** Assessment Brief**

**Module Name: International Trade and Commerce**

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| Module Code | Level | Credit Value | Module Leader |
| BUS3019 | 6 | 20 | Theo Anderson |

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| Assessment title: | Assessment 1 Resit – (PS1) |
| Weighting: | **40%** |
| Submission dates: | **Please see NILE under Assessment Information** |
| Feedback and Grades due: | **Please see NILE under Assessment Information** |

Please read this assessment brief in its entirety before starting work on the Assessment Task.

# The Assessment Task

You have been appointed as a lead consultant by your employer and have been tasked to look at outward Foreign direct investment (FDI) of some firms. **As part of your remit, you are required to prepare a 2,000-word management report to be delivered to one of the multinational corporations indicated below.**

Magna International Inc (www.magna.com), Bang & Olufsen ([www.bang-olufsen.com](http://www.bang-olufsen.com)) and Starbucks ([www.starbucks.](http://www.starbucks.)in) are major multinational firms with operations that span the globe. Investigate one of the companies by visiting its website as well as [www.hoovers.com](http://www.hoovers.com) (a site that provides specific company information).

**Select a company of your choice from the above and, critically analyse its ownership-specific advantages, location specific advantages and internalisation advantages.**

**Your report will include the following:**

Title Page

Executive Summary

Contents

Main Body:

1. Introduction – Brief background information about your chosen company and the theory under consideration
2. Ownership-specific advantages
3. Location specific advantages
4. Internalisation advantages.
5. Recommendations
6. Conclusion

# Learning Outcomes

On successful completion of this assessment, you will be able to:

1. Discuss and analyse key aspects of international trade and commerce, its players and related dimensions of the highly complex field of international business.
2. Demonstrate understanding of a range of current decisions by trade blocs relating to international trade and devise a well researched and informed response from their own national perspective.
3. Identify, select, apply and critique data and/or literature relevant and appropriate to the topic.

Your grade will depend on the extent to which you meet these learning outcomes in the way relevant for this assessment. Please see the grading rubric on NILE for further details of the criteria against which you will be assessed.

# Assessment Support

Specific support sessions for this assessment will be provided by the module team and notified through NILE. You can also access individual support and guidance for your assessments from Library and Learning Services. Visit the [Skills Hub](https://skillshub.northampton.ac.uk/) to access this support and to discover the online support also available for assessments and academic skills.

# Academic Integrity and Misconduct

Unless this is a group assessment, the work you produce must be your own, with work taken from any other source properly referenced and attributed. For the avoidance of doubt this means that it is an infringement of academic integrity and, therefore, academic misconduct to ask someone else to carry out all or some of the work for you, whether paid or unpaid, or to use the work of another student whether current or previously submitted.

For further guidance on what constitutes plagiarism, contract cheating or collusion, or any other infringement of academic integrity, please read the University’s [Academic Integrity and Misconduct Policy.](https://searchtundra.northampton.ac.uk/?tag=6b623fba-68f4-4e99-915e-34128c51b1c6) Also useful resources to help with understanding academic integrity are available from [UNPAC](https://mypad.northampton.ac.uk/academicintegrity/courses/) .

**N.B. The penalties for academic misconduct are severe and can include failing the assessment, failing the module and expulsion from the university.**

# Assessment Submission

To submit your work, please go to the ‘Submit your work’ area on the NILE site and use the relevant submission point to upload your report. The deadline for this is 11.59pm (UK local time) on the date of submission. Please note that essays and text based reports should be submitted as word documents and not PDFs or Mac files.

Written work submitted to TURNITIN will be subject to anti-plagiarism detection software. Turnitin checks student work for possible textual matches against internet available resources and its own proprietary database. Work

When you upload your work correctly to TURNITIN you will receive a receipt which is your record and proof of submission. If your assessment is not submitted to TURNITIN, rather than a receipt, you will see a green banner at the top of the screen that denotes successful submission.

**N.B Work emailed directly to your tutor will not be marked.**

# Late submission of work

For **first sits,** if an item of assessment is submitted late and an extension has not been granted, the following will apply:

* Within one week of the original deadline – work will be marked and returned with full feedback, and awarded a maximum bare pass grade.
* More than one week from original deadline – grade achievable LG (L indicating late).

For **resits** there are no allowances for work submitted late and it will be treated as a non-submission.

