BSc Introduction to Business
Minor assessment
Academic Year 2017/2018, term 2
Percentage of Module Grade: 25%

Course:	**Introduction to Business UG4004**
Module Leader:	~~**John Wyse**~~
Lecturer:	
Paper due:	**February 18th 2018**
Oral Presentation:	**N/A**
Word count:	**1500**
Percentage of final grade given:	**25% of final grade**

A) AIMS OF THE MODULE:

• To develop an understanding of business organisations and their interaction with the environment.
• To introduce a range of business concepts.
• To consider topical issues affecting the business organisation especially in relation to corporate social responsibility and ethic-driven business.

B) INTENDED LEARNING OUTCOMES

On successful completion of the course students should be able to:

1. Demonstrate knowledge of and analyse the internal and external business environment. (assessment: essay and written examination)
2. Explain and analyse the key contextual factors using a PESTLE framework for analysis. (assessment: essay and written examination)
3. Identify the basic structure and operational needs of different types of business organisation. (assessment: essay and written examination)
4. Describe the nature and complexity of the interrelationships that exist between an organisation and its environment. (assessment: written examination)
 5. Apply their knowledge and understanding of "markets" to the real world. (assessment: written examination)

C) ASSESSMENT:

Assessment 1: Essay
Length: 1500 words
Weighting: 25%
Timing: Week 7

INTRODUCTION:

As a result of Brexit and the departure of some financial and regulatory institutions from the City of London (i.e. such as the EMA and numerous international banks) the question remains how to preserve those interests locally.

Some Brexit critics indicate that the future of London as a financial center is in question and so, there is a possibility that London will be left to manage assets of dubious origin instead of those of high investment grade institutions. In order to provide assurances to international financial community not particularly keen to be associated with money laundering or asserts from marginal countries or institutions.

The UK government's response to this threat is to set up control systems to keep such financial funds at bay since their presence may tarnish the long fought reputation of London as a financial capital of Europe.

Your work should be based on the The Guardian article which you will find on the following link:

https://www.theguardian.com/business/2017/dec/11/amber-rudd-announces-new-national-economic-centre-for-uk

You are asked to provide **IN AN ESSAY FORM**, critical responses to the following questions

Background
Critically apply the systems model to the Brexit antimoney laundering case's background (10 points)

PESTLE and SWOT
Analyze the environment and strategy of the City of London by using the PESTLE and SWOT analysis. Use the City as an ecosystem of businesses and the government to explain your point (10 points).

Money laundering in UK and funds of dubious nature?
Identify the reason why Brexit may force, according to some analysts and journalists, the authorities to turn a blind eye to money of dubious nature (20 points)

Is the Liberal Tradition which made it, the very force which may destroy it?.
Discuss why the liberal thinking tradition as a driving force behind the development of the City of London is often associated with policies which facilitate the establishment of business interests which may have in the past, brought in interests of dubious nature (25 points)

Task force modus operandi.

Analyze the tools and mechanisms through which the new Authority may wield its power in the realm of international financial transactions. (25 points)

Pros and Cons and Conclusion
Critically evaluate the arguments for and against this type of official arrangement. Express your own personal views on the subject based on the case facts (10 points)

Expected length: about 1,500 words.

D) STRUCTURE AND FORMAT OF THE PROJECT:

Cover Page
Table of Contents
Introduction (brief)
Body of the Report
Summary & Conclusion
Bibliography

NOTE: The title page should include the name of the course, the title of the project, the student's full name, the lecturer's name and the date. The table of contents should include all the headings with appropriate page numbers, including the Bibliography and the Appendices.

 Make sure your writing is precise and to the point. Your paper should not exceed 2000 +/- 10% words per student, excluding appendices and references.

E) FORMAT OF THE PROJECT:

1.   The report should display a coherent structure: title page should include student name, module name, lecturer name, date and school name followed by contents page, introduction, executive summary, methodology, findings, analysis, conclusions, recommendations, referencing and appendices.

2.   The project should be prepared as a neatly typed Word document (Times New Roman 12 points), with double spacing and page numbering.

3.   Tables or work/data taken from other sources may be included in an appendix.

4.   All sources must be referenced in the text and a full bibliography must be provided (including visited websites) in the Harvard style referencing system. Paraphrasing or direct quotes taken from other sources must be clearly indicated with citations. No footnoting!

