**ASSIGNMENT BRIEF**

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| Module title | Corporate Strategy and International Management | |
| Module code | BUS7C1 | |
| Module leader | Elan Kandaswamy | |
| Assessment title | Portfolio | |
| Launch date | *11/06/2025* | |
| Submission deadline | *09/09/2025* | |
| Expected date for return of marks and feedback | *Written feedback via Turnitin within 3 weeks of the submission date.* | |
| Module outcomes assessed | 1. Critically analyse and apply relevant international business theories and models within an international context.  2. Critically appraise strategic and operational decision-making processes within a relevant business context and their complexity within the wider international business environment.  3. Critically evaluate corporate challenges that impact on the strategic business environment across national and global business landscapes and provide frameworks and solutions for implementation at management and operational level.  4. Critically appraise global practices and their impact on individuals and the organisation. | |
| Assessment weighting | 100% | |
| Word count (if relevant) | 4000 words | |
| Assessment task details - provide a description of the task | | |
| ***Ensure that you choose one organisation for the portfolio From the Five below and submit this as one word document on Turnitin apart from the news report which will need to be submitted on a different link. This is an individual assignment.***  ***Village Bakery***  ***Money Penny***  ***Marks and Spenser’s***  ***Toyota***  ***Subway***  ***Portfolio Task 1 – Report (1500 words)***  *Choose an international organisation of your choice from the five given and write a report to including the following key points.*  LO1: Critically analyse and apply relevant international business theories and models within an international context.  LO4: Critically appraise global practices and their impact on individuals and the organisation.  ***Portfolio Task 2 – Excel spreadsheet including ‘Implementation Plan for Strategic and Operational Decisions’ (1000 words approximate)***  ***Using the information from the report produce an excel spreadsheet outlining an implementation plan for the strategies you discussed. Your outline should include timeline, who is responsible for managing that process and the budget needed answering the following learning outcome:***  LO2: Critically appraise strategic and operational decision-making processes within a relevant business context and their complexity within the wider international business environment.  ***Portfolio Task 3 – Recorded news report in video format; and i*nclude the script (1000 words approximate) along within the report.**  ***Using the same organisation produce a recorded news report answering the following learning outcome:***  LO3: Critically evaluate corporate challenges that impact on the strategic business environment across national and global business landscapes and provide frameworks and solutions for implementation at management and operational level.  ***Portfolio task 4 – Justification of study (500 words)***  ***You need to produce a justification of your study. Why did you choose the company?***  ***Portfolio Assignment Templates***  ***Task 1 – Report (1500 words)***  ***Layout of report****: Your report should have the following structure:*  ***Title page***  *This should normally include the title, your name and the name of the tutor to whom it is being submitted, date of submission, your course/department, and if applicable, the name of the person and/or organisation who has commissioned the report. Avoid “fancy” fonts and effects and do not include any clipart.*  ***Contents page***  *A clear, well-formatted list of all the sections and sub-sections of the report. Do not forget to put the page numbers! If applicable, there should be a separate list of tables, figures, illustrations and/or appendices after the main index. Make sure that the headings in this list correspond exactly with those in your main body. It is best to do your list of contents right at the end.*  ***Introduction***  *This should show that you have fully understood the task/brief and that you are going to cover everything required. Indicate the basic structure of the report. You should include just a little background/context and indicate the reasons for writing the report. This is where you set the scene, introduce your chosen organisation and purpose of the report.*  ***Main Analysis***  *This is the substance of your report, with headings and sub-headings used to clearly indicate the different sections (unlike an essay). A "situation>problem>solution>evaluation" approach may be appropriate. It is not sufficient to simply describe a situation. We will be looking for analysis and for a critical approach, application of project management theory, when appropriate, charts, diagrams, tables and appropriate Harvard referencing style can be used to reinforce your arguments, although sometimes it may be better to include these as an appendix. Do not include opinions, conclusions, or recommendations in this section. Think about focusing on the following areas discussed in your lectures.*  *Focus on the following concepts in relation to your chosen organisation and the global business environment.*   * Company's Strategic Approach: A Comparative Analysis * Resource-Based View (RBV) and Key Resources * Core Ideas, Values, and Differentiation   *As well as a critical analysis of the following, based around the literature discussed in the lectures and wider reading*   * Recent Performance and Changes * Business Model and Competitive Advantage * Internationalisation and Innovation   ***Conclusion***  *Your conclusion should draw out the implications of your findings, with deductions based on the facts described in your main body. Do not include any new material here.