Assessment Brief: Individual Recorded Oral Assessment 2024–25

Assessment Details

Course Title:	International Business and Global Responsibility
Course Code:	LBUSI4203
Course Leader:	Priyan Khakhar
Level:	4
First, Second, or Third Sitting:	First Sitting
Assessment Title:	Pre-recorded presentation with slides
Assessment Number:	AE1
Assessment Type:	Oral assessment
Restrictions on Time:	10 minutes (+/- 10% - 1 minute)
Assessment Weighting:	40%
Issue Date:	1st day of Fall Semester
Hand-in Deadline:	1st day of Week 7 Fall semester 2024-2025 (21st October 2024 before 13:00 hrs)
Planned Feedback Deadline:	28 calendar days after hand-in deadline
File format accepted:	Any media file (via Panopto video upload) and PPT, PDF for slide-deck.
Mode of Submission:	Online (Canvas, through Panopto Video) and PPT, PDF for slide-deck.
Anonymous Submission:	NO

Assessment Task

For this assignment you are required to imagine that you are a newly hired consultant manager for a multinational enterprise (MNE) based in the United Kingdom (UK) or the European Union (EU), whose business is in the production, assembly and sale of automotive vehicles globally (electric and traditional combustion engine cars).

This MNE has an ambitious plan of market expansion to a new market country in Africa **where it does not currently have a presence** to set up car assembly lines. Given you are part of a younger generation of thinking, your manager in your home country asked you to prepare a presentation for the board of directors and has given you an expense budget to visit the country you have selected. You are already aware that many nations you are considering may potentially rank high on corruption and crime indexes, engage in questionable human rights practices, and have environmental issues that may or may not be ignored.

You are tasked with the following as a starting point.

· Select an existing MNE that you will represent.
· Select a host country where you, as a young consultant, feel your MNE should expand into. Your task is to pitch this country to your boss.

Thereafter, address the following questions in a professional presentation format:

a. Give an overview of your MNE's mission, values, ethical and CSR policy. To show its size/ strengths, also state basic facts briefly, for example, its national and international footprint, employee numbers and, if available, most current profit/loss. (5%)

b. Determine the optimal market entry destination for your company and provide rationale, incorporating an overview of the political, economic, and legal (PEL) factors pertinent to the selected country. Highlight the attractiveness and potential opportunities of the chosen country. Additionally, analyse the cultural landscape of the recommended country utilising a relevant cultural framework such as Hofstede. Conduct a comparative analysis of the cultural aspects between the home and host countries, exploring potential synergies and disparities that can be utilised to the advantage of, or present problems for your multinational enterprise (MNE). (30%)

c. The most suitable mode(s) of entry into this emerging economy and your reasoning why this/these are the most desirable options. This should include the challenges and benefits of the chosen entry mode. Make sure to compare and contrast with other alternative entry modes for your board. (30%)

d. After your initial visit, and after you have secured entry into the target country for your MNE, you make a further 'site visit' to inspect the construction at the new location, which is in the very early stages. You notice that there is a small fresh water river running through the land that has been selected, and there are 3 villages (with a total population of 100 people) downstream that this river provides fishing opportunities for. You make some enquiries and approach the local construction engineering team who inform you that "the river has a purpose – waste liquid which includes some harmful pollutants from the assembly line (that cannot be treated with 'current' technology) will be disposed into the river, as the waste amount is within legal limits of the country". Worried about what your line manager or company may feel abroad given it is at the higher end of the legal pollution limits in your home country, what should you do, and how would you present this information to your boss in your home country? What recommendations would you make? Use ethical viewpoints/paradigms to justify your answer. (30%)

What this assignment requires you to do:

