FACULTY OF ACCOUNTING AND INFORMATICS

DEPARTMENT: INFORMATION SYSTEMS

SEMESTER 1

2023

GROUP ASSIGNMENT

Business Analysis 2A (BSAA201)

ESTABLISHMENT OF THE GROUPS FOR THE ASSIGNMENT:

This is a group project. Each group should have a **minimum of 7 and a maximum of 9** students. You will be allowed to choose your group. Each group must elect a project leader. On Moodle under the topic named *"Group Project/Assignment"*, click the **"BSAA201 Group Assignment"** link to add your name under the agreed group of your team leader's choice.

While this assignment promotes group work, it is the responsibility of each student to ensure that he/she understands the curriculum for this subject and the requirements of this assignment.

ASSIGNMENT INSTRUCTIONS:

You are required to identify a small, medium, or large business either locally or internationally. Investigate the operations and functions of the business to understand how it works and the industry it operates on. You must scale your ideas to fit your allocated time for the assignment. Once you have an idea for the assignment, you must prepare an analysis and strategy implementation documents. You are to use either SWOT analysis or Porter's Five Forces Model to analyse the business, and use either Cost Leadership or Differentiation for strategy implementation for the business. You are also required to make conclusions or recommendations on the approach(es) you used.

TECHNICAL INSTRUCTIONS:

Maximum of 4 pages excluding cover page, inclusive of references.

Font Style: Times New Roman.

Font Size: 12 on the body and 14 on headings.

Fully justified with line spacing of 1,5 and add space after paragraph.

Cover Page: Full name(s) and Surname, Student No., Qualification, Module Name and Code.

Document Format: PDF only.

Due date: 24th April 2023

NB: if you plagiarise index is more than 15% you will get ZERO for your assignment.

APPENDIX A: GROUP ASSIGNMENT COVER SHEET

Module Name and Code:

Group Name (E.g. Group A, Group 9, Group H): _____

Please complete this form and submit it as a cover sheet every time you submit your project. One submission is required per group. The details completed below must be correct.

Student No.	Surname, Initials	Qualification Code	Task Completed	Signature
1.				
2.				
3.				
4.				
5.				
6.				
7.				
8.				
9.				

APPENDIX B: GROUP PLAGIARISM STATEMENT

FACULTY OF ACCOUNTING AND INFORMATICS

DEPARTMENT OF INFORMATION TECHNOLOGY

Group Plagiarism Statement

You are guilty of plagiarism if you copy something from a book, article, or website without acknowledging the source and passing it off as your own. In effect, you are stealing something that belongs to someone else. This is not only the case when you copy work word-by-word (verbatim), but also when you submit someone else's work in a slightly altered form (paraphrase) or use a line of argument without acknowledging it. You are not allowed to use another student's past written work. You are also not allowed to let anybody copy your work to pass it off as his/her work.

Students who commit plagiarism will get 0 (zero) for the plagiarised work, without the opportunity to resubmit AND the matter may also be referred to the Dean for disciplinary action. Plagiarism is regarded as a serious contravention of the rules and can lead to expulsion from this and other universities.

This declaration must be completed and submitted to your respective group lecturer for all phases of the project

Student No.	Student Initials & Surname	Signature
1		
2		
3		
4		
5		
6		
7		
8		
9		

1. We understand what plagiarism is and we are aware of the DUT'S policy in this regard.

2. We declare that this tutorial/project is our work.

3. Where other people's work has been used (either from a printed source, the internet, or any other source) this has been carefully acknowledged and referenced following departmental requirements.

4. We have not used other students' past work to hand in as our own.

5. We have not allowed and will not allow anyone to copy our work to pass it off as their work.

MARKING RUBRIC

	0	1	3	5	Mark
Business Description/Overview	Not included	No clear business description or overview	Brief business description or overview and the client information	Clear and detailed business description or overview and type of services or product and client information	
Introduction of Analysis Method and Strategy Implementation	Not included	No clear introduction of analysis method and strategy analysis.	Brief analysis method and strategy analysis.	Clear and detailed analysis method and strategy analysis.	
Application of Analysis Method	Not included	No clear application of analysis method.	Brief application of analysis method.	Clear and detailed application of analysis method.	
Application of Strategy Implementation	Not included	No clear application of strategy implementation.	Brief application of strategy implementation.	Clear and detailed application of strategy implementation.	
Conclusion	Not included	No clear conclusion drawn.	Brief conclusion drawn.	Clear and detailed conclusion drawn.	
Presentation of document	**5 marks**				
Moodle Submission	**5 marks**				
TOTAL MARK					