# Academic Year: 2023-2024 January Semester Two

# Reassessment Introduction:

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| Course: BA (Hons) Business Administration | Module Code: BU3311  Module Title: Doing Business in Emerging Economies |
| Title of the Brief: Portfolio | **Type of assessment**: Portfolio |
| This assessment is worth 50% of the overall module. | |

This Assessment Pack consists of a detailed assignment brief, guidance on what you need to prepare, and information on how class sessions support your ability to complete successfully. You’ll also find information on this page to guide you on how, where, and when to submit. If you need additional support, please make a note of the services detailed in this document.

**How, when, and where to submit:**

Assessment Deadline Date and time: **01 August 2024 by 12:00 Noon**

Your work is to be submitted via Turnitin Link on Blackboard which will be visible to you on: 12th February.

Feedback will be provided by: **22 August 2024.**

You should aim to submit your assessment in advance of the deadline.

Note: If you have any valid mitigating circumstances that mean you cannot meet an assessment submission deadline and you wish to request an extension, you will need to apply online, via [MyUCLan](https://my.uclan.ac.uk/BANP/twbkwbis.P_WWWLogin) with your evidence **prior to the deadline**. Further information on Mitigating Circumstances via [this link.](https://msuclanac.sharepoint.com/sites/StudentHub/SitePages/Mitigating-circumstances.aspx)

We wish you all success in completing your assessment. Read this guidance carefully, and any questions, please discuss with your Module Leader.

**Additional Support available**:

All links are available through the online [Student Hub](https://msuclanac.sharepoint.com/sites/StudentHub)

1. Academic support for this assessment will be provided by contacting Richard Fisher *by email: rfisher6@uclan.ac.uk*.
2. Our **Library resources** link can be found in the library area of the Student Hub or via your subject librarian at [SubjectLibrarians@uclan.ac.uk](mailto:SubjectLibrarians@uclan.ac.uk).
3. Support with your academic skills development (academic writing, critical thinking and referencing) is available through **WISER** on the Study Skills section of the [Student Hub](https://msuclanac.sharepoint.com/sites/StudentStudySkills/SitePages/Academic-Writing-Skills.aspx).
4. For help with Turnitin, see [Blackboard and Turnitin Support](https://msuclanac.sharepoint.com/sites/UCLanLibrary/SitePages/Blackboard-%26-Turnitin-Support.aspx) on the Student Hub
5. If you have a disability, specific learning difficulty, long-term health or mental health condition, and not yet advised us, or would like to review your support, **Inclusive Support** can assist with reasonable adjustments and support. To find out more, you can visit the Inclusive Support page of the [Student Hub](https://msuclanac.sharepoint.com/sites/StudentHub/SitePages/How-to-access-inclusive-support.aspx).
6. For mental health and wellbeing support, please complete our online referral form, or email [wellbeing@uclan.ac.uk](mailto:wellbeing@uclan.ac.uk). You can also call 01772 893020, attend a drop-in, or visit our UCLan **Wellbeing Service** [Student Hub pages](https://msuclanac.sharepoint.com/sites/StudentHub/SitePages/Counselling-service.aspx) for more information.
7. For any other support query, please contact **Student Support** via studentsupport@uclan.ac.uk.
8. For consideration of Academic Integrity, please refer to detailed guidelines in our [policy document](https://www.uclan.ac.uk/assets/student-contracts/2022-23/academic-integrity-policy-and-procedure-for-academic-misconduct-2223.pdf) . All assessed work should be genuinely your own work, and all resources fully cited.

**Preparing for your assignment/ Teaching into assessment.**

All workshop material covered from week 1 up to week 9 is relevant to help you produce and edit your analysis of the 4 cases.

The case studies are provided through the core textbook: Doing Business in Emerging Markets by Cavusgil, Ghauri and Liu (2021). The case studies are as follows:

1. The Brazilian Little Way of Doing Business

2. Hydrola- A French Company’s Expansion into Emerging Markets

3. Lenovo- The Global Challenger from an Emerging Market

4. Starbucks in Russia- Challenges and Opportunities in an Emerging Market

Each case is supplied with questions to help as prompts in forming your narrative to each analysis aimed at evaluating the impact of the Emerging Market/Economy characteristics on International Business. Additional contributions based on course content are encouraged.

We will have dedicated sessions during the semester in which you are given the opportunity to work on and discuss your points/answers to the cases questions within the classroom. This should help in the build-up of your analysis for your final submission.

Please see Blackboard for access to the module’s materials.

**Assessment Pack Contents***:*

**THE BRIEF/INSTRUCTIONS – SUBMISSION DETAILS**

* This assessment is worth 50% of the overall module grade, in which you are required to compile your analysis of the 4 cases presented to you during teaching weeks – See the Modular Information Pack (MIP)
* Each analysis to the cases should be treated as an independent piece, and therefore your finished portfolio would consist of all 4 pieces. (Please present it in one word document)
* To ensure that you maximize the wordcount, there is no need to produce an introduction nor a conclusion.
* The portfolio submission should only consist of the coversheet, your analysis of the 4 cases, and a list of references to support the writing where appropriate.
* Marking criteria for this assessment and weightings are provided below.

This assessment tests module learning outcomes 1, 2, 3 and 4 (available for you in the module information pack)

**Assessment Criteria**

See below.

**RELEASE DATE AND HAND IN DEADLINE**

Assessment Deadline Date and time: **01 August 2024 12:00 Noon**

Please note that this is the final time you can submit – not the time to submit!