1. Base your answer on an existing MNE of your choice from either the UK or the EU, and an African country where that MNE does not currently operate in terms of assembly or manufacturing. Note that the viability/synergy of your host country choice and home MNE will also be a determinant of the assessment process.
2. Submit a slide deck (A PPT or PDF file only) and a pre-recorded video **(See selection below on how to submit a video on Canvas using Panopto)** of yourself giving the presentation. It is strongly recommended that you do not leave submission to the last hour as technical upload issues are not considered for late submissions, and overloaded bandwidths can increase upload times.
3. Be aware of whom the intended audience for the presentation is (i.e. an imaginary professional business audience, your CEO and the Board). Please dress and act professionally for the presentation.
4. Your video should not exceed 10 minutes (a small discretion may apply – but the instructor reserves the right to apply a penalty if it is exceeded beyond 10%), and concludes logically with your summarised recommendations. For any technical help, you may contact canvas@nulondon.ac.uk. **Do not increase the tempo of your presentations to fit the timeline, as this will affect the clarity of your presentation and hence the grade.**
5. Note: the slide deck and recorded presentation are BOTH compulsory for a passing grade. Please **submit both files before the deadline** as it is

compulsory. The LOs require it - T1a can only be met through a presentation for which slides are essential. **Failure to do so will result in a penalty of 30% for the whole assessment.**

6. Please use required end-text referencing of specific sources you have used in the last slide (not in-text so as not to clutter your slides). You may include in-text citations in the 'notes' section of each PPT slide. Your last slide should be a list of your references/sources organised in APA style.

7. **You do not need to get approval/instructions from your instructor** regarding the company, country and entry choice as this is part of the questions asked in the assessment brief, and your rationale will also determine the marks for these choices. This is to ensure that fairness is applied to all students.

8. Ensure your video/audio recordings have been recorded in full and that you play them back to review your work before submission.

9. The use of generative AI (e.g. but not limited to Chat GPT) is not permitted.

Assessment Criteria

Your presentation and slide deck will be assessed on the following overall criteria along with the rubrics right below according to the question weightings stated above (%):

Relevance: Questions are interpreted correctly; discussion is focused on topic of the questions; irrelevant content and discussion are not included.

Knowledge and understanding: Literature (including course material, recommended readings, and wider readings) has been selected, interpreted, and used correctly and appropriately.

Analysis and critical thinking: The integration of evidence and data is clearly discussed to address the questions, there is evidence of analysis and problem-solving skills; the approach show originality in argument or problem-solving skills; there is evidence of critical insight and reasoned questioning of assumptions; there are incidences of independent judgement.

Scholarship and style: Conclusions are well justified and complex, factors reported and statements made are accurate, writing is clear and fluent; there is appropriate use of technical language for professional audience, all sources are appropriate and accurately acknowledged and formatted in a recognised style.

Oral expression and presentation skills: Clarity of oral expression, English Proficiency and presenting, including quality of slides. This constitutes 5% of your grade.

Rubrics:

Criteria	Grade Descriptor	Course Descriptor	Outstanding (100/90/85/80)	Excellent (75/72)	Very Good (68/65/62)	Good (58/55/52)	Satisfactory (48/45/42)	Needs Improvement (38/35/32)	Poor (20/10/0)
Company Overview (5%)	Students understanding, analysis, application, and communication of the MNE.	K1a Discuss the environment of international business and the challenges faced by businesses operating or seeking to operate internationally	Comprehensive understanding and mastery of the company's values, corporate policy and ethical stances in relation to financial position.	Very strong understanding of the company's values, corporate policy and ethical stances.	Good understanding of the company's values, corporate policy and ethical stances.	Sound understanding of the company's values, corporate policy and ethical stances.	Weak understanding of the company's values, corporate policy and ethical stances.	Lacks understanding of the company's values, corporate policy and ethical stances.	Demonstrates no understanding of the company values, ethics and corporate policies.
Political Economy and Culture (30%)	Students understanding, analysis, application, and communication of concepts related to the political, social, legal and	K1a Discuss the environment of international business and the challenges faced by businesses operating or seeking to	Demonstrates a nuanced and comprehensive grasp of political economy concepts and culture. Explains complex theories and frameworks	Demonstrates a strong understanding of key political economy concepts and culture. Applies them accurately and with some critical	Demonstrates a solid understanding of most core concepts and culture. Applies them to analyse real-world examples, but may overlook some nuances	Demonstrates a basic understanding of key concepts. Attempts to apply them to real-world examples, but with some minor errors or misinterpretati	Shows a limited understanding of key political economy and/or culture concepts. Struggles to apply them to real-world situations.	Lacks a clear grasp of fundamental political economy concepts and/or culture. Does not attempt to apply them to real-world examples.	Presentation is generally poor, the speaker shows little to no knowledge and interest in the topic