*  ***Recommendation***  *These should follow on logically from your conclusion and be specific, measurable, and achievable. They should propose how the situation/problem could be improved by suggesting action to be taken for your implementation plan. A statement of cost should be included if you are recommending changes that have financial implications. Recommendations can be numbered if you wish.*  *Think about the following.*   * Make recommendations on enhancing the company's strategic approach and maintaining its competitive advantage.   ***Bibliography/Reference list***  *This is a list giving the full details of all the sources to which you have referred within your text. The recommended style is the Harvard method.*  ***Appendices***  *An appendix (plural=appendices) is detailed documentation of points you outline in your findings, for example, technical data, questionnaires, letters sent, tables, sketches, charts, leaflets etc. It is supplementary information which you consider to be too long or complicated or not quite relevant enough to include in your main body, but which still should be of interest to your reader. Each appendix should be referred to in your text. You should not include something as an appendix if it is not discussed in the main body.*  **Additional Guidance**   * Ensure the report is well-organised and follows a logical structure. * Use clear and concise language. * Avoid grammatical and spelling errors. * Utilise headings and subheadings to enhance readability. * Evidence of critical thinking and analysis throughout.   ***Task 2 – Excel spreadsheet including ‘Implementation Plan for Strategic and Operational Decisions’ (1000 words approximate)***  *Your Excel spreadsheet will need to reflect the key aspects of your strategies. Here’s how to structure it:*  *1. Worksheet Title and Header Rows*   * *Title the worksheet: "Implementation Plan for Strategic and Operational Decisions".* * *Use headers in Row 1 to clearly define the components:*   + *Strategy: The specific strategy or initiative to be implemented.*   + *Action Items: Key tasks required to execute the strategy.*   + *Timeline: The start and end dates for each action item.*   + *Responsible Person/Team: The individual(s) or department(s) accountable for completing the task.*   + *Budget (in $): The allocated financial resources for each action item.*   + *Expected Outcome: Briefly describe what success looks like for each task.*   *2. Add Rows for Each Strategy*  *For each strategy, break it down into actionable tasks. Each row should contain:*   * *Strategy Name: Summarize the strategy in a few words.* * *Action Items: List all necessary steps to achieve the strategy.* * *Timeline: Assign realistic start and completion dates.* * *Responsible Person/Team: Ensure roles are clear to avoid confusion.* * *Budget: Provide detailed costs for resources, labor, or materials.* * *Expected Outcome: Define measurable results, such as KPIs or benchmarks.*   *3. Include a Summary Section*   * *At the bottom of the spreadsheet, add a Summary Row to:*   + *Calculate the Total Budget using a sum formula.*   + *Provide a Completion Date Range based on timelines.*   + *Summarize key outcomes in a single row.*   *4. Example Table Format*   | *Strategy* | *Action Items* | *Timeline* | *Responsible Person/Team* | *Budget (in $)* | *Expected Outcome* | | --- | --- | --- | --- | --- | --- | | *Strategy A: Market Expansion* | *Conduct market research; Develop partnerships* | *01/02/2025 - 30/06/2025* | *Marketing Team* | *50,000* | *Identify 3 new markets* | | *Strategy B: Cost Efficiency* | *Automate manual processes; Train staff* | *01/03/2025 - 31/12/2025* | *Operations Manager* | *20,000* | *10% reduction in costs* | | *Strategy C: Digital Presence* | *Launch new website; Increase SEO efforts* | *01/04/2025 - 30/09/2025* | *Digital Team* | *15,000* | *30% increase in traffic* |   *5. Formatting Tips*   * *Use conditional formatting to highlight:*   + *Upcoming tasks (e.g., tasks due within a week in yellow).*   + *Completed tasks (mark in green when done).* * *Apply filters on headers for easy sorting by timeline, responsible team, or budget.*   *6. Link Back to the Learning Outcome*  *Make sure to structure your action items and outcomes to demonstrate:*   * *Strategic and Operational Decision-Making: Show how the tasks contribute to resolving business complexities.* * *International Context: Highlight how global factors are considered (e.g., cultural research, compliance with international standards).*   ***Task 3 – Recorded news report (Video format)***  **Upload the recorded video using the link provided; and include the script (1000 words approximate) along within the report.**  Step 1: Understand the Task and Objective  The aim of the task is to:   * Critically evaluate corporate challenges in the organization. * Explore the impact of these challenges on the strategic business environment across both national and global landscapes. * Present actionable frameworks and solutions for management and operational implementation.   Step 2: Plan the News Report Structure  *Your report should follow a logical sequence. Please use this structure:*  *1. Introduction (30 seconds)*   * *Introduce Yourself: State your name and role in this report.* * *Introduce the Organization: Briefly explain the organization you’re focusing on (e.g., industry, size, and global/national presence).