Your feedback/feed forward and mark for this assessment will be provided on:

**22 August 2024.**

**SUBMISSION GUIDANCE:**

Font etc - Arial 12

Use MS ‘Justify’ ensuring you distribute your text evenly between the margins for better presentation.

Word Count - 2,000 words NB: +/- 10%.

Harvard Referencing Style -<https://www.citethemrightonline.com/Basics>

Your report will be submitted through Turnitin in one document with an appropriate reference list.

***Please see full marking criteria on next page of this document.***

**Assessment Criteria**

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| **Grade**  **%** | **Descriptive terms associated with students’ performance across a level** | **Knowledge / Understanding (30%)** | **Argument / Evaluation /**  **Application (30%)** | **Research /**  **Evidence/ Interpretation (30%)** | **Presentation / Structure / Referencing (10%)** |
|  | ***What are we looking for in each column?*** | ***What do you know and understand?*** | ***What do you do with this?*** | ***How do you evidence/support this?*** | ***How do you communicate this?*** |
| **86-100** | Exemplary, outstanding, creative, insightful, illuminating, inspiring, authoritative, professional, exceeding expectations | Submission demonstrates an outstanding understanding of a key/core contemporary theories, some of which at the current boundaries of an academic discipline | An outstanding ability to critically evaluate ideas, challenge assumptions and devise and sustain arguments | Authoritative use of established techniques of analysis, scholarly reviews and primary sources appropriate to the discipline | Information professionally presented, structured and communicated (to relevant/specialist audience); references accurate, reliable and precise |
| **70-85** | Excellent, persuasive, sophisticated, original, ambitious, meticulous, critical, innovative | Submission demonstrates an excellent understanding of a key/core contemporary theories, some of which at the current boundaries of an academic discipline | An excellent ability to critically evaluate ideas, challenge assumptions and devise and sustain arguments | Persuasive use of established techniques of analysis, scholarly reviews and primary sources appropriate to the discipline | Information excellently presented, structured and communicated (to relevant/specialist audience); references accurate, reliable and precise |
| **60-69** | Very good, fluent, thorough, analytical, precise, rigorous, sustained, convincing | Submission demonstrates a very good understanding of a key/core contemporary theories, some of which are at the forefront of the discipline | A very good ability to critically evaluate ideas, challenge assumptions and devise and sustain arguments | Convincing use of established techniques of analysis, scholarly reviews and primary sources appropriate to the discipline | Information precisely presented, structured and communicated (to relevant/specialist audience); references accurate and reliable |
| **50-59** | Good, reasonable, clear, confident, thoughtful, accurate, careful, congruent, coherent, solid, relevant, minor deficiencies | Submission demonstrates a good understanding of a key/core contemporary theories | A good ability to critically evaluate ideas, challenge assumptions and devise and sustain arguments | Confident use of established techniques of analysis, scholarly reviews and primary sources appropriate to the discipline | Information confidently/ clearly presented, structured and communicated (to relevant/specialist audience); references generally accurate with minor deficiencies |
| **40-49** | Satisfactory, sufficient, adequate, descriptive, partial, elementary, basic, mostly relevant, with deficiencies | Submission demonstrates a satisfactory understanding of a key/core contemporary theories | A basic ability to critically evaluate ideas, challenge assumptions and devise and sustain arguments | Adequate use of established techniques of analysis, scholarly reviews and primary sources appropriate to the discipline | Information satisfactorily presented, structured and communicated; references mostly accurate but some deficiencies |
| **30-39** | Incomplete, inadequate, inaccurate, inconsistent, contradictory, superficial, partially relevant, limited, below level | Submission demonstrates an incomplete understanding of key/core theories | Inadequate ability to critically evaluate ideas, challenge assumptions and devise and sustain arguments | Limited use of analysis, scholarly reviews and primary sources | Information inadequately presented, structured and communicated;; references inaccurate and inconsistent |
| **15-29** | Erroneous/wrong, missing, extremely limited, irrelevant, inappropriate, insufficient, unstructured, below expectations, not systematic, poor | Submission demonstrates an extremely limited understanding of key/ core theories | Insufficient evaluation; inability to develop a sustained argument | Poor use of analysis, scholarly reviews and primary sources | Work is unstructured; poorly presented and communicated; referencing erroneous/missing |
| **0-14** | Absent/none, lacking, formless, detrimental, incoherent, non-existent, deficient | Submission demonstrates an absence of understanding of key/ core theory | Lacking any form of evaluation and argument | A lack of analysis, and use scholarly reviews and primary sources non-existent | Presentation and communication are careless and deficient; an absence of referencing |

**Feedback Guidance:**

**Feedback will be provided on the 22 August 2024**

**Reflecting on Feedback: how to improve.**

From the feedback you receive, you should understand:

* The grade you achieved.
* The best features of your work.
* Areas you may not have fully understood.
* Areas you are doing well but could develop your understanding.
* What you can do to improve in the future - feedforward.

Use the [WISER](https://msuclanac.sharepoint.com/sites/StudentStudySkills/SitePages/WISER-Resources.aspx): Academic Skills Development service. WISER can review feedback and help you understand your feedback. You can also use the WISER [Feedback Glossary](https://msuclanac.sharepoint.com/:w:/s/StudySkillsBookings/EbsVu9KMrXNIhrJ89yR1Yk0BR_Vciwgy2wbHRuR3zGaV-A?e=x0w6qj)

Next Steps:

* List the steps have you taken to respond to previous feedback.
* Summarise your achievements
* Evaluate where you need to improve here (keep handy for future work):

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