar activities,

 but it is important that your business case has the following characteristics:

1. It must be **an example for which your team can reasonably research and develop a business case** and ultimately develop a detailed project management plan to implement it. Thus, *your business case needs to very clearly defined and quite specific.* It needs to be large enough to require significant resources (people and physical resources) and yet not so large or technical to be beyond the capacity of your team to develop a detailed management plan to implement it**.** For example, any business case that involve design and manufacturing of new products should be considered carefully as to whether there is enough knowledge and expertise in the team to be able to research what is needed to work out the detailed planning and costing information needed to implement the design and manufacturing of a new product.

2. **It must be an international business initiative which must have an Asian focus.** It must cross international borders between Australia and Asia or between two Asian countries or between Asia and the rest of the world. This could include:

   • Business expansion from one country to another

   • Exporting or importing a new product or service from one country to another

   • Modification to an existing service/product offered from one to another country

- Taking an existing service or product to a new market overseas

- Multi-stage development of a new product or service across more than one country

- Organising a business or CSR related event in another country

- International partnership or joint venture opportunity

3. It must be the business case which is in-line with the mission and objectives of your organisation and will improve the short or long term bottom line of the business. It must also have an element of **Corporate Social Responsibility (CSR)**. Thus, it must be expected to make a positive contribution to the chosen organisation's profit and its image as a responsible corporate citizen by having at least an element of the venture that is in some way good for the community, employees and/or the environment.

4. Your **TEAM** is assumed to be part of your nominated organisation. All of your business case team are assumed to be existing graduate "employees" of that organisation, **and the cost of employing each member of your team on at least a part time basis is one of the costs to be included in the budget for your project**. Your business case needs to demonstrate that the case is *in-line with mission and objectives of your organisation and **will be potentially good for the business.***

What your team needs to do to begin researching your business case…..

1. **Research the background of your selected organisation** and the nature of its business and its mission and objectives and its current operations and its business and CSR activities.

2. **Review the organisation's website and, where available, the annual report and press reports** to understand the nature and diversity of its business activities and to see how it already discharges its corporate social responsibilities.

3. **Researching for the selected countries** that include cultural norms, custom and perceptions, laws, international business reputation, potential risks, government initiatives, political environment, economic environment and free trade agreements.

4. Source and evaluate ideas for your initiative by **reading literature on corporate social responsibility** and by researching to find examples of similar activities already being undertaken by your organisation, its competitors, or even by other organisations in different industries.

5. **Conduct research using academic texts, databases, and relevant government, community, or business based websites into entrepreneurship, business development or corporate social responsibility.** This may provide further ideas and information.

6. **Research more widely** to try to identify possible products, services or community projects which may be appropriate. For example you could do one or more of the following:

- Look for innovative ventures, services, products or events responding to changing demographics or other local or international trends;

- Analyse current or future changes in customer desires and preferences, concerns about climate change, energy costs and availability, ethical, social or cultural issues, etc.

- Conduct a survey, interview organisation managers, industry experts, community leaders, suppliers, etc.

Format of submission…..

In professional life you often will be required to follow a prescribed format, whether prescribed by your own organisation or by a potential client requesting a tender document or a funding organisation. Tenders, consultancy briefs, finance applications and internal project funding applications will often have very specific formats depending on the organisation, so learning to deal with specific format requirements is an important part of the learning objectives of this task.

In this case you must follow the template requirements below and your team's adherence to these requirements will be part of the assessment criteria. Each team member is responsible for meeting these requirements: it needs to be a team effort and should *not* be allocated to one team member.

Style requirements:

- Use margins of 2cm and ensure pages are numbered.
- 12 point Arial Narrow font for the body of the text
- Single spacing with blank line before and after headings and between paragraphs
- Adopt and use a consistent style for headings and subheadings in terms of how you use larger font size, bolding, italics or underlining, and consistent spacing before and after headings. Set up your heading styles so you can create a Table of Contents with automatic page numbering. (Search Word help menus if you don't already know how to do this).
- As part of the final proofread make sure all page breaks are in appropriate places in the body of the report, and that each appendix commences on a new page.
- Your assignment submission including all associated attachments must in **a single pdf file and must not exceed 5mb**.

Format and content requirements:

1. Cover Page with business case name, team name, team motto, individual's team names and VU student IDs for every student.

