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Quartz ID	1156 / 1157
Qualification	Level 4 Diploma in Business

Unit ID	
Assessment	International Business
Assessment Type	Global Assignment
Assessment Cycle	<i>SAMPLE</i>

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 make a note of the recommended word count as stated in the brief. The maximum word count limit is the recommended work count plus 10% leeway. Submissions which exceed the maximum word count limit will be marked only up to the maximum word count limit. Any text that exceeds the maximum word count limit will not be marked. You must follow the note on word count as stated in the Submission Requirements section of the brief.
- You must submit a paper copy and digital copy (on disk or similarly acceptable medium). Media containing viruses, or media that cannot be run directly, will result in a fail grade being awarded for this assessment.
- All electronic media will be checked for plagiarism.

Introduction

This assignment requires you to demonstrate knowledge and skills you have acquired throughout the course of this module in terms of being aware of the main factors that impact on the international market, appraising the viability of a new market opportunity and assessing an organisation's product portfolio and suitability for international growth. It also prioritises the development of suitable partnerships to create a reliable supply chain, allocate resources needed for business plans, ensure compliance with legal and ethical/CSR constraints and present plans to senior management.

Choosing an appropriate organisation

Choosing an organisation upon which to focus involves selecting 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:

Step 1: this assignment should be based on an organisation which is currently operating across geographical boundaries or is positioned to consider international growth.

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

Step 3: When choosing a large organisation you will find that typical features of these types of organisations are that they may have been involved in a recent merger/takeover, are a public limited company (PLC) 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 or currently trading across multiple markets, compare TWO (2) different markets they are trading in, appraise the organisation's international growth potential and identify a product being traded internationally and examine its features using the Marketing Mix. The work requires development of a marketing plan, justification of resources and financial investment needed to support plans while complying with legal constraints and identification of stakeholders who will be involved.

The module will be assessed by producing a 3000 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.

Instructions

Provide a brief (300 words) overview of your chosen organisation on which you will base your assignment on.

Answer all FOUR (4) tasks below:

Task 1 - 30 marks

- (a) Appraise an organisation's market growth potential by considering its financial standing, popularity and performance of its product portfolio, core competencies and external market influences, using a range of appropriate tools and techniques.

(15 marks)

- (b) Analyse TWO (2) new international markets that the company would like to operate in in terms of culture, customs and other external factors, using appropriate models.

(15 marks)

Task 2 - 25 marks

- (a) Identify a successful product that is being traded internationally from the organisation's product portfolio and examine its distinguishing features, using the Marketing Mix.

(10 marks)

- (b) Develop a marketing plan to not only maintain the product's success in existing markets but also explore a new market (chosen from task 1(b)).

(15 marks)

Task 3 - 25 marks

- (a) Justify the resources needed to launch the product into the new international market.

(10 marks)

- (b) Compare and contrast the different options available for the product to enter a new international market and their financial implications.

(15 marks)

Task 4 - 20 marks

- (a) Discuss the legal issues that your chosen organisation needs to contend with when trading internationally.

(10 marks)

- (b) Analyse the stakeholders associated with the organisation's expansion into a new market in terms of importance, power and influence, using a suitable model.

(10 marks)

Guidance

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

Submission requirements

- You must submit a word-processed report.
- Your report should answer all tasks. The word count for your report is **3000 words**.

Word Count

The word count for this assignment is **3000 words**. Pay careful attention to the mark allocation for each task so you don't spend too much time on any ONE (1) section.

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 a 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 essay
- 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.

Candidate checklist

Please use the following 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?