	economic environment.	operate internationally. T1a Use analytical strategic decision-making, as well as written and verbal communication skills.	with clarity and applies them to analyze real-world situations with deep insight.	analysis to various real-world examples.	or complexities.	ons.			
Mode of Entry (30%)	Students understanding, analysis, application, and communication of concepts related to different modes of entry.	K2a Describe some basic aspects of the planning, organising, and control of international business operations. S2a Provide solutions to business problems and challenges within a multicultural or global context T1a Use	Demonstrates a comprehensive understanding of various international business modes of entry (exporting, joint ventures, franchising, subsidiaries, etc.). Explains the advantages and disadvantages of each mode with clarity and identifies relevant	Demonstrates a strong understanding of key modes of entry. Accurately analyzes the pros and cons of each mode and identifies factors influencing their choice. Demonstrates critical thinking skills in evaluating various entry modes. Identifies the	Demonstrates a solid understanding of most core modes of entry. Explains their advantages and disadvantages with some accuracy and identifies some key factors influencing the choice of entry mode. Shows some evidence of critical thinking	Demonstrates a basic understanding of key modes of entry. Explains their advantages and disadvantages with some minor inaccuracies and identifies a limited number of factors influencing entry mode selection. Attempts to consider risks and challenges	Shows a limited understanding of different modes of entry. Struggles to explain their advantages and disadvantages or identify factors influencing entry mode selection. Shows limited critical thinking regarding entry modes and associated risks/challenge	Lacks a clear grasp of fundamental international business entry modes. Does not attempt to explain their advantages and disadvantages or identify relevant factors. Fails to demonstrate critical thinking or consider potential risks and challenges associated with entry mode selection.	Demonstrates no understanding of international business entry modes.

		analytical strategic decision-making, as well as written and verbal communication skills.	factors influencing their selection. Critically evaluates the suitability of different entry modes for the chosen company/industry context. Demonstrates a clear understanding of the risks and potential challenges associated with each option.	risks and challenges associated with each option.	in evaluating entry modes, but the analysis may lack depth or exploration of potential challenges.	associated with different entry modes, but the analysis may be limited or superficial.	s.		

Ethical Dilemma (30%)	Students understanding, analysis, application, and communication of ethical considerations in International Business.	K3a Identify cultural sensitivities, differences and preferences in business and consumer contexts and consider the range of ethical and moral implications related to operating a business in an international setting. S2a Provide solutions to business problems and challenges within a multicultural or global context T1a Use analytical strategic	Demonstrates a comprehensive understanding of ethical issues in international business. Identifies various ethical dilemmas using paradigms faced by companies operating in different cultural and regulatory environments. Develops a well-structured and insightful analysis, applying their understanding of ethical dilemmas to a specific international business scenario. Considers	Demonstrates a strong understanding of key ethical challenges in international business. Accurately analyzes different ethical dilemmas using paradigms and their potential consequences. Develops a clear and well-supported analysis, applying their understanding of ethical dilemmas to a specific international business scenario. Identifies and analyzes	Demonstrates a solid understanding of most core ethical issues faced by multinational businesses. Explains the nature of various ethical dilemma using paradigms with some accuracy. Develops a basic analysis, applying their understanding of ethical dilemmas to a specific scenario. Analyzes some ethical perspectives and potential solutions, but may lack a thorough evaluation or justification for	Demonstrates a basic understanding of ethical dilemmas in international business. Explains some ethical issues with minor inaccuracies. Attempts to apply their understanding of ethical dilemmas to a specific scenario, but the analysis is simplistic or limited. May not fully consider all relevant ethical perspectives or provide a clear justification for their proposed solution.	Shows a limited understanding of ethical considerations in international business. Struggles to identify or explain key ethical dilemma using paradigms. Presents a limited or underdeveloped analysis of ethical dilemmas in a specific scenario using paradigms. May struggle to connect the analysis to relevant ethical perspectives or provide a clear solution for navigating the ethical issue.	Lacks a clear grasp of ethical challenges faced by international businesses. Does not attempt to identify or explain ethical dilemmas using relevant theory. Fails to develop a clear analysis of ethical dilemmas in a specific scenario.	Demonstrates no understanding of ethical issues in international business. Does not consider relevant ethical perspectives or propose any solutions.

