Paper ID: 2355-SAMPLE
International Business and Leadership
Global Assignment
Sample Assessment

Important notes

- Please refer to the *Assignment Presentation Requirements* for advice on how to set out your assignment. These can be found on the NCC Education website. Hover over 'About Us' on the main menu and then navigate to 'Policies and Procedures' then scroll to the 'Student Support' area.

- You **must** read the NCC Education document *Academic Misconduct Policy* and ensure that you acknowledge all the sources that you use in your work. These documents are available on the NCC Education website. Hover over 'About Us' on the main menu and then navigate to 'Policies and Procedures' then scroll to the 'Student Support' area.

- You **must** complete the *Statement and Confirmation of Own Work*. The form is available on the NCC Education website. Hover over 'About Us' on the main menu and then navigate to 'Policies and Procedures' then scroll to the 'Student Support' area.

- **Please note the recommended word count as stated in the brief. Submissions are expected to remain within ±10% of this recommended word count. Work that exceeds the upper limit will only be assessed up to the maximum permitted words, while submissions falling below the lower limit may be penalised for insufficient length.**

- You **must** correctly and clearly cite all of your sources using the Harvard style of referencing, which is the only acceptable system when submitting your work to NCC Education Ltd. The use of any other referencing systems, valid or otherwise, even if applied consistently, will not be accepted and will be penalised in accordance with NCC Education's policies.

- All electronic media will be checked for plagiarism.

Introduction

This assignment requires you to demonstrate knowledge and skills you have acquired throughout this module by producing a 4,000 word, fully referenced academic report that addresses the tasks given below. In order to complete the assignment, you will need to choose an appropriate organisation to research.

Choosing an appropriate organisation

Select a business in which you are interested. It may be one in which you are currently working, aspire to work, or are otherwise familiar. The main focus is that you can acquire information about them easily. The following guidelines may help with your search.

The assignment should be based on:

1. An organisation which is currently operating across geographical boundaries or is positioned to consider international growth.

2. An organisation that may operate in sectors such as manufacturing, pharmaceutical, retail, construction, hospitality, telecommunications, TV and media, healthcare, education or IT, etc.

3. An organisation that may be local, regional or have a strong national presence and/or operate internationally across many countries.

If you cannot decide, then a larger organisation can usually provide information that is easy to access via their website, with current news stories, background information and operating performance through financial accounts, etc.

If choosing a large organisation, you will find that typical features include that they may have been involved in a recent merger/takeover, are a public limited company (PLC) or state-owned, are national or multi-national and operate across many sites, have a larger number of employees to manage, are accountable to senior managers (including board and stakeholders) and operate in competitive markets.

Researching your organisation

You can use web resources to enable you to understand the context in which your selected organisation operates. Do not limit yourself, however, to web-based sources of information. You should also use academic, industry and other sources.

The Assignment

This assignment requires you to choose a suitable organisation ready for international growth.

- Identify the product(s) and service(s) suitable for international growth.
- Investigate the chosen market and its potential.
- Develop a strategic plan to enter the market.
- Deploy suitable leadership styles and approaches.
- Use appropriate technology to aid growth.
- Consider cultural impacts of the strategic change.

You are to produce a single, 4,000-word academic report that covers the tasks laid out below. You must also include a 300-word overview of your organisation and a reference section, neither of which are included in the word count.

Instructions

Provide a 300-word overview of your chosen organisation on which you will base your assignment on.

Provide a 4,000-word academic report which answers all FOUR (4) tasks below:

Task 1 – 25 marks

a) Evaluate the performance of your chosen organisation in terms of its market position and product offering, strengths and weaknesses, resources available and suitability for international growth, by using suitable models.

(15 marks)

b) Propose a suitable offer for international growth and justify your choice of product(s) and service(s).

(10 marks)

Task 2 – 25 marks

a) Explain the research process and types of information you can collect to investigate the potential of an international market for your chosen organisation.

(15 marks)

b) Identify a suitable target market for international growth and estimate its market potential.

(10 marks)

Task 3 – 30 marks

a) Develop a strategic plan for your organisation to enter the chosen international market underpinned by a suitable change management model.

(15 marks)

b) Assess the barriers to this strategic move and deploy suitable leadership approaches, styles and behaviours to enact strategic change.

(15 marks)

Task 4 – 20 marks

a) Discuss TWO (2) types of technology that could aid your quest to grow the chosen organisation internationally and the benefits they would bring, with use of examples.

(10 marks)

b) Analyse the cultural implications of entering this new international market with the use of Hofstede's dimensions of culture model.

(10 marks)

Guidance

Consult with your tutor if you are uncertain about any aspect of this assignment.

Submission Requirements

- Your submitted work must be a single word-processed document, justified and double-spaced.
- Your report should answer Tasks 1 to 4.
- All references and citations must use the Harvard Referencing Style.
- You will need to submit an electronic copy.
- You will need to include your name and NCC Education student number in the header on every page of your work.

Word Count

The word count for this assignment is **4,000 words**.

You **MUST** state the word count in the header of your assignment and declare the number of words on your assignment cover sheet. You **MUST** confirm that you have not exceeded the stipulated word limit by more than 10%.

Any words written beyond the stipulated limit will not be read by the examiners; no marks will be awarded, and no feedback provided for any text beyond the prescribed limit.

In accordance with accepted academic practice, the notion of word count includes the following without exception:

- All titles or headings that form part of the actual text. This does not include the fly (or cover) page or reference list.
- All words that form the actual work.
- All words forming the titles for figures, tables, and boxes. However, this does not include the text within boxes, tables, or figures themselves.
- All in-text (bracketed) references.
- All directly quoted material.

Academic Rigour

You should give clear and specific justification for your proposals. They should be based on evidence, good research and analysis, and thorough critical analysis using the theories, approaches and methods you have learnt whilst studying this unit.

You should cite every source you use and give clear references using the Harvard referencing system. It should be written in academic style.

Your assignment must, of course, be entirely your own work and there are severe penalties for plagiarism outlined in the NCC documents *What is Academic Misconduct? Guidance for Candidate* and *Avoiding Plagiarism and Collusion: Guidance for Candidates.*

Please use the following checklist to ensure that your work is ready for submission.

Candidate checklist

Please use checklist to ensure that your work is ready for submission.

Have you read the NCC Education document *Academic Misconduct Policy* and ensured that you have acknowledged all the sources that you have used in your work?	❑
Have you completed the *Statement and Confirmation of Own Work* form and attached it to your assignment? **You must do this.**	❑
Have you ensured that your work has not gone over or under the recommended word count by more than 10%?	❑
Have you ensured that your work does not contain viruses and can be run directly?	❑