2. Business Cover Letter – provide an introduction of your business case and your team to the reader

3. Executive Summary

- This is the last part to be written as it has to be a one-page summary of the key elements of your business case, designed to catch the attention of the reader and to give them critical information about the project and its merits. It must contain no new information that is not in the body of the plan.

- Your aim should be to summarise in one page what the project is, why it will good for the business, why it will enhance the organisation's CSR profile, what it will cost and why the organisation should provide the necessary seed funding to get it started. The executive summary needs to convince the reader that the project is credible and worthwhile for the organisation and make the reader want to look at the rest of the document to see the detail.

- A really good executive summary is critical for a winning business case, as it gives the reader important early impression of the rest of the document. The best executive summaries will carefully summarise the key selling points of their business case and the financial projections and be credible enough to make the 'business decision maker' feel confident with the content of the body of the report, before they even read it. That is why it has to be the very last thing you write when everything else is complete. It should be the most professional and the most convincing summary you can possibly make.

4. Table of contents (with automatic page numbering)

5. Introduction and background to the business case

- Overview of your **business case** - i.e. explain the nature of the business opportunity and **exactly** what is seeking to do. There can be no ambiguity or "maybe's" about what you intend to do so the nature and scope of the business case must be decided and agreed before you write this section.

- Provide very brief overview of the organisation's existing business activities and the business environment in which it operates and an overview of its existing CSR activities. Explain how the business case fits in the context of its existing business and CSR activities.

- Provide a brief analysis of the opportunity for your business venture. Demonstrate your research with well-chosen and relevant citations.

6. Business case definition and scope

    a. Nature of the business venture. Provide a crystal-clear explanation of exactly what your business venture is and what will be done.

    b. Business Case Aim - clearly state the overall aim of your business case and how it fits with the organisation's mission statement. Your aims should incorporate both business and CSR elements.

    c. Business Case Scope (inclusions and exclusions). Explain and justify decisions to restrict either the nature or size of the business venture or the time frame for the project.

7. Feasibility analysis

- Provide a **market analysis** for the selected country in your business case. This should include the nature of the industry, competition, and other relevant marketing information such as market segmentation, past and future trends related to your industry and to your business case. Include supporting market research information about potential customers, suppliers, competitors and future trends to justify your business case.

- Provide an **appraisal of the external environment** (SWOT analysis) to identify any risks or threats that might confront the organisation if it adopts your business case. Briefly explain any opportunities that might arise from the new business initiative being proposed **AND** an **internal** appraisal of the capacity of the organisation and your project team to successfully deliver the objectives of your business initiative - i.e. do a SWOT *(Strengths, Weaknesses, Opportunities and Threats)* analysis*.* Identify key issues emanating from SWOT.

- Establish relevant macro-environmental factors relating to your business case using the **PESTEL** (political, economic, social, technological, environmental and legal) analysis. **Both SWOT and PESTEL analysis must be supported by the evidence of research.**

- Justify the feasibility of your business initiative from a **practical point of view.** Identify what are the logistical and operational issues that may impact on the success of your business case.

8. Business Case stakeholders and stakeholder analysis

*Use the **template** to identify key stakeholders and their respective interests in the project. Explain any implications of your stakeholder analysis for the management of the project and **support by the evidence of research.***

9. Program Logic Model

List between 4-6 SMART objectives in total and develop a comprehensive *Program Logic Model using the template* provided in VU Collaborate.

Program Logic Model essential criteria:

- Each objective must satisfy the **SMART** criteria; it must be specific, measurable, achievable, realistic, and time-bound.

- Each objective should be one sentence long and SMART in its own right.

- Each objective must be linked to the activities needed to achieve those objectives and how the success of each activity can be measured.

- Objectives should include at least one operational objective, one marketing objective, one financial objective and one CSR objective.

- All objectives must be specific enough to be measurable, but together they must define the measurable criteria for the success of the entire business case.

- Clear links must be provided between each objective and activities, activities and outputs and outputs and outcomes.

10. Resources

- Develop a comprehensive list of the resources required for the tasks as listed in your Program Logic Model and Gantt Chart. Try to quantify and provide specific details for each resource including cost indications. This must be consistent with the project schedule.

- Prepare a well-constructed resource list under the following sub-headings (annotated/referenced as appropriate to show basis for human and physical resources required):

Human resources

- Design and prepare a table to show a breakdown of how many people will be needed and for how long and with what qualifications or experience. For each person or category of people indicate on what basis will they be employed (full time or part time employment contract, casual etc). If using subcontractors instead of, or in addition to employees, indicate how many and for how long. Clearly annotate as appropriate to show basis for human resources required.