		decision-making, as well as written and verbal communication skills.	various ethical perspectives, potential solutions, and proposes a well-reasoned approach to navigating the ethical issue.	various ethical perspectives and potential solutions, proposing a suitable approach to address the issue.	the proposed approach.				
Presentation and Oral Skills (5%)	Clarity of oral expression, english proficiency and articulation when presenting, including quality of slides.	T3a Display a developing technical proficiency in written English and an ability to communicate clearly and accurately in structured and coherent pieces of writing. T1a Use analytical strategic decision-making, as well as written and verbal communicatio	Topic is exceptionally presented, the presenter is articulate, knowledgeable and engaging	Topic is clearly presented, the presenter is knowledgeable and engaging	Presentation is easy to follow, the speaker is engaged.	Presentation is generally good, the speaker shows some knowledge in the topic	Limited clarity in the presentation; the presenter relies heavily on reading from the slides, showing limited range of knowledge and understanding in the topic.	Presentation lacks flow and organization; the presenter is strictly reading from the slides.	Demonstrates minimal to no presentation and organization skills.

		n skills.							

*Note: Both Slide Deck and Presentation recording are required. If either component is missing, this would result in a 30% penalty for the whole assessment.

Submitting Assessments

Submit your video recording by selecting the 'Panopto video' icon in the text entry box in your submission portal. You can upload a video file of any format from your media library by selecting 'upload,' choosing 'my folder' in the drop-down menu, and clicking 'insert.' You should be able to play the video back once it processes. See further explanation, including guidance on recording videos using Panopto, in this support article: ['How to Submit a Video Assignment in Canvas.'](#)

You have three submission attempts, but only the last submission will be graded. If your last submission attempt is late, you will receive the late penalty even if you have a previous submission that was on time.

Please ensure that you tick the agreement box at the very bottom of your Canvas submission page (scroll down if you don't see it). This will enable you to select 'Submit Assessment.' Please review the submitted file to ensure that everything is in order.

If you encounter any issues with submission, e-mail a copy of your assignment before the deadline to student.assessments@nulondon.ac.uk along with screenshots of the problem on Canvas, showing a timestamp.

To turn on notifications for submission confirmation emails in your Canvas settings: Account > Notifications > Turn on the bell for 'All submissions.' In the app this is via Settings > Email Notifications > All submissions.

Marking

The University uses two categorical marking schemes – one for undergraduate and one for postgraduate – to mark all taught programmes leading to an award of the University.

More detailed information on the categorical marking scheme and the criteria can be found in the Course Syllabus, available on the University's VLE.

Submissions will be graded/marked according to the assessment criteria and the rubric which are shared on this document.

Learning Outcomes

This assessment will enable students to demonstrate in full or in part the learning outcomes identified in the Course Descriptor.

On successful completion of this assessment, students should be able to:

Knowledge and Understanding

K1a	Discuss the environment of international business and the challenges faced by businesses operating or seeking to operate internationally
K2a	Describe some basic aspects of the planning, organising, and control of international business operations.
K3a	Identify cultural sensitivities, differences and preferences in business and consumer contexts and consider the range of ethical and moral implications related to operating a business in an international setting.

Subject-Specific Skills

S2a	Provide solutions to business problems and challenges within a multicultural or global context

Transferable Skills

T1a	Use analytical strategic decision-making, as well as written and verbal communication skills.
T3a	Display a developing technical proficiency in written English and an ability to communicate clearly and accurately in structured and coherent pieces of writing.