Please see the [Assessment and Feedback Policy](https://searchtundra.northampton.ac.uk/?tag=4ff5d81d-f7cc-446d-ba9f-444410ae2630) for full information on the processes related to assessment, grading and feedback, including anonymous grading. You will also find the generic grading criteria for achievement at [University Grading Criteria](http://tundrasearch.northampton.ac.uk/results/searchresult.aspx?Search=&Title=&Description=TLAF+ACRE+GC+11+&submit=Search). Also explained there are the meanings of the various G grades at the bottom of the grading scale including LG mentioned above.

# Extensions

The University of Northampton’s general policy with regard to extensions is to be supportive of students who have genuine difficulties, but not against pressures of work that could have reasonably been anticipated.

For full details please refer to the [Extensions Policy](https://searchtundra.northampton.ac.uk/?tag=b589ce9e-7b59-406a-952e-6a0b4ca74dc5). Extensions are only available for first sits – they are not available for resits.

# Mitigating Circumstances

For guidance on Mitigating circumstances please go to [Mitigating Circumstances](https://searchtundra.northampton.ac.uk/?tag=78bf2c82-8da2-458c-947f-88f07a218bc9) where you will find detailed guidance on the policy as well as guidance and the form for making an application.

Please note, however, that an application to defer an assessment on the grounds of mitigating circumstances should normally be made in advance of the submission deadline or examination date.

# Feedback and Grades

These can be accessed through clicking on the Feedback and Grades tab on NILE. Feedback will be provided by a rubric with summary comments.

**GRADING RUBRIC**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Learning outcomes addressed through this assignment | NO SUBMISSION | FAIL | PASS | COMMENDED | MERIT | DISTINCTION |
| Grading Criteria | Work submitted and presented are of no academic value / nothing submitted | Evidence included or provided but missing in some very important aspects of the task | Of satisfactory quality, demonstrating evidence of achieving the requirements of the learning outcomes | Of sound quality, demonstrating evidence which is sufficient and appropriate to the task or activity | Of high quality, demonstrating evidence which is rigorous and convincing, appropriate to the task or activity | Of very high quality, demonstrating evidence which is strong, robust and consistent, appropriate to the task or activity |
| Discuss and analyse key aspects of international trade and commerce, its players and related dimensions of the highly complex field of international business. | Work submitted and presented are of no academic value / nothing submitted | Very limited knowledge discussing the key aspects of international trade and commerce and international business | Satisfactory presentation showcasing fair knowledge in international trade and commerce | Sound presentation indicating commendable ability in the field of international trade and commerce. | High quality presentation showcasing a good understanding of key aspects in international trade and commerce and international business | Very high-quality presentation |
| Demonstrate understanding of a range of current decisions by trade blocs relating to international trade and devise a well researched and informed response from their own national perspective. | Work submitted and presented are of no academic value / nothing submitted | Your presentation and contributions demonstrate a very limited amount of critical analysis and synthesis of the individual student presentation task | Your presentation and contributions demonstrate a satisfactory amount of critical analysis and synthesis of the individual student led presentation task | Your presentation and contributions demonstrate a sound amount of critical analysis and synthesis of the individual student led presentation task | Your presentation contributions demonstrate high-quality critical analysis and synthesis of the individual student led presentation task | Your presentation and Contributions demonstrate a very high-quality critical analysis and synthesis of the individual student led presentation task |
| Identify, select, apply and critique data and/or literature relevant and appropriate to the topic. | Work submitted and presented are of no academic value / nothing submitted | You demonstrated limited ability in terms of linking theory and practice during your presentation | You demonstrated satisfactory ability in terms of linking theory and practice during your presentation | You demonstrated sound ability in terms of linking theory and practice during your presentation | You demonstrated high-quality ability in terms of linking theory and practice during your presentation | You demonstrated very high-quality ability in terms of linking theory and practice during your presentation |
| Supporting arguments with named sources. | Work submitted and presented are of no academic value / nothing submitted | You showcased limited effort at using named sources to support and justify your arguments | You showcased satisfactory effort at using named sources to support and justify your arguments | You showcased sound effort at using named sources to support and justify your arguments | You showcased high-quality effort at using named sources to support and justify your arguments | You showcased very-high quality effort at using named sources to support and justify your arguments |