

Faculty of Business and Law

Assignment Brief

Module Title:	Undertaking Global Business in SMM
Module Code:	A200SMM

Assignment Number	Coursework 1
Assignment Title	Discipline-based Assignment
Assignment Weighting	100%

Release Date:	October 2017
Submission Date: Submission Time:	April 30 th 2018 18:00:00
Submission Time and Place:	Submission through Turnitin ONLY

Module Leader	Ali Baig Sharon McGuire
----------------------	----------------------------

Assessment Information

This individual assignment of 2000 words consists of 4 tasks to be completed on-line throughout the year. The individual assignment must be submitted through Turnitin via Moodle as a portfolio on **April 30th 2018 by 18:00:00**.

Upon completion of all tasks you are required to submit a portfolio of evidence in relation to intercultural awareness and your international fieldtrip. As well as completing the set tasks, you must also complete a pre-trip and post-trip intercultural survey. (These surveys will be issued before and after your fieldtrip).

A range of materials will be uploaded to Moodle structured into 4 themes and you are required to read and engage with the content of each theme in order to complete the tasks set. You will receive formative feedback on Moodle for each task that you complete which you must upload onto the journals icon on Moodle on the following set dates:

- Formative Assessment Theme 1 on Monday 27th November 2017 by 18:00:00 hours
- Formative Assessment Theme 2 on Monday 5th February 2018 by 18:00:00 hours
- Formative Assessment Theme 3 on Thursday 1st March 2018 by 18:00:00 hours
- Formative Assessment Theme 4 on Thursday 22nd March 2018 by 18:00:00 hours

It is your responsibility to visit the Moodle page and take responsibility for your own independent learning.

Once you have received your formative feedback for each submitted assessment across the four themes you will then submit a final improved version (based on your received feedback) which will summatively assessed (i.e. your final mark for the module).

Assessment Task

For the assessment of this module you are required to write a **2000 word assignment (+/-10%)**, consisting of **4 tasks of 500 words (See below)** which focus on preparing you to become a global graduate.

For each task you must reflect upon your own experiences and provide examples of situations and events. You should evaluate these experiences, and suggest appropriate action for your personal development.

In order to complete the tasks, it is essential that you read/watch all the materials for each theme on the Moodle site for A200SMM. You should find additional resources through self-directed study. You should also read/watch the guides that relate to **Reflective Learning** to assist you in completing these tasks.

You are required to complete each of the following tasks;

1. Using the reflective learning process, reflect upon your own intercultural competencies.
2. Evaluate the importance of intercultural awareness in the workplace with reference to your course of study.
3. Summarise the key differences between your own culture and that of a fieldtrip destination. Critically evaluate your preconceptions and images of that culture.
4. Critically reflect upon how an international fieldtrip can contribute to changes in your cultural assumptions, attitude and preconceptions.

Whilst this is a reflective piece, it is also an academic reflection; you need to include references to salient theory and research in the task (using the Harvard referencing system), and include a reference list at the end of the task (not included in the word count).

Learning Outcomes

This assignment is designed to assess the following learning outcomes:

1. Analyse and evaluate a discipline-relevant topic associated directly to the location and context of the international field trip
2. Reflect on their own intercultural awareness and attitude as they engage and co-operate with individuals whose cultural orientations and perspectives may be different from their own.
3. Demonstrate an awareness and understanding of their own cultural assumptions prior to and following their field trip and whether their cultural assumptions have changed, and if so in what way.

