# Academic Year: 2024/2025

# Assessment Introduction:

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| Course: MSc International Business and Management | Module Code: BU4214  Module Title: International Business and Finance |
| Title of the Brief: BU4214 Assignment 1 | **Type of assessment**: Case Study |
| This assessment is worth 40% of the overall module mark and should include your independent study to complete. | |

This Assessment Pack consists of a detailed assignment brief, guidance on what you need to prepare, and information on how class sessions support your ability to complete successfully. ***Weeks 2 & 5 of the module delivery will be the Assessment support (Q&A) session.*** You’ll also find information on this page to guide you on how, where, and when to submit. If you need additional support, please make a note of the services detailed in this document.

**Preparing for your assignment.**

Refer to the Module Information Pack to understand the Learning Outcomes and Marking Criteria. *Refer to the Module Materials as well.*

**Assessment Pack Contents**

1. **Assignment Brief**

You work in the mergers and acquisitions department of a multinational firm based in Manchester. One of your clients is a supermarket considering expanding its business into a developing country (for example India, Brazil, China, Pakistan etc ). The initial investment required for the project is £100 million and the company doesn’t have all the funds themselves to invest. Hence, there is a need to raise finance for the expansion.

**You are given the task of researching the potential of investing in that country, with a remit to:**

1. Assess the environment of the chosen country by making use of PESTLE analysis.
2. Identify the sources of finance available in the chosen developing country that the company could use to raise funds.
3. **Submission details**

**How, when, and where to submit:**

**RELEASE DATES AND HAND IN DEADLINE**

Assessment Release date: **W/C 13/05/2025**

Assessment Deadline Date and time: **20/06/2025 14:00 pm**

Please note that this is the final time you can submit – not the time to submit!

Your feedback and mark for this assessment will be provided after 15 working days.

**SUBMISSION DETAILS**

**Submission via Turnitin including E-Coversheet**

**Requirements – Format**

* A clear easily readable font
* Size 12
* 1.5 Line Spacing
* Normal Margins
* Word Limit: **1500** words excluding bibliography (10% + / -)
* References – Harvard Style

If your work is submitted via the Turnitin link on Blackboard, the link will be visible to you on **07/10/2024**

Feedback will be provided: **15 working days after the final submission deadline**

You should aim to submit your assessment in advance of the deadline.

Note: If you have any valid mitigating circumstances that mean you cannot meet an assessment submission deadline and you wish to request an extension, you will need to apply online, via [MyUCLan](https://my.uclan.ac.uk/BANP/twbkwbis.P_WWWLogin) with your evidence **before the deadline**. Further information on Mitigating Circumstances via [this link.](https://msuclanac.sharepoint.com/sites/StudentHub/SitePages/Mitigating-circumstances.aspx)

**You must submit your coursework by the stated deadline. It is your responsibility to ensure that coursework is submitted correctly and in full. Full details of submission policies can be found in the Student Experience Hub.**

1. **Learning outcomes**

This assessment will assess learning outcomes 1 and 2:

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| --- | --- |
| **1.** | Critically evaluate the interrelationships between organisations and institutions in the international business environment. |
| **2.** | Analyse and solve financial problems. |

1. **Marking grid/marking rubric**

This assignment is assessed according to the following criteria:

| **Core report *(90% marks)*** | **Indicative word count (approx.)** | **Marks** |
| --- | --- | --- |
| * Introduction and background to the country | 150 | **10%** |
| * PESTLE Analysis | 1000 | **65%** |
| * Sources of Finance | 350 | **15%** |
| **Referencing, structure and presentation** |  | **10%** |
| **Total** | **1500 words (+/- 10%)**  **Excluding E-cover sheet and References** | **100%** |

The following grading criteria will be applied to your work. The table below is to help you understand the grading criteria and provide you with a frame of reference for your effort.

| **Overall weighted average** | **Outcome** |
| --- | --- |
|  | **Level 7 (Master's)** |
| 70 - 100 | Pass (distinction) \* |
| 60 - 69 | Pass (merit) \* |
| 50 - 59 | Pass (pass) |
| 0 - 49 | Fail |

**Additional Support available**:

All links are available through the online [Student Hub](https://msuclanac.sharepoint.com/sites/StudentHub)

1. Our **Library resources** link can be found in the library area of the Student Hub or via your subject librarian Fran Robinson at [FRobinson3@uclan.ac.uk](mailto:FRobinson3@uclan.ac.uk) or [SubjectLibrarians@uclan.ac.uk](mailto:SubjectLibrarians@uclan.ac.uk).
2. Support with your academic skills development (academic writing, critical thinking and referencing) is available through **WISER** on the Study Skills section of the [Student Hub](https://msuclanac.sharepoint.com/sites/StudentStudySkills/SitePages/Academic-Writing-Skills.aspx).
3. For help with Turnitin, see [Blackboard and Turnitin Support](https://msuclanac.sharepoint.com/sites/UCLanLibrary/SitePages/Blackboard-%26-Turnitin-Support.aspx) on the Student Hub
4. If you have a disability, specific learning difficulty, long-term health or mental health condition, and not yet advised us, or would like to review your support, **Inclusive Support** can assist with reasonable adjustments and support. To find out more, you can visit the Inclusive Support page of the [Student Hub](https://msuclanac.sharepoint.com/sites/StudentHub/SitePages/How-to-access-inclusive-support.aspx).
5. For mental health and wellbeing support, please complete our online referral form, or email [wellbeing@uclan.ac.uk](mailto:wellbeing@uclan.ac.uk). You can also call 01772 893020, attend a drop-in, or visit our UCLan **Wellbeing Service** [Student Hub pages](https://msuclanac.sharepoint.com/sites/StudentHub/SitePages/Counselling-service.aspx) for more information.
6. For any other support query, please contact **Student Support** via studentsupport@uclan.ac.uk.
7. For consideration of Academic Integrity, please refer to detailed guidelines in our [policy document](https://www.uclan.ac.uk/assets/student-contracts/2022-23/academic-integrity-policy-and-procedure-for-academic-misconduct-2223.pdf) . All assessed work should be genuinely your own work, and all resources fully cited.

**We wish you all success in completing your assessment. Read this guidance carefully, and any questions, please discuss them with your Module Leader and Module Tutors.**

***Please access the individual feedback through Turnitin and bring reflection on feedback to the first seminar following the release of grades. Generic feedback on the assessment should be provided by the tutor at that seminar.***

***Students requiring specific individual feedback and support should contact the Module Leader to arrange an appointment.***

**Feedback Guidance:**

**Reflecting on Feedback: how to improve.**

From the feedback you receive, you should understand:

* The grade you achieved.
* The best features of your work.
* Areas you may not have fully understood.
* Areas you are doing well but could develop your understanding.
* What you can do to improve in the future - feedforward.

Use the [WISER](https://msuclanac.sharepoint.com/sites/StudentStudySkills/SitePages/WISER-Resources.aspx): Academic Skills Development service. WISER can review feedback and help you understand your feedback. You can also use the WISER [Feedback Glossary](https://msuclanac.sharepoint.com/:w:/s/StudySkillsBookings/EbsVu9KMrXNIhrJ89yR1Yk0BR_Vciwgy2wbHRuR3zGaV-A?e=x0w6qj)

Next Steps:

* List the steps have you taken to respond to previous feedback.
* Summarise your achievements
* Evaluate where you need to improve here (keep handy for future work):

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