Physical resources

- Design and prepare a table to provide a comprehensive list of physical resources needed including premises, furniture, equipment, vehicles, materials etc. Quantify your requirements for each item in physical terms and provide appropriate units (not monetary values). Clearly annotate as appropriate to show basis for physical resources required.

11. Gantt Chart

- In the body of the document provide a brief summary and rationale of major tasks/activities required to complete your project. Work out which tasks are sequential or dependent on the completion of other tasks and which ones can be done concurrently. These need to link with the previous elements of the business case, while starting/ finishing times and duration of all activities must be realistic.

- Prepare a comprehensive Gantt Chart using the excel spreadsheet template. The Gantt Chart must include all identified tasks as per the program logic model and associated timelines. The final copy of the Gantt Chart to be submitted in the **excel spreadsheet** on a separate worksheet alongside with the budget.

12. Budget (using Excel spreadsheet with calculated cells)

Using summaries for Human and Physical resources conduct research and identify exact cost for each resource is required in your business case. You must ensure that each figure in your budget is appropriately referenced and/ or explained, while using in-text and a full reference approach according to the Harvard Style of referencing. Subsequently develop budget using the template provided in 'VU Collaborate'.

- Provide **summary of financial projections of income and expenditure and expected return on initial investment based on your comprehensive budget developed in the excel spreadsheet**. The financial projections should indicate how much seed funding is required from the organisation to start the business case and estimates of future costs and income for the duration of the business case. Amounts for all estimates must be justified and appropriately referenced. Justification must include clear explanation of calculations and estimates and **evidence of research (references)** to show where amounts were derived. **Provide a clear justification of the viability of your project in terms of its costs and benefits to the organisation and its return on investment. NOTE: *These financial figures/ summaries should be drawn from the Excel Budget sections.***

Your comprehensive budget that is developed in the excel spreadsheet must account for all human and physical resources to be used in your business case and it should consist of four parts:

a. Immediate once–off costs (and revenues if applicable)

b. Detailed month-by-month budget for one year (or the duration of the business case if less than one year. Make sure you research and include realistic costs and pay rates and include any employee

obligations such as superannuation, work cover insurance and payroll tax. You should allow for any likely price increases over time (e.g. increases in wage rates, price increases over time for other resources due to inflation or other influences)

c. Summary budget projections (up to 3 years) based on the above using key categories of income and expenses.

d. Break-even point - identify the number of sales to be made in relevant monetary value or units, before all-inclusive project costs is covered and profit occurs.

NOTE: In the budget excel spreadsheet provide a clear reference citations and annotations for all figures that are listed. These annotations and references can be placed in the footnotes and it must be used to explain and justify calculations and estimates and to show sources of information upon which each of the estimates were based. The budget needs to be consistent with your Program Logic Model, Gantt chart and Tables of Physical and Human Resources. Ensure that your budget makes sense, is legible, and will be easily understood by the reader – you need to be transparent in how the figures are derived and it must look credible in the eyes of an objective reader. You also need to consider format issues including meaningful labels, appropriate spacing and column widths and formatting of numbers (e.g. removing cents).

13. References

- **Harvard referencing style** must be used throughout the business case to correctly *acknowledge all sources* in the body of your report with a matching entry in the reference list. *Show all quotes and in-text citations correctly, especially if you are quoting from websites, which students often neglect.* There are many good guides available for how to do correct Harvard referencing including that from the VU library website: < **http://libraryguides.vu.edu.au/harvard** >.

- The Reference list must be properly formatted in accordance with Harvard style guide and be in alphabetical order. It must also include details of each reference used in all appendices.

- Demonstrate use of each reference in the Reference list by providing appropriate citations (Harvard Style) throughout the body of the business case. Do NOT use footnotes. Lack of referencing, or lack of care/attention to detail in the formatting of references and in-text citations will be heavily penalised in the marking of the business case.

- References selected must provide evidence of substantial wider reading in recognised academic research publications and journal articles. The use of website material, Wikipedia, or popular press (eg. newspaper), is NOT acceptable.

