

I. Assessment Recap

- Overview: Research a company from the VN100 or ASX 200 list and prepare a report for the Board of Directors. The report will inform the Board's consultancy work and decision-making.

- + Question 1

Introduce a selected public company, including its name, main activities, major competitors, geographical locations of operation, and key strategies for maintaining a competitive advantage.

- + Question 2 – PESTLE analysis

a) PESTLE analysis: political, economic, social, technological, environmental, and legal factors.

b) Identify two potential opportunities and two areas of concern based on the PESTLE analysis. Provide recommendations on how the company can leverage opportunities or address concerns, considering financial and non-financial aspects.

- + Question 3 – Corporate Social Responsibility (CSR):

the CSR: policies, practices, and their impact on society, the environment, and stakeholders. Evaluate the effectiveness of CSR programs and offer recommendations for improvement, considering industry-specific goals.

- + Question 4 – Diversity, Equity, and Inclusion (DEI) policy:

Critically analyze the company's DEI policy and its effectiveness in promoting a diverse and inclusive workplace. Identify gaps or areas for improvement and provide recommendations for

- + Question 5 – Influence of AI and Visualization:

Assess how the company has implemented AI technologies, highlighting their impact on efficiency, customer experience, and innovation. Evaluate the company's approach to addressing ethical considerations and biases in AI, as well as its communication of ethical AI practices to stakeholders and the public.

- + Question 6 – Personal reflection

Evaluate and reflect on your own decision-making processes and abilities based on your experience in the workplace and/or personal life.

Consider and include in your response:

- a) What key messages you have learnt from the guest lecture OR course content
- b) How you link the guest lecture key points to topics we learnt in the course
- c) Ways you could improve your decision making in future.

II. Key term definition

- PESTLE Analysis: A framework used to evaluate the macro-environmental factors affecting an organization. It stands for political, economic, social, technological, legal, and environmental factors.
- Corporate Social Responsibility (CSR): Business practices involving initiatives that benefit society.
- Diversity, Equity, and Inclusion (DEI): Strategies and policies to ensure fair treatment, representation, and participation of diverse individuals in a workplace.
- Artificial Intelligence (AI): Technology that simulates human intelligence processes by machines, especially computer systems.
- Ethical Considerations: The moral principles and values that guide decision-making and behavior, especially when dealing with potentially sensitive or controversial topics.
- Tangible Improvements: Measurable and concrete enhancements or positive changes in a specific area or aspect of a business.
- Stakeholders: Individuals or groups (such as employees, customers, investors, and the community) who have an interest or are affected by the actions and decisions of a company.
- Holistic Decision-Making: The process of considering all relevant factors, both internal and external, when making decisions rather than focusing on a single aspect.
- Integration of Technology: The incorporation of technology solutions into an organization's processes or operations to improve efficiency, productivity, or innovation.

III. Data - Reference

[Highlights of Hoa Phat 2022](#)

[Báo cáo tài chính](#)

[Hòa Phát và những hoạt động xã hội, từ thiện có ý nghĩa năm 2018](#)

[“Nhịp đập yêu thương”: Hòa Phát hỗ trợ phẫu thuật thành công cho 34 bệnh nhân trong 6 tháng đầu năm](#)

[The ESG premium: New perspectives on value and performance](#)

[Happy working environment](#)

[FPT Retail bắt tay FPT Smart Cloud đưa AI vào chăm sóc khách hàng](#)

[Cách FPT Shop tối đa hóa doanh số và sự hài lòng của khách hàng thông qua chatbot AI](#)

