

Assessment Brief

7010SSL Geopolitical Economic and Legal Environments

Think **Smart.** Learn **Fast.** Get **Online.**

Your assessment

Assessment title:	Individual Essay
Submission date & time	18 Nov 2019 1800 GMT
Submission via:	Turnitin
Credit value:	5 Credits (assessment 1 of 2)
Word count/limit:	1,250 Words

Write a 1250-word essay in response to one of the four questions outlined below.

1. Is economic globalisation in retreat?
2. Critically assess the impact of emerging markets on the global business environment.
3. Is Africa still the 'hopeless continent' for international business?
4. Which model of business internationalisation best captures the process through which companies expand their operations overseas? Illustrate your answer with reference to **ONE** company of your choice.

Marking criteria

Mark	Guideline
70% - 100%	<p>In order to secure a mark in this range, a candidate must submit an outstanding answer that could hardly be bettered. In addition to the criteria identified below for a mark between 70-85%, an answer scoring a mark of 85-100% would show an excellent level of understanding and critical/analytic skills and originality. For example, such an answer would include new insights into the global business environment of a specific industry sector which are not drawn from the literature but from the student's own critical thinking, and which add something to the existing literature.</p> <p>An essay in this range will demonstrate a strong understanding of theories, concepts and issues relating to the global business environment of a specific industry sector. There will be evidence of wide-ranging reading from a variety of valid sources (as described and presented in the marking criteria for 60-69%). The assignment must be written in a clear, well-structured way with a coherent and seamless flow and show evidence of independent, critical thought. It must show extensive relevant reading on the subject and intelligent use of the material to present a well-balanced and well-argued assignment. For example, the student will have considered a range of relevant issues and be able to assess the strength and weaknesses of various approaches/arguments and put forward a confident and articulate view of their own.</p>
60% - 69%	<p>An essay in this mark range will demonstrate a good understanding of the requirements of the assignment and of theories, concepts and issues relating to the global business environment of a specific industry sector. An assignment in this percentage range will include a balanced discussion of issues central to the question, how these are addressed by different authors or sources and some critical thinking into their relative merits or shortcomings. The answer will contain few errors and little, if any, irrelevant material. It will show evidence of reading from a variety of sources (i.e. more than 3 or 4) but not so many sources that the discussion loses focus and becomes unclear or irrelevant. All sources should be of some academic merit (e.g. books, journals, reports, media publications). Unreferenced material from non-credible internet sources MUST be avoided. All sources must be included and properly referenced in the references. The assignment will be well-organised and clearly written/presented overall.</p>
50% - 59%	<p>The answer will demonstrate some reasonable understanding of relevant theories, concepts and issues relating to the global business environment of a specific industry sector but also some minor errors of fact or understanding. The assignment will not be based on an extensive range of sources (for example few references are included), or much evidence that they have been read closely or well-understood. For example, the assignment will retell sources rather than analyse them.</p> <p>The assignment may be quite general in part. Some errors may be present and some irrelevant material may be included.</p> <p>The essay may not be particularly well-structured, and/or clearly presented and contain some spelling mistakes and grammatical errors. A few sentences may be unclear.</p>
40% - 49%	<p>A mark within this percentage range will be given to an essay which:</p> <ul style="list-style-type: none"> — shows some limited basic understanding of the subject but is incomplete. For example, if it answers one part of a question but not the rest. — makes only very general statements — includes some factual errors or misunderstandings e.g. confusion between different companies or misuse of certain key terms. — shows limited use of material with limited reading/research on the topic and includes only a very small number of references, not all of which are included in the references — includes spelling mistakes, is poorly structured with no clear argument and grammar mistakes making it difficult to understand. — includes some irrelevant material.

Marking criteria

Mark	Guideline
35% - 39%	<p>A mark within this percentage range will be given to an assignment which:</p> <ul style="list-style-type: none"> includes only a limited amount of relevant material. shows little evidence of reading/research on the topic. For example, the essay includes only very few references, and relies only on material or case studies used during the course. shows only a very basic understanding of the subject. is poorly presented with bad grammar, some spelling mistakes and an incomplete reference list. has a poor structure and does not flow e.g. if there is no conclusion or new facts are introduced in the conclusion rather than introduction or main discussion. contains some fundamental errors.
20% - 34%	<p>A poor fail on this assignment means the assignment submitted:</p> <ul style="list-style-type: none"> — is poor and suggests that the student has spent very little time on it e.g. if the answer is considerably under the word requirement and/or presented in note form rather than as a fully written up essay. — bears little relation to the assignment topic. — shows a poor understanding of theories, concepts and issues relating to the global business environment of a specific industry sector and to the learning outcomes detailed in this document. — contains some or many fundamental errors and misunderstandings of the academic or other material used. For example many of the facts cited are incorrect. — uses literature or other material which is largely irrelevant or has no academic value — is poorly structured and poorly presented. For example, sentences may be hard to understand and contain many spelling or grammatical mistakes. — contains no references.
0-19%	<p>Work within this mark range shows a complete failure to meet the requirements of the assignment. A mark in this range will be given for an essay which:</p> <ul style="list-style-type: none"> is below 500 words in length. bears no link to the question chosen and shows very little or no knowledge or understanding of any of the theories, concepts and issues relating to the global business environment of a specific industry sector. The answer may be fundamentally wrong or trivial. contains no references and/or evidence of relevant reading. shows little understanding of the requirements of the assignment and only a vague knowledge of the subject area. includes numerous fundamental errors in the understanding or presentation of the material discussed. There is a general lack of facts/evidence and what is provided is mostly incorrect and/or irrelevant. is poorly structured and poorly presented. Spelling and grammar are poor. Many sentences are incomprehensible. the examiners do not feel could be described as a serious attempt by any reasonable standards.