14. Appendices

- **Appendix 1: The Project Team**

Provide background of each of the business case team by creating a brief narrative statement (one paragraph = 100 words) **for each member.** The narrative statements are to be consistent in style, and are to be **written in the third person**, highlighting qualifications and experience of relevance to the business case. The narrative statements are about the experience and capabilities of each person. (They are NOT a description of who did what on the assignment!) *(Such capability statements are often a critical element for assessors of business case, tenders and consultancy proposals, and sometimes the first thing decision makers will look at to judge if the team looks capable of delivering the business case.)*

Appendix 2: Business Case Methodology

Drawing on the project management literature, use up to two pages to describe the extent to which the approach taken to the management of the project by your team is consistent with current project management theories and practices. You must demonstrate that you have read a variety of sources by providing appropriate citations of sources listed in your references to explain and justify your methodology (at least 3 academic references are required in this section). You can access reference sources outlined in the unit-guide and those in 'VU Collaborate', as well as the vast array of project management resources

- **Other Appendices – as required**

Use additional appendices only if appropriate to support information in the body of the business case. For example, supporting calculations and justifications for your financial estimates, additional country analysis, supporting information for the background to the business case or your organisation or its industry referred to in your introduction or your market analysis. Appendices can be carefully used to ensure you meet the page limits in your business case.

Submission requirements…..

You are required to submit 3 separate files for this assignment: 1. Assignment - Business Case, 2. Budget & Gantt Chart Spreadsheet and 3. Team Peer Evaluation Form.

Preparation:

1. **Nominate one student from your team** who will submit **Assignment 2** <u>as per the instructions below</u> to *VU Collaborate': Assessment Dropbox*

2. **Record every team member full name, student ID, allocation scores for each team member (team rating), relevant comments** on the peer evaluation form and **every team member to sign**.

3. Assignment **'Business Case'** including all associated appendices and attachments **must be in Portable Document Format (PDF) with the automatic page numbering and <u>must not exceed 5mb</u>**.

4. Three files before submitting must be named as: **1. Assig2 – Business Case - Your Team Name, 2. Assig2 – Budget & Gantt Chart - Team Name and 3. Assig2 – Peer Evaluation - Your Team Name**

Submission:

1. **Mandatory Turnitin requirement**: In accordance with the College of Business guidelines, you must lodge 3 files through the *'VU Collaborate': Assessment Dropbox: Assignment 2 - Business Case 1. Business Case (main file), 2. Budget & Gantt Chart Spreadsheet and 3. Team Peer Evaluation Form (signed by all). This process will automatically submit your assignment through Turnitin*.

2. **Strictly one assignment submission (including 3 files) per each team to be submitted. If more than one submission from any team is submitted, only the first submission will be assessed and marked and the rest will be ignored.**

DUE: <u>WEEK 11 – by the starting time of your scheduled class, SHARP! i.e. if your scheduled seminar start at 9am on Monday, this assignment submission must be submitted by 9am on Monday in week 11, at the latest.</u>)

Assessment Criteria…..

- Are available in **'VU Collaborate'**

Assignment 2: Business Case Marking Rubric

Content	HD+	HD	D	C	P	N	N Low
Cover Page with Automatic Table Of Contents, Cover Letter, Executive Summary and Background of the Business Case	HD+ 10	HD 8 +	D 7+	C 6 +	P 5 +	N 2.5+	N Low 0
Distinct CSR element, Evidence of International Business Initiative with an Asian Focus, Business Case Definition and Business Case SWOT, PESTEL & Stakeholder Analysis	HD+ 10	HD 8 +	D 7+	C 6 +	P 5 +	N 2.5+	N Low 0
Feasibility Analysis- Industry, Market, Competitors, Suppliers, Customers, Logistics and Operations	HD+ 10	HD 8 +	D 7+	C 6 +	P 5 +	N 2.5+	N Low 0
Comprehensive Program Logic Model, Listing all SMART Objectives, Relevant activities, Outputs and Outcomes, Gantt chart	HD+ 10	HD 8 +	D 7+	C 6 +	P 5 +	N 2.5+	N Low 0
Comprehensive/Relevant Human & Physical Resources, Budget Credible and Based on Human and Physical Resources, Including Immediate/Once Off, Month by Month and 3 Years Summary with Evidence of Research	HD+ 10	HD 8 +	D 7+	C 6 +	P 5 +	N 2.5+	N Low 0
Appendices: Business Case Project Team, Project Management Methodology and Other Relevant Appendices	HD+ 10	HD 8 +	D 7+	C 6 +	P 5 +	N 2.5+	N Low 0
Writing, Style & Submission	**HD+**	**HD**	**D**	**C**	**P**	**N**	**N Low**
Professional Standard of Writing, Spelling, Grammar, Punctuation and Template Requirements: 2cm Margin, 12 Point Arial for Body, Spacing, Consistent Heading Style	HD+ 10	HD 8 +	D 7+	C 6 +	P 5 +	N 2.5+	N Low 0
Timely Submission - All Submission Requirements are Satisfied as Stated in the Unit Guide	HD+ 10	HD 8 +	D 7+	C 6 +	P 5 +	N 2.5+	N Low 0
Referencing	**HD+**	**HD**	**D**	**C**	**P**	**N**	**N Low**
In text References and End References According to Harvard Style.	HD+ 10	HD 8 +	D 7+	C 6 +	P 5 +	N 2.5+	N Low 0
Quality and the Quantity of the Credible Sources. (Not Web Pages Only)	HD+ 10	HD 8 +	D 7+	C 6 +	P 5 +	N 2.5+	N Low 0
Overall Score	**HD+ 100 +**	**HD 80 +**	**D 70 +**	**C 60 +**	**P 50 +**	**N 25 +**	**N Low 0 +**