Accessing Feedback

Students can expect to receive feedback on all summative coursework within 28 calendar days of the submission deadline or, if applicable, the last oral assessment date, whichever later. The 28 calendar day deadline does not apply to work submitted late. Feedback can be accessed through the assessment link on the Canvas course page.

Late Submissions

Please ensure that you submit your assignment well before the deadline to avoid any late penalties, as a submission made exactly on the deadline will be considered late. Please keep in mind that there may be differences between your computer's clock and the server time, which can cause discrepancies, and that Canvas may take some time to process your submission.

Your Canvas submission portal displays two due dates: one is the deadline for your assignment, and the second is the latest possible date by which your assignment can be submitted late. Please make sure you submit by the assessment deadline in order to avoid late penalties.

If assessments are submitted late without approved Extenuating Circumstances, there are penalties:

- For assessments submitted up to one day late, any passing mark will receive 10 marks deducted or a threshold pass (40% for undergraduate students, 50% for postgraduate students), whichever is higher. Any mark below 40% for undergraduate students and below 50% for postgraduate students will stand.
- Students who do not submit their assessment within one day of the deadline, and have no approved Extenuating Circumstances, are deemed not to have submitted and to have failed that assessment element. The mark recorded will be 0%.

For further information, please refer to [AQF7 Part C in the Academic Handbook](#).

Extenuating Circumstances

The University's Extenuating Circumstances (ECs) procedure is in place if there are genuine circumstances that may prevent a student from submitting an assessment. If the EC application is successful, there will be no academic penalty for missing the published submission deadline.

Students are normally expected to apply for ECs in advance of the assessment deadline. Students may apply for consideration of ECs retrospectively if they can provide evidence that they could not have done so in advance of the deadline. All applications for ECs must be supported by independent evidence.

Students are reminded that the ECs procedure covers only short-term issues (within 21 days leading to the submission deadline) and that if they experience longer-term matters that impact on learning then they must contact [Student Support and Development](#) for advice.

Under the Extenuating Circumstances Policy, students may defer an assessed element on only one occasion and may request an extension on a maximum of two occasions.

For further information, please refer to the [Extenuating Circumstances Policy](#) in the Academic Handbook.

Academic Misconduct

Any submission must be a student's own work and, where facts or ideas have been used from other sources, these sources must be appropriately referenced. The University reserves the right to hold a viva if there are concerns about the authenticity of a student's or learner's work. The Academic Misconduct Policy includes the definitions of all practices that will be deemed to constitute academic misconduct. This includes the use of artificial intelligence (AI) where not expressly permitted within the assessment brief, or in a manner other than specified. Students should check this policy before submitting their work. Students suspected of committing Academic Misconduct will face action under the Policy. Where students are found to have committed an offence they will be subject to sanction, which may include failing an assessment, failing a course or being dismissed from the University depending upon the severity of the offence committed. For further information, please refer to the [Academic Misconduct Policy](#) in the Academic Handbook.

Version History

Title: Assessment Brief Template					
Approved by: The Quality Team					
Version number	Date approved	Date published	Owner	Location	Proposed next review date
4.0	March 2023	March 2023	Registrar	VLE/ Faculty Resourc es Page	March 2024
3.0	August 2022	August 2022	Registrar	VLE, Faculty Resourc es Page	July 2023
2.3	December 2021	December 2021	Registrar	VLE	August 2022
2.2	August 2021	August 2021	Registrar	VLE	August 2022
2.1	September 2020	September 2020	Registrar	VLE	August 2021
2.0	September 2020	September 2020	Registrar	VLE	August 2021
1.0	August 2019	August 2019	Registrar	VLE	August 2020
Referenced documents	AQF7 Academic Regulations for Taught Awards; Extenuating Circumstances Policy; Academic Misconduct Policy; Course Syllabus				
External Reference Point(s)	UK Quality Code Theme: Assessment				