Marking Criteria

	(70-100)	(60-69)	(50-59)	(40-49)	(0-39)
Learning outcomes and content (60%)	<p>Assessment criteria covered comprehensively</p> <p>Presents strong and critical arguments addressing the criteria</p> <p>Shows both depth and breadth of understanding of the tasks</p> <p>60-42</p>	<p>Assessment criteria covered well</p> <p>Has well-reasoned arguments relating directly to the assessment criteria</p> <p>Presents a good understanding of the tasks</p> <p>41-36</p>	<p>Assessment criteria covered.</p> <p>Presents logical and clear discussion relating to the assessment criteria, may contain some extraneous material</p> <p>Demonstrates clear understanding of the tasks</p> <p>35-30</p>	<p>Assessment criteria just covered.</p> <p>Has some basic discussion, may contain a large amount of extraneous material</p> <p>Shows basic understanding of the tasks</p> <p>29-24</p>	<p>Has not covered the assessment criteria required to meet all learning outcomes</p> <p>Little relevant discussion, may contain a large amount of extraneous material</p> <p>Presents limited or no understanding of the tasks</p> <p>23-0</p>
Use of resources, research and analysis (30%)	<p>Shows evidence of research into additional relevant concepts and theories</p> <p>Refers extensively to sources</p> <p>Evaluates literature logically and critically</p> <p>30-21</p>	<p>Shows evidence of additional research into the concepts and theories</p> <p>Refers to adequate sources</p> <p>Analyses literature clearly and critically</p> <p>20-18</p>	<p>Demonstrates understanding of relevant theories, concepts and issues</p> <p>Refers to some sources</p> <p>Discusses literature thoroughly with some critical analysis</p> <p>17-15</p>	<p>Presents some understanding of theories, concepts and issues</p> <p>Refers to a few sources</p> <p>Describes literature with limited critical analysis</p> <p>14-12</p>	<p>Shows limited or no understanding of theories, concepts and issues</p> <p>Refers to limited or no sources</p> <p>Describes literature with no critical analysis</p> <p>11-0</p>
Presentation structure and referencing (10%)	<p>Conveys all information clearly and completely with logical order</p> <p>Displays excellent use of CU Harvard reference style</p> <p>10-9</p>	<p>Delivers information clearly and accurately with sound structure</p> <p>Shows correct use of CU Harvard reference style with minor errors</p> <p>8-7</p>	<p>Conveys content consistently without misunderstanding</p> <p>Displays CU Harvard reference style but a few inconsistencies</p> <p>6-5</p>	<p>Conveys content adequately without misunderstanding</p> <p>Displays CU Harvard reference style but inconsistencies/errors are evident</p> <p>4-3</p>	<p>Provides vague content with many errors</p> <p>Presents limited or no CU Harvard referencing with incorrect style</p> <p>2-0</p>

Criteria for Assessment

Class	Mark range	Guidelines
Class I	90 – 100%	In addition to that for 70 – 79% below, an outstanding answer that could hardly be bettered. High degree of understanding, critical/analytic skills and original research, where specified. Outstanding in all respects.
	80 – 89%	In addition to that for 70 – 79% below, the answer will demonstrate an excellent level of understanding, presence of clear description, critical/analytical skills or research, as appropriate.
	70 – 79%	Answer entirely relevant to the assignment set. Answer will demonstrate clear understanding of theories, concepts, issues and methodology, as appropriate. There will be evidence of wide-ranging reading and/or research, as appropriate, beyond the minimum recommended. Answers will be written/presented in a clear, well-structured way with clarity of expression. At level 3, evidence of independent, critical thought would normally be expected.
Class II : I	65 – 69%	Answer demonstrating a very good understanding of the requirements of the assignment. Answer will demonstrate very good understanding of theories, concepts, issues and methodology, as appropriate. Answer will be mostly accurate/appropriate, with few errors. Little, if any, irrelevant material may be present. Reading beyond the recommended minimum will be present where appropriate. Well organised and clearly written/presented.
	60 – 64%	A good understanding, with few errors. Some irrelevant material may be present. Well organised and clearly written/presented. Some reading/research beyond recommended in evidence.
Class II : II	55 – 59%	Answer demonstrating a good understanding of relevant theories, concepts, issues and methodology. Some reading/research beyond that recommended may be present. Some errors may be present and inclusion of irrelevant material. May not be particularly well-structured, and/or clearly presented.
	50 – 54%	Answer demonstrating a reasonable understanding of theories, concepts, issues and methodology. Answer likely to show some errors of understanding. May be significant amount of irrelevant material. May not be well-structured and expression/presentation may be unclear at times.
Class III	45 - 49%	An understanding demonstrated, but may be incomplete and with some errors. Limited use of material with limited reading/research on the topic. Likely to be poorly structured and not well-expressed/presented. Irrelevant material likely to be present.
	40 – 44%	Basic understanding demonstrated, with some correct description. Answer likely to be incomplete with substantial errors or misunderstandings. Little use of material and limited reading/research on the topic in evidence. May be poorly structured and poorly expressed/presented. Some material may be irrelevant to the assignment requirements.
Marginal fail	35 – 39%	Some relevant material will be present. Understanding will be poor with little evidence of reading/research on the topic. Fundamental errors and misunderstanding likely to be present. Poor structure and poor expression/presentation. Much material may not be relevant to the assignment.
Fail	30 – 34%	Inadequate answer with little relevant material and poor understanding of theories, concepts, issues and methodology, as appropriate. Fundamental errors and misunderstandings will be present. Material may be largely irrelevant. Poorly structured and poorly expressed/presented.
	20 – 29%	Clear failure to provide answer to the assignment. Little understanding and only a vague knowledge of the area. Serious and fundamental errors and lack of understanding.