Assessment 3: Business Pitch

Weight: 25%

(Maximum 8 minutes + Q&A)

DUE – WEEK 12

In week 12 your team will be required to deliver professional presentation **(strictly 8 minutes maximum)** on your Business Case and be prepared for 2-3 minutes of question time and discussion from your audience. Your business pitch must use some form of visual media such as:

- Powerpoint Presentation (maximum of 8 slides) and/or
- Video Presentation

Business Pitch is to be delivered in the same fashion as if it were to an audience of business decision makers from the organisation being researched.

The style of the presentation is a **sales pitch** for your business case. Ensure you demonstrate thorough knowledge of your business case and that you demonstrate that your business case is viable and meets the criteria.

Duration of business pitch is **8 minutes only,** so do not attempt to cover everything in your business case but focus only on the key elements, and provide a clear understanding of what your business case is what it will cost, how much seed funding is needed, what income or other benefits it will generate if any, and why the assessment panel should support it and provide the seed funding you need.

This is a competitive process, as all teams are seeking in-principle approval for their business case. You and your team will be penalised heavily for reading and/or not trying to engage the audience, so do NOT have highly detailed slides and do NOT have long notes on sheets or cards that you need to read. Prepare your content and if you must have "prompts" then have only very brief dot points to glance at if needed to remind you what to talk about, but be well prepared so you can look at the audience and talk.

You want a winning business pitch so dare to be different! How can you engage the audience and keep them interested? How can you best sell your business case? Whatever you do, the key is to be creative, prepare well and practise in advance to ensure the timing is right and you achieve a convincing business pitch.

Note…..

1. **Each team member MUST contribute to be assessed.** The speaking component should be **evenly distributed** amongst team members.

2. **You are only allocated 8 minutes**, after which your presentation will be stopped by your lecturer for question time.

3. The key is to **prepare well**, and practise your business pitch presentation in advance. Ensure the timing is right, that you are professionally prepared, and that your team aims to achieve a good result.

4. **Individual marks may be adjusted** according to the peer evaluation report or where the assessing lecturer deems appropriate – e.g. where one student makes little or no contribution or simply 'reads' the material as opposed to 'presenting' to the audience.

5. **In addition to the submission requirements below, please print the Business Cover Letter, Executive Summary and a copy of the power point slides (the first slides should include all students full names and IDs in order of presentation) and submit to your lecturer just before your presentation.**

Submission requirements…..

You are required to submit 2 separate files for this assignment: 1. Assignment 3 - Presentation Power Point Slides and 2. Team Peer Evaluation Form.

<u>*Preparation:*</u>

1. **Nominate one student from your team** who will submit **Assignment 3** as per the instructions below to *VU Collaborate - Assessment Dropbox.*

2. **Record every team member full name, student ID, allocation scores for each team member (team rating), relevant comments** on the peer evaluation form and **every team member to sign**.

3. Assignment **'Business Pitch'** slides can be submitted in Power Point Presentation (PPT) Format or in Portable Document Format (PDF).