6.   Students are reminded that depth, relevance and variety are the crucial elements of quality research. (Wikipedia is not considered to be a relevant source of information; any students referencing Wikipedia will be deducted marks! Alternatively if you find information on Wikipedia use the original sources listed at the bottom of the article)

7.   Students are reminded to use valid and peer-reviewed references to support their work. Websites should only be used if they represent an established source and only for facts and figures. Students should make the most of academic and practitioner books and articles.

8.   Submission should be by the deadline below and should include a hard copy to the lecturer and an electronic copy to your academic coordinator

9.   Late submissions will incur a 5% per day reduction in grade. After 5 days late the student will receive a 0 grade and will have to re-sit the project.

10.   All work must conform to University regulations on Cheating, Collusion and Plagiarism' as described in your program handbook. You are advised to use the Harvard referencing style and avoid plagiarism.

Deadline: Midnight February 18th 2018

Projects,must be delivered by email to the lecturer and the academic office, and be loaded on Turnitin by midnight on February 18th 2018. Only when this has been done will the project be considered submitted. Late submission will carry a penalty of 5% per day (for example after one day grade x 95%, two days grade x 90% etc.)

A paper copy of the project must be delivered to the lecturer at the start of the next class after the deadline.

Turnitin Details: Please see submission details on the ESE Student Portal

GENERAL MARKING CRITERIA
(UNDERGRADUATE STUDIES)

	Outstanding Quality 80-100%	Excellent work: 70%-79%	Above satisfactory work: 60% - 69%	Satisfactory: 50 - 59%	Below satisfactory work: 40% - 49%	Failure: Below 40%
Relevance	Innovatively addresses objectives of the assessment task, especially those components requiring sophistication of critical analysis, synthesis and evaluation.	Excellent knowledge and understanding of material and an imaginative sense of its relevance across a range of issues, and context or policy situation; excellent use of course material and other relevant information to support argument	Very good use of course material and other information; well-chosen to support arguments relevant to question	Competent use of course materials and other information to support most arguments	Some use of appropriate course materials and experience to support arguments; capacity to identify relevance, but may be rather narrowly focused and miss out important areas	Little or no sign of relevance
Content	A clear and consistent line of highly critical and evaluative argument, displaying the ability to develop one's innovative ideas from the work of others. Creative flair in theoretical and conceptual analysis.	Independent and creative, and demonstrates clear thinking; ability to analyse and critically evaluate material	Good knowledge and understanding of the material, across a broad spectrum, combined with an ability to evaluate, analyse and reflect on key issues	Reasonable knowledge of the material and ability to draw upon more than one source for ideas; uses key themes well.	Adequate understanding and use of course and other relevant material; mostly descriptive, but with some grasp of key course themes and issues and a capacity to discuss these in context	Very limited knowledge and understanding and the issues involved
Depth	Wide range of recommended and relevant sources used in an innovative and consistent way to support arguments. In depth use of sources beyond recommended texts, demonstrates creative flair in independent research.	A sensitive awareness of conflicting arguments and ideas and of their provenance. Clear grasp of implications.	Well organized use of most of the major points with an ability to draw upon them creatively and critically; awareness of conflicting arguments and ideas and attempt to address them in context	Capacity to grapple with conflicting arguments and ideas; beginning to draw together and synthesize ideas and perspectives from a range of theory	Some attempt to address the conflicting arguments and ideas from the course, some signs of an attempt to take an evaluative, analytical and critical stance; some appropriate use of concepts, but with only limited evidence of independent thinking	Lack of awareness of conflicting arguments and ides
Structure	Outstanding visual and written presentation. Sophisticated yet clear and accessible style. Possibly innovative yet logical and fluent organisation and development of materials. Articulate, coherent and succinct. Relationships between statements and sections are clear and precise. Referencing is accurate and, appropriate.	Excellent organisation of material; clear, logical flow of argument; good sign-posting throughout	Good, clear framework and reasoned argument with evidence of careful thought	Sensible use of major points integrated into the answer; logical flow of ideas is apparent	Framework is apparent with an introduction, argument and conclusion, but the logical flow and coherence is not always consistent and may be difficult to follow	Little or no evidence of planned structure and organisation