* * *State the Purpose: Clearly outline what the report will cover:*   + - *Corporate challenges.*     - *Their impact on the strategic business environment.*     - *Proposed solutions and frameworks.*   *2. Overview of Corporate Challenges (1–2 minutes)*   * *Identify 2–3 key corporate challenges faced by the organization:*   *Examples: economic instability, supply chain disruptions, sustainability, regulatory compliance, or technological disruptions.*   * *Provide data or examples to support your points (e.g., financial impact, case studies, or recent developments).* * *Highlight how these challenges differ at the national vs. global level.*   *3. Impact on the Strategic Business Environment (1–2 minutes)*   * *Discuss how these challenges affect:*   + *Strategic decision-making: Long-term planning and resource allocation.*   + *Operational performance: Day-to-day business processes.*   + *Competitive positioning: Organization's ability to stay ahead of competitors.* * *Include global and local perspectives, emphasizing:*   + *Cultural differences.*   + *Global supply chain or trade issues.*   + *Varying regulatory landscapes.*   *4. Proposed Frameworks and Solutions (2–3 minutes)*   * *Present actionable solutions for managing these challenges. Use structured approaches, such as:*   + *PESTLE Analysis: Addressing political, economic, social, technological, legal, and environmental factors.*   + *SWOT Analysis: Highlighting strengths, weaknesses, opportunities, and threats.*   + *Risk Management Frameworks: Steps to mitigate risks, such as contingency planning or scenario analysis.* * *Tailor solutions to management and operational levels:*   + *Management: Strategic decisions like market diversification, mergers, or sustainability initiatives.*   + *Operations: Process automation, staff training, or lean supply chain practices.* * *Include examples, timelines, or case studies where applicable.*   *5. Conclusion and Call to Action (30 seconds)*   * *Recap key points:*   + *Challenges identified.*   + *Their impact on the business environment.*   + *Proposed solutions.* * *End with a call to action:*   + *Encourage management to adopt these solutions.*   + *Emphasize the need for agility and innovation to thrive in a complex business landscape.*   *Step 3: Visuals and Supporting Material*  *Enhance your news report with relevant visuals:*   * *Infographics: For corporate challenges and their impacts.* * *Charts or Graphs: To support data-driven points.* * *Case Study Highlights: Brief slides or clips showcasing real-world examples.* * *Logos and Branding: Include the organization's branding for credibility.*   *Step 4: Recording the News Report*  *1. Setup and Tools*   * *Use a professional or quiet setting with good lighting.* * *Tools:*   + *Panopto to record*   *2. Record in Segments*   * *Record each section (introduction, challenges, impact, solutions, conclusion) individually.* * *Rehearse to ensure smooth delivery and minimize mistakes.* * *Use a printed script to stay on track.*   *3. Add Visual Aids*   * *During editing, overlay visuals (charts, graphs, or bullet points) to emphasize key points.* * *Use captions to highlight essential terms or statistics.*   *Step 5: Review and Finalize*   * *Edit the Video:*   + *Trim unnecessary pauses or errors.*   + *Add transitions between sections for a polished flow.* * *Review for Clarity and Accuracy:*   + *Check that all points align with the learning outcome.*   + *Ensure data and visuals support your analysis.* * *Save and Export:*   + *Export in a widely compatible format (MP4)*   *Step 6: Submission*   * *Ensure the video file is named appropriately (e.g., Portfolio\_Task\_3\_News\_Report- student number).* * *Submit the video according to the guidelines provided in class*   *Additional Tips*   * *Engage the Audience: Use a confident tone, maintain eye contact with the camera, and vary your voice to emphasize key points.* * *Stick to Time: Keep the video below 10 minutes to maintain viewer interest.* * *Practice Before Recording: Rehearse to ensure fluency and reduce the need for extensive editing.*   ***Task 4 – Justification (500 words)***  This guide will help you structure your justification effectively, ensuring clarity, logical flow, and relevance to the task requirements.  **1. Introduction (Approximately 100 Words)**  Start with a strong introduction that provides an overview of your study and its focus. Include:   * **Purpose of the Study**: Clearly state the aim of your research or analysis. * **Company Overview**: Provide a brief description of the company, including its industry, size, and global or national presence.   **2. Reason for Choosing the Company (Approximately 200 Words)**  This section should provide the rationale for selecting this specific organization. Address the following points:  **1. Relevance to the Topic or Field of Study**   * Explain how the company aligns with the objectives of your portfolio task or academic course.   **2. Unique Characteristics of the Company**   * Highlight unique aspects of the company that make it an interesting or valuable choice for study.   **3. Personal or Professional Interest**   * If applicable, mention any personal or professional reasons for selecting the company.   **3. Strategic Importance of the Company (Approximately 150 Words)**  Explain why studying this company is strategically significant. Discuss the following:  **1. Industry Impact**   * Detail the company’s influence within its industry.   **2. Relevance to National and Global Contexts**   * Discuss how the company operates across national and global landscapes.   **3. Contemporary Challenges**   * Highlight any recent challenges or developments the company is facing that make it a compelling case study.   **4. Conclusion (Approximately 50 Words)**  Summarize your justification, reiterating the key reasons for selecting the company:   * Reaffirm its relevance to the study’s objectives. * Emphasize its value as a case study for learning and research.   **Tips for Writing the Justification**   1. **Be Specific**: Use concrete examples and data to strengthen your rationale. 2. **Stay Focused**: Ensure every point ties back to the purpose of the study and the learning outcomes. 3. **Maintain Academic Tone**: Write in a formal, concise, and professional tone. 4. **Proofread**: Check for grammatical accuracy and clarity.   References | | |