4. Two files before submitting must be named as: 1**. Assig3 – Slides - Your Team Name and 2. Assig3 – Peer Evaluation - Your Team Name**

<u>*Submission:*</u>

1. **Mandatory Turnitin requirement**: In accordance with the College of Business guidelines, you must lodge 2 files through the **'VU Collaborate': Assessment Dropbox: Assignment 3 - Business Pitch' 1. Presentation Power Point Slides 2. Team Peer Evaluation Form (signed by all).** *This process will automatically submit your assignment through Turnitin.*

2. ***DUE: WEEK 12 – by the starting time of your scheduled class, SHARP! i.e. if your scheduled seminar start at 9am on Monday, this assignment submission must be submitted by 9am on Monday in week 12, at the latest.)***

Assessment Criteria…..

- Are available in **'VU Collaborate'**

Assignment 3: Business Pitch Marking Rubric							
Content and Impact of Presentation	**HD+**	**HD**	**D**	**C**	**P**	**N**	**N Low**
Introduced Team and Business Case / Gained Attention and Interest of the Audience	*HD+ 10*	*HD 8 +*	*D 7+*	*C 6 +*	*P 5 +*	*N 2.5+*	*N Low 0*
Clear Outline of the Business Case	*HD+ 10*	*HD 8 +*	*D 7+*	*C 6 +*	*P 5 +*	*N 2.5+*	*N Low 0*
Demonstrated Use of Evidence /Research to Justify Business Case	*HD+ 10*	*HD 8 +*	*D 7+*	*C 6 +*	*P 5 +*	*N 2.5+*	*N Low 0*
Quality of Multimedia Visuals /Supporting Materials, Provided Good Closure	*HD+ 10*	*HD 8 +*	*D 7+*	*C 6 +*	*P 5 +*	*N 2.5+*	*N Low 0*
Overall Impact - Convincing /Credible Message	*HD+ 10*	*HD 8 +*	*D 7+*	*C 6 +*	*P 5 +*	*N 2.5+*	*N Low 0*
Team Organisation	**HD+**	**HD**	**D**	**C**	**P**	**N**	**N Low**
Shared Responsibility/Effective Transitions Between Speakers	*HD+ 10*	*HD 8 +*	*D 7+*	*C 6 +*	*P 5 +*	*N 2.5+*	*N Low 0*
Timing Under Limit (With Additional 2-3 Minutes Question/Discussion Time)	*HD+ 10*	*HD 8 +*	*D 7+*	*C 6 +*	*P 5 +*	*N 2.5+*	*N Low 0*
Delivery of the Presentation	**HD+**	**HD**	**D**	**C**	**P**	**N**	**N Low**
Presented 'scenario' to business audience (professional attire and manner). Spoke clearly and confidently / regulated pitch and volume	*HD+ 10*	*HD 8 +*	*D 7+*	*C 6 +*	*P 5 +*	*N 2.5+*	*N Low 0*
Smiling /Engaging Audience, Good Eye Contact, Showed Personality/Humour	*HD+ 10*	*HD 8 +*	*D 7+*	*C 6 +*	*P 5 +*	*N 2.5+*	*N Low 0*
Quality of Vocabulary/Professional use of Language, Ability to Answer Questions	*HD+ 10*	*HD 8 +*	*D 7+*	*C 6 +*	*P 5 +*	*N 2.5+*	*N Low 0*
Overall Score	**HD+ 100 +**	**HD 80 +**	**D 70 +**	**C 60 +**	**P 50 +**	**N 25 +**	**N Low 0 +**

Scholarly writing, plagiarism and copyright

Part of what it means to be a 'scholar' is to engage with the work of others, for example, to extend or refine one's own ideas, critique the work of others, or test and extend theories. Learning and assessment activities therefore often require you to gather information from a number of sources. This may include factual information, data or calculations, visual artefacts and written texts. Whenever you use the work of another person, you must acknowledge that source using the correct referencing system. Failure to acknowledge other people's work appropriately may be regarded as plagiarism or academic misconduct. Use of one's own previous work in satisfaction of a new assessment requirement is also not be allowed unless it is an explicit requirement for the unit.

VU deals with plagiarism according to the [Academic Integrity and Preventing Plagiarism Policy](#).

VU uses *Turnitin* for the review of written assessments. *Turnitin* checks submitted work against sources from across the world, and provides a report detailing the use of third party text and references. Written assessments are automatically submitted via *Turnitin* in the unit site. You may be provided access to submit assessments early and review the reports, to help you understand where referencing should occur.

