



HIGHER EDUCATION PROGRAMMES

Academic Year 2023:	July-December
Summative Assessment 2:	Introduction to Business Management (HBMN102-1)
NQF Level, Credit:	5, 10
Weighting:	10%
Assessment Type:	Research Essay
Educator:	L. Carolus
Examiner:	L Carolus
Due Date	20 November 2023
Total	20 Marks

Instructions

1. Summative Assessment 2 (SA 2) must be handed in online before or on the day of the Summative Assessment 1 (SA 1) sitting.
2. The essay must be at least 500 (five hundred) words and should not exceed 650 (six hundred and fifty) words.

3. The essay structure must be as follows:

- Cover Page:
 - Name
 - Surname
 - Student Number
 - Name of your Support Centre (i.e., Boston, Braamfontein)
- Introduction: Tells the reader what the essay is about.
- Body / Main Content: Is based on research and relates to the essay question or topic set.
- Conclusion: This is a summary of what has been covered in the essay. It may also include suggestions/recommendations.
- Reference list: (not included in the word count): the Harvard Referencing Method must be adhered to regarding in-text citations and the reference list. Please make sure you have read and adhere to the *NWU Referencing Guide*, available in the HE Library module on ColCampus, as well as *The Beginners Guide to Plagiarism*, available in the HE Student Information module, also on ColCampus.

4. The essay must be typed using the following format settings only:

- Font: Arial
- Font Size: 12
- Line Spacing: 1.5

5. The following must be adhered to:

- ***You have been provided with one (1) academic source (see below); this source is compulsory and must be consulted and referenced when answering the research question.***
- ***It is imperative to note that the compulsory source must be accessed using the Library module on ColCampus.***

Compulsory source to peruse:

Menefee, M. et al. (2016) The Role of Human Resources in the Success of New Businesses [Preprint]. Retrieved from: <https://core.ac.uk/reader/149233090> [Accessed 16 March 2023].

6. You must make use of the Harvard Method of Referencing. Refer to the examples of referencing below:

Book, single author:

Holt, D.H. 2017. Management principles and practices. Sydney: Prentice-Hall.

Book, 2 or 3 authors:

McCarthy, E.J., William, D.P. & Pascale, G.Q. 2017. Basic marketing, Cape Town: Juta.

Book, more than 3 authors:

Bond, W.R., Smith, J.T., Brown, K.L. & George, M. 2016. Management of small firms, Sydney: McGraw-Hill.

Book, no author:

Anon. 2009. A history of Greece 1994-now. Sydney: Irwin.

eBook:

Harris, C.A. 1917. How to write music: musical orthography, edited by M. Randall. New York, NY: H. W. Grey. <http://gutenberg.org/files/37281/37281-h/37281-h.htm>. Date of access: 31 August 2017.

Academic Journal article with one author:

Allan, J. 2017. Nurturing supportive learning environment in higher education through the teaching of study skills: to embed or not to embed? *International Journal of Teaching and Learning in Higher Education*, 19(2):64-76.

Academic Journal with 2 or more authors:

Glatt, M.M., Grindstone, C.H & Hult, C.J. 2019. The geographic expansion of Mexican immigration in the United States and its implications for local law enforcement. *Law Enforcement Executive Forum Journal*, 8(1):73-82.

Webpage, no author:

(use the first few words of the page title) Improve indigenous housing now, government told. 2007. Available from: <<http://www.architecture.com.au/icscms?page=10220>>. Date of Access, 8 February 2016.

Website:

Australian Securities Exchange. 2019. Market Information. Available from: <http://www.asx.com.au/professionals/market_information/index.htm> Accessed on 5 July 2019.

Web based image / table / figure:

The Lunar Interior. 2000. Available from: <http://www.planetscapes.com/solar/browse/moon/moonint.jpg> 2 Accessed on 8 November 2016.

Blog:

Newton, A. 2007. Newcastle toolkit. 16 January 2007. Angela Newton: Blog. Available from: <<https://elgg.leeds.ac.uk/libajn/weblog/>> Accessed on 23 February 2014.