| Submission instructions - What should be the format of the submission? / Where should it be submitted? | | |
| *Submit the portfolio on Turnitin on Moodle under assessment and feedback.*  *To be submitted as a single Word document only (not PDF) apart from the news report that needs to be submitted on a separate link, Arial Font size 12, 1.5 line spacing, containing all other tasks for this assignment and a reference list.*  *Templates are provided on the module Moodle space under Assessment and Feedback, which must be followed. Please submit online via the appropriate Turnitin Submission on the module Moodle space.* | | |
| Hints and tips | | |
| Your portfolio should follow the template provided with this brief and on Moodle. You must analyse and clearly present the data using any of the statistical methods learnt in the module content, showing your understanding of why and how to use them.  All submitted work is expected to observe academic standards in terms of referencing, academic writing, use of language etc. Failure to adhere to these instructions may result in your work being awarded a lower grade than it would otherwise deserve.  All submitted work must be correctly referenced following Wrexham University’s Harvard Referencing requirements. Any work that is not correctly referenced may be subject to the University’s Academic Integrity procedure. Please talk to your module lecturer or book an appointment with the Academic Skills Team if you are uncertain about how to reference. | | |
| Marking and moderation | | |
| All assignments will be marked by the Module Lecturer, unless advised otherwise. Second marking will be undertaken by a Lecturer within the North Wales Business School and externally to quality requirements. | | |
| Employability Skills Applied | | |
| On successful completion of this module, a student will have had opportunities to demonstrate achievement of the following Employability Skills. | | |
| **CORE ATTRIBUTES** | | |
| Engaged | | x |
| Creative | | x |
| Enterprising | | x |
| Ethical | | x |
| **KEY ATTITUDES** | | |
| Commitment | | x |
| Curiosity | | x |
| Resilient | | x |
| Confidence | | x |
| Adaptability | | x |
| **PRACTICAL SKILLSETS** | | |
| Digital fluency | | x |
| Organisation | | x |
| Leadership and team working | |  |
| Critical thinking | | x |
| Emotional intelligence | | x |
| Communication | | x |

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| Marking criteria |
| *See below.* |

**Marking Rubric for Portfolio Assignment**

**Total Marks: 100**

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| **Component** | **Criteria** | **Weighting** | **Excellent (High Distinction)** | **Good (Distinction)** | **Satisfactory (Credit)** | **Needs Improvement (Pass)** | **Poor (Fail)** |
| **Written Report** | **Content and Analysis** | 40% | 40 marks | 30 marks | 22 marks | 14 marks | 0 marks |
|  | Critical Appraisal of the Strategic Approach of a Company |  | Comprehensive and insightful analysis with strong evidence and clear solutions. | Solid analysis with relevant evidence and good solutions. | Basic analysis with some evidence and solutions. | Limited analysis; minimal evidence and solutions. | Inadequate or no analysis provided. |
| **Excel spreadsheet showing ‘Implementation Plan for Strategic and Operational Decisions’** | **Content and Design** | 25% | 25 marks | 18 marks | 12 marks | 8 marks | 0 marks |
|  | Engaging and visually appealing spreadsheet with clear information. |  | Highly engaging and well-designed, effectively communicating an implementation plan for the strategies. | Clear and informative, with an implementation plan for the strategies. | Basic design: some key findings covered and a basic implementation plan for the strategies. | Design lacks clarity; several key findings missing. | Poster is unclear; major findings missing. |
| **Recorded news report** | **Content and Delivery** | 25% | 25 marks | 18 marks | 12 marks | 8 marks | 0 marks |
|  | Structured, engaging news report with frameworks and solutions for implementation at management and operational level. |  | Engaging presentation with well-organized topics and clear communication. | Clear presentation with most key issues covered. | Basic presentation: some issues covered. | Presentation lacks clarity; several key issues missing. | Poorly structured or no presentation provided. |
| **Justification** | **Depth of justification** | 10% | 10 marks | 8 marks | 5 marks | 3 marks | 0 marks |
|  | Insightful justification on learning and application of theory. |  | Deep and thoughtful justification demonstrating a high level of understanding. | Clear justification with good understanding of learning and theory. | Basic justification with some understanding. | Limited justification; minimal understanding. | Superficial justification; poor understanding. |