All students and staff of Victoria University are also bound by the requirements of the Copyright Act (1968) and the University's [Copyright Material (the Use of) Policy](#) when using third party copyright material in the course of their research and study. Please ensure that you familiarize yourself with this policy and the rules around use of materials produced or owned by others. For information on copyright entitlements and responsibilities for study and research please see [vu.edu.au/library/referencing-copyright/copyright.](#)

Referencing requirements within this unit
The referencing convention that is applicable to this unit is Harvard Referencing Style;
http://guides.library.vu.edu.au/harvard

Academic writing and referencing guidelines
VU provides tools to assist you in understanding appropriate referencing, including those linked below. More can be found on the library website and under 'Support and Resources' on your unit site.

- [vu.edu.au/library/referencing-copyright/referencing-guides](#)

- [vu.edu.au/campuses-services/student-support/language-learning/academic-writing](#)

4. Important information about assessment
Your unit of study assessment conforms to the *Student Assessment for Learning Policy* and procedures, which are available in the University policy library: https://policy.vu.edu.au/.

Submission procedure
All paper-based assessments must be submitted with the completed assessment cover sheets.

All on-line assessments must have the Student Disclaimer accepted at the point of submission.

Adjustment to assessment arrangements
If you are unable to undertake or complete an assessment due to adverse circumstances the following arrangements may apply:

Late submission of assessments - Short extension of time

If you are unable to submit an assessment item on time, due to circumstances outside your control, you may apply for a short extension of time of less than five (5) working days. The standard penalty for late submission without an approved short extension will be 5% of the total possible mark per working day. If submission is overdue by more than ten (10) working days the work will not be assessed. Full details of the procedure for applying for a short extension are available here. You can download the form from the policy library or use the quick link here.

Special Consideration and Alternative Examinations

Special consideration is available for unexpected short-term physical or mental ill-health or other unexpected circumstances outside your control.

Alternative examinations are available for exceptional circumstances for students who apply at least five (5) working days prior to the commencement of the examination period.

You can find information and forms for special consideration and alternative examinations at http://www.vu.edu.au/student-life/exams-results/special-consideration-supplementary-exams.

Ongoing modified assessment

Ongoing modified assessment arrangements are available if you have a disability or medical condition that may impact upon your studies. See Disability Support at https://www.vu.edu.au/campuses-services/student-support/disability-support.

You may need to contact a student counsellor to assist you with this process. For further information please see vu.edu.au/student-life/getting-help/counselling.

If you wish to be considered or apply for one of the above adjustment to assessment arrangements you should refer to the relevant procedure associated with the Student Assessment for Learning Policy.

Supplementary assessment and conceded pass
Supplementary assessments and conceded passes are available in some circumstances. If you wish to be considered for a supplementary assessment you should refer to the Student Assessment for Learning - Supplementary Assessment and Conceded Pass Procedure.

Review of assessment outcome
The Student Assessment for Learning - Review of Individual Assessment Outcomes Procedure provides a process by which you may request a review of an assessment outcome.

5. Getting help and providing feedback

Support resources
Victoria University is committed to providing all students with the opportunity and support required to succeed in their studies. If you require any support regarding academic progress in your unit during the semester you are advised to speak to your unit co-ordinator.

We also offer a range of support, development and guidance services for all students. The portal (vu.edu.au/student-tools/myvu-student-portal) provides detailed information on a range of student services that you may find helpful. More information is also available in your unit site under 'Support and Resources'.

Providing feedback: Student Evaluation System (SES)
Your feedback on your experiences within this unit is important, because it assists VU to improve the learning experience of units and courses for future students.

We encourage you to provide informal feedback directly to your unit and course co-ordinators. The University also collects your anonymous feedback systematically through the Student Evaluation Survey (SES), which is comprised of two student evaluation instruments: the Student Evaluation of Unit (SEU) and the Student Evaluation of Teaching (SET). Students are asked to complete the SEU and SET near the end of each unit. SEU and SET results are anonymous, and are not made available to the teaching staff in the unit until after the University has released your final grades.

Student complaints resolution
Victoria University has a Student Complaints Resolution Policy to guide you through the steps you can take to resolve issues related to your time at the University. You can find more information on this process at: vu.edu.au/student-life/getting-help/student-complaints-resolution.

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