Facebook and Twitter:

Smith, P. 2012. Social networking group, (Facebook), 6 October. Available from: <http://facebook.com> Accessed on 29 October 2012.

Newspaper, print:

Wolhuter, T. 2011. How to read food labels. *Star*. 26, 2 Mar 2011.

Newspaper, electronic database:

Hans, B. 2011. Cosatu slams Swazi loan. *The mercury*, 15 August <http://www.iol.co.za/mercury/cosatu-slams-swazi-loan-1.1117816> Date of access: 1 September. 2012.

7. Plagiarism occurs when a writer duplicates another writer's language or ideas, and then calls the work his or her own. Simply put, plagiarism is theft. This includes the 'copy and paste' of work from textbooks, study guides, journal articles. The Plagiarism Declaration, included in this brief, must be signed and attached to the front of your essay. Refer to the Plagiarism Information Sheet in your Course Outline for further information.

8. **Academic sources:**

Not all sources can be classified as academic sources. To judge whether a source is an academic source, take the following criteria into account:

- The author should be identifiable
- The source should be published by a credible publisher (In an Academic Textbook or Academic Journal)
- A list of references should be provided

Wikipedia **is not** a credible academic source. There is no author identifiable, and editing an article on this site is very easy. Also, blog posts often provide valuable information, but this is not academically sound.

9. To obtain maximum results, please consult the rubric included in this brief to ensure that you adhere to and meet all the given criteria.

10.A **Copyleaks Report** will be issued via ColCampus once the assignment is submitted. Please ensure that you follow the correct steps when uploading your assignment and that the Copyleaks Report is correctly issued. If the incorrect document is uploaded, or if no Copyleaks Report is issued, a mark of zero (0) will be awarded. If the Copyleaks Report indicates that a 30% similarity rating has been exceeded, 25% of the assessment total will be deducted from the final grade. Where a Copyleaks Cheat Detection Report is issued, your submission will automatically be treated as if you received a similarity rating in excess of 30% and 25% of the assessment total will be deducted from the final grade.

You are part of the human resources department of an organisation. A prospective student thinking about studying HR has recently undermined your role. You have decided to compile an educated argument on behalf of HR defending its importance to businesses.

In this essay, you are required to weigh up the impact of HR on hiring and maintaining quality staff members who contribute and improve the value of organisations.

Compulsory source to peruse:

Menefee, M. et al. (2016) The Role of Human Resources in the Success of New Businesses [Preprint]. Retrieved from: <https://core.ac.uk/reader/149233090> [Accessed 16 March 2023].

The following Learning Outcomes are assessed in this assessment:

- Describe consumer behavior and discuss the determinants of consumer behavior.

Criteria	Exceptional	Satisfactory	Developing	Unsatisfactory	Total
The role of human resource management within an organisation.	<p>Topic comprehensively understood</p> <p>Excellent overview of the role of human resource management within an organisation</p>	<p>The research topic was sufficiently understood. However, some key issues still need to be addressed.</p> <p>Adequate overview of the role of human resource management within an organisation</p>	<p>The student did not completely understand the question.</p> <p>The student did not read/use the compulsory article.</p> <p>The role of human resource management within an organisation is merely outlined.</p>	The research topic was not understood.	
	5-4	3 - 2	1	0	
The impact human resources has on an organisation.	Student portrays excellent knowledge and understanding of the impact human resources has on an organisation.	Student exhibits good knowledge of the impact human resources has on an organisation.	The student provides the impact human resources have on an organisation but does not show much understanding thereof.	The student did not provide any valid arguments on the impact human resources has on an organisation.	
	12-9	8-6	5-4	3 – 0	
Bibliography and References	<p>Exceeds the number of relevant sources (2+).</p> <p>Compulsory source consulted</p> <p>Correct Harvard referencing</p>	<p>Minimum relevant sources met.</p> <p>Correct Harvard referencing</p>	<p>Some sources were quoted but were irrelevant.</p> <p>Incorrect referencing or No resources quoted</p>	None	
	3	2	1	0	/20