

A. Learning outcomes

1. Explain the process of four management functions in organisation.
2. Communicate effectively the basic management concepts, theories and issues.
3. Organise in groups to identify models, concepts and frameworks within the field of management to suggest solutions to management problems.

B. Continuous Assessment

The continuous assessment represents 50% of the total marks for this subject.

The deliverables are:

1. Essay– 100 marks

The report must follow the standard academic format:

- Font : Times New Roman
- Font Size : 12
- Spacing : 1.5
- Due date : 24 February 2020

2. Presentation – 20 marks

This will be based upon the group essay for an individually-assessed presentation. Group members will be allocated 20 minutes for presentation.

Tentative date : Week 11-13

In the individually assessed presentation, students may present additional content to their contribution in the written essay. All members of the group should be prepared to answer questions on any aspect of the group work.

3. Quiz – 20 marks

Lectures are followed by a quiz assessment to reinforce student's understanding. Quiz will take place anytime in any one of the tutorial sessions.

1. Essay Writing – 100 marks

In a group of **THREE** to **FOUR (3-4)** members, answer the following question in not more than 2,000 words (word count excludes diagrams, tables and references) for the following question.

Question

Select one of **Fortune 500 companies** (see www.fortune.com/fortune500) and answer the following questions:

1. Introduce the company of your choice: background, vision, and mission of the company.
2. Identify and explain at least **TWO (2)**
 - i) strengths,
 - ii) weaknesses,
 - iii) opportunities, and
 - iv) threatsof the company
3. Threats are imminent to any companies. Therefore, carefully explain to the management of this company on how they could manage the threats you have identified.

Note: You are required to provide proper citations and reference page when referring to any external sources of information, theories, concepts and framework when writing your report.

When completing the report, it should have the following general structure

- Cover page
- A table of content
- Introduction
- Essay – see question 1 to 3
- Conclusion
- References
- Appendix A: Group task report
- Appendix B: Marking Rubric
- Appendix C: Presentation sheet

Documentation Requirements

Please pay particular attention to the following:

- Plagiarism is totally prohibited.
- You should have a minimum of 5 references to substantiate your research and essay writing. You are **REQUIRED** to use Harvard referencing format for this assignment. Include at least one book as reference.

2. Individually assessed-presentation of the group work – 20 marks

- i. After submission of your group essay, your lecturer will allocate every group a 20 minutes presentation slot.
- ii. You are required to present according to the allocated slot, and in event of your group member is absent during the presentation, he/she will be given **ZERO (0)**.
- iii. An evaluation of the presentation will be based on the following criteria:
 - Content in your power point slide
 - Smooth delivery of your topic
 - Clarity of your speech
 - Professionalism in your dress code
- iv. Please fill up the group member name in below table and include this presentation marking sheet in your report (as Appendix C) when making your group work submission,