Your assessment

Assessment title:	Macro Analysis Report
Submission date & time	9 Dec 2019 1800 GMT
Submission via:	Turnitin
Credit value:	10 Credits (assessment 2 of 2)
Word count/limit:	2,500 Words

This assignment requires you to write a 2500 word Macro Analysis report, based on a global company of your choice. Your report must:

- Critically evaluate the focus of the business and its market (for example, what is the main focus of the business, where are its main markets and/or sites of production, who are its key competitors?)
- Identify and critically evaluate the geopolitical, economic and legal challenges and issues that are currently and could potentially impact on the activities of the business and its market (for example, how is the company being affected by the 'rise of the rest', new competitors, or new government policies such as trade and other barriers?)
- Critically examine the company's internationalisation strategy, with a particular focus on its entry mode(s) in foreign markets (for example, how did the company grow into new markets, did it choose different entry strategies for different markets, how did the process of internationalisation compare to the theoretical models we have studied?)
- Provide a set of well argued and developed recommendations on how the company could address some of the identified macro environmental challenges and issues (for example, what would you identify as the three biggest challenges facing the company and how can these be addressed?)

Be well presented and appropriately referenced

Your assessment (continued)

Category	Mark
Knowledge of Business Focus and Market	20%
Knowledge of Marco Environmental Challenges (Geopolitical, Economic & Legal)	30%
Knowledge of Internationalisation Strategy	20%
Conclusions & Recommendations	20%
Presentation and References	10%

How to Submit your Assessment

The assessment must be submitted by the date and time listed on the first "Your assessment" slide. No paper copies are required. You can access the submission link through the FutureLearn page.

Your coursework will be given a zero mark if you do not submit a copy through Turnitin by the specified date and hour above (late work receives a zero mark). Your Turnitin links can be found under the assessments tab on FutureLearn. Please take care to ensure that you have fully submitted your work.

All work submitted after the submission deadline without a valid and approved reason (see below) will be given a mark of zero.

Students MUST keep a copy and/or an electronic file of their assignment.

Checks will be made on your work using anti-plagiarism software and approved plagiarism checking websites.

Exceptional circumstances

The University wants you to do your best. However we know that sometimes events happen which mean that you can't submit your coursework by the deadline – these events should be beyond your control and not easy to predict. If this happens, you can apply for an extension to your deadline for up to two weeks, or if you need longer, you can apply for a deferral, which takes you to the next assessment period (for example, to the resit period following the main Assessment Boards). You must apply before the deadline.

You will find information about the process and what is or is not considered to be an event beyond your control at <https://share.coventry.ac.uk/students/Registry/Pages/Deferrals-and-Extension.aspx>

Extensions of up to two calendar weeks can only be given for genuine exceptional circumstances and medical reasons, not for bad planning of your time. Please note that theft, loss, or failure to keep a back-up file, are not valid reasons. The extension must be applied for on or before the submission date. You can apply for an extension by submitting an Examination/Coursework Deferral/Extension Application Form available from <https://share.coventry.ac.uk/students/Registry/Pages/Deferrals-and-Extension.aspx>. To discuss your situation please contact studentprogress@coventry.ac.uk.

Academic conduct

As part of your study you will be involved in carrying out research and using this when writing up your coursework. It is important that you correctly acknowledge someone else's writing, thoughts or ideas and that you do not attempt to pass this off as your own work. Doing so is known as plagiarism. It is not acceptable to copy from another source without acknowledging that it is someone else's writing or thinking. This includes using paraphrasing as well as direct quotations. You are expected to correctly cite and reference the works of others. The Centre for Academic Writing provides documents to help you get this right. If you are unsure, please visit [CU Harvard Referencing](#)

Turninit includes a plagiarism detection system and assessors are experienced enough to recognise plagiarism when it occurs. Copying another student's work, using previous work of your own or copying large sections from a book or the internet are examples of plagiarism and carry serious consequences.

Please familiarise yourself with the CU Harvard Reference Style and use it correctly to avoid a case of plagiarism or cheating being brought. Again, if you are unsure, please contact studentprogress@Coventry.ac.uk, your Associate Lecturer or a member of the course team.

Word count/time limit guidelines

There will be a penalty of a deduction of 10% of the mark (after internal moderation) for work exceeding the word/time limit by 10% or more. The word/time limit includes quotations, but excludes the list of references.

Return of marked work

You can expect to have marked work returned to you in 14 working days. If for any reason there is a delay you will be kept informed via your student email. Marks and feedback will be provided online. As always, marks will have been internally moderated only, and will therefore be provisional; your mark will be formally agreed later in the year once the external examiner has completed his / her review.



Think **Smart.** Learn **Fast.** Get **Online.**