

# International Business

## Overseas Development

### Spring – Winter 2024

## Assignment Question Paper

### 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 *Campus*. Click on Policies and Advice in the left-hand menu and look under the Advice section.
- You must read the NCC Education documents 'What is Academic Misconduct? Guidance for Candidates' and 'Avoiding Plagiarism and Collusion: Guidance for Candidates' and ensure that you acknowledge all the sources that you use in your work. These documents are available on *Campus*. Click on Policies and Advice in the left-hand menu and look under the Policies section.
- You **must** complete the '**Statement and Confirmation of Own Work**'. The form is available on *Campus*. Click on Policies and Advice in the left-hand menu and look under the Policies section.
- Please make a note of the recommended word count. You could lose marks if you write 10% more or less than this.
- 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 allows you to apply the learning and knowledge gained from this module. By considering a large organisation that operates across a number of different geographical boundaries or countries it enables you to research an organisation's business environment by applying market analysis. It enables you to explore overseas opportunities, fully cost as part of a business case for overseas investment and conduct marketing activities to establish a chosen product in a new market.

Firstly, choose a suitable organisation to base this assignment on. The organisation should meet the following criteria:

- Be a large organisation of more than 250 staff.
- Ideally operate across a number of geographical boundaries or countries (or is a large national organisation which has the potential to grow internationally)
- Be a limited organisation and/or public limited corporation (PLC)
- Ideally an established business with a recognisable name and brands

Introduction – in less than 250 words, write a brief introduction outlining the chosen organisation in terms of the products and services it offers, the sectors it operates within, an indication of its recent financial performance, how many staff it employs, how long the company has been established and which countries the company operates within. This section is not included in the word count.

## Task 1 (500 words) - 25 Marks

For your chosen organisation research its domestic and international operations **and** apply PESTLE analysis to determine its current operating position **and** interpret the findings.

## Task 2 (500 words) - 25 Marks

The organisation is considering entering a new overseas market as part of its international development strategy. It decides to export its most popular product into this new market.

- a) Discuss the key considerations when exporting products to a new overseas market and explain how they can impact your chosen organisation's international development plans.

**(10 marks)**

- b) Identify the main features of the new market and suggest your marketing approach to successfully launch this product, referring to the marketing mix.

**(15 marks)**

### **Task 3 (500 words) - 25 Marks**

As part of your project to launch a product into a new overseas market, the senior management team have asked you to present your findings at a forthcoming meeting.

The following tasks you have been asked to complete in advance of the meeting:

- a) Apply an appropriate investment appraisal technique or forecasting method to show the costs and expected revenues for your product launch into the new market over the next five years.  
**(15 marks)**
- b) Explain the sources of finance you may use for your plans and the proposed benefits of launching this product into a new market.  
**(10 marks)**

### **Task 4 (500 words) - 25 Marks**

- a) For your chosen organisation map out operations against the Input-Output Transformational (ITO) model, ensuring that all resources deployed are accounted for.  
**(10 marks)**
- b) Analyse the performance of the organisation's operations by applying the 3 Es model and explain ONE way that operations can be improved.  
**(15 marks)**

### **Submission requirements**

- Word count for this work is 2000 words + or – 10% (excluding the company overview/introduction)
- Your answers must be word-processed and double-spaced.
- You will need to hand in an electronic copy of your essay, with the Statement and Confirmation of Own Work form attached.
- You will need to include your name and NCC Education student number on the submission.
- All references and citations must use the Harvard Style Referencing system.

## Candidate checklist

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

Have you read the NCC Education documents 'What is Academic Misconduct? Guidance for Candidates' and 'Avoiding Plagiarism and Collusion: Guidance for Candidates' 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%?