	0 – 19%	<p>Virtually no evidence of relevant reading/research. Poorly structured and inadequately expressed/presented.</p> <p>Complete failure, virtually no understanding of requirements of the assignment. Material may be entirely irrelevant. Answer may be extremely short, and in note form only.</p> <p>Answer may be fundamentally wrong, or trivial. Not a serious attempt.</p>
--	---------	---

Word Count

The word count is 2000 words (500 words per task) (+/-10%). There will be a penalty of a deduction of 10% of the mark (after internal moderation) for work exceeding the word limit by 10% or more.

The word limit includes quotations, but excludes the bibliography.

How to submit your assessment

The assessment must be submitted by **18.00:00 on April 30th 2018**. No paper copies are required. You can access the submission link through the module web.

- Your coursework will be given a zero mark if you do not submit a copy through Turnitin. Please take care to ensure that you have fully submitted your work.
- All work submitted after the submission deadline without a valid and approved reason (see extenuating circumstances below) will be given a mark of zero.
- Extenuating Circumstances - The University wants you to do your best. However we know that sometimes events happen which mean that you can't submit your coursework by the deadline – these events should be beyond your control and not easy to predict. If this happens, you can apply for an extension to your deadline for up to two weeks, or if you need longer, you can apply for a deferral, which takes you to the next assessment period (for example, to the resit period following the main Assessment Boards). You must apply before the deadline. You will find information about the process and what is or is not considered to be an event beyond your control at <https://share.coventry.ac.uk/students/Registry/Pages/Deferrals-and-Extension.aspx>
- Students MUST keep a copy and/or an electronic file of their assignment.
- Checks will be made on your work using anti-plagiarism software and approved plagiarism checking websites.

GUIDELINES AND BACKGROUND TO THIS ASSIGNMENT

Plagiarism

As part of your study you will be involved in carrying out research and using this when writing up your coursework. It is important that you correctly acknowledge someone else's writing, thoughts or ideas and that you do not attempt to pass this off as your own work. Doing so is known as plagiarism. It is not acceptable to copy from another source without acknowledging that it is someone else's writing or thinking. This includes using paraphrasing as well as direct quotations. You are expected to correctly cite and reference the works of others. The Centre for Academic Writing provides documents to help you get this right. If you are unsure, please visit www.coventry.ac.uk/caw. You can also check your understanding of academic conduct by completing the Good Academic Practice quiz available on Moodle.

Moodle includes a plagiarism detection system and assessors are experienced enough to recognise plagiarism when it occurs. Copying another student's work, using previous work of your own or copying large sections from a book or the internet are examples of plagiarism and carry **serious consequences**. Please familiarise yourself with the CU Harvard Reference Style (on Moodle) and use it correctly to avoid a case of plagiarism or cheating being brought. Again, if you are unsure, please contact the Centre for Academic Writing, your academic Personal Tutor or a member of the course team.

Return of Marked Work

You can expect to have marked work returned to you 15 working days after the task has been submitted. If for any reason there is a delay you will be kept informed. Marks and feedback will be provided online. As always, marks will have been internally moderated only, and will therefore be provisional; your mark will be formally agreed later in the year once the external examiner has completed his/her review.