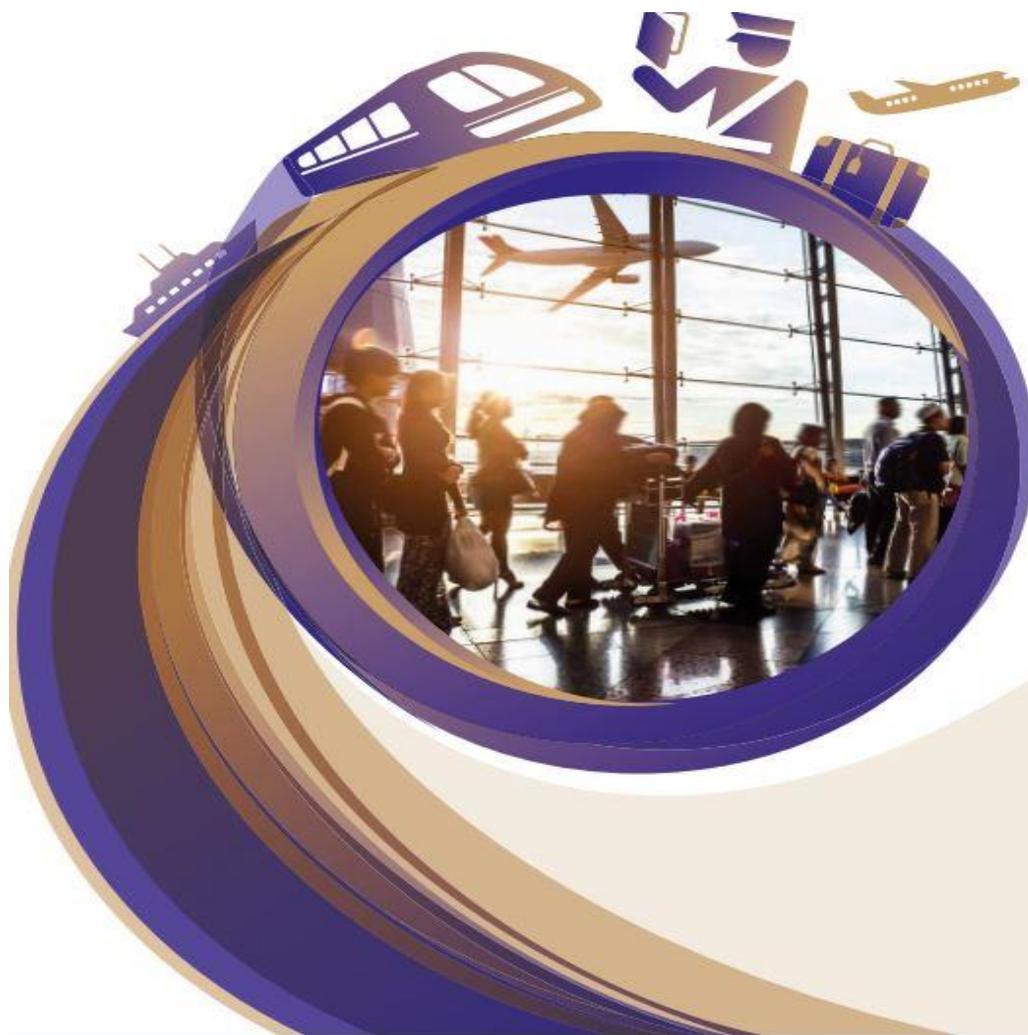


Pearson Higher National DIPLOMA IN BUSINESS MANAGEMENT

ASSIGNMENT BRIEF

UNIT 18: Global Business Environment



Level
BTEC
Higher
National
Certificate

4

Level
BTEC
Higher
National
Diploma

5

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Edexcel, BTEC and LCCI qualifications are awarded by Pearson, the UK's largest awarding body offering academic and vocational qualifications that are globally recognized and benchmarked.

BTEC is one of the world's most successful and best-loved applied learning brand, engaging students in practical, interpersonal and thinking skills for more than thirty years.

BTECs are work-related qualifications for students taking their first steps into employment, or for those already in employment and seeking career development opportunities. BTECs provide progression into the workplace either directly or via study at university and are also designed to meet employer's needs. Therefore, Pearson BTEC Higher National qualifications are widely recognised by industry and higher education as the principal vocational qualification at Levels 4 and 5.

About Pearson

Pearson is the world's leading learning company, with 40,000 employees in more than 70 countries working to help people of all ages to make measurable progress in their lives through learning. We put the student at the centre of everything we do, because wherever learning flourishes, so do people. Find out more about how we can help you and your students at [qualifications.pearson.com](https://www.pearson.com/qualifications)

Colbourne College Student Cover Page And Assignment Brief

Student Name/ID Number					
Unit Number and Title	UNIT 18: Global Business Environment				
Academic Year					
Assignment Title	LO 4. Evaluate the influence of globalisation on organisational decision-making and strategy.				
Issue Date		Submission Date			
Unit Tutor		IV Name & Date			
Add Your Name And Signature Only To Confirm ' <i>Authenticity Of Own Work</i> '					
Plagiarism Report Is Included	YES	NO	Number Of Pages		
STUDENTS DO NOT MARK BELOW THIS LINE PLEASE					
The Student/s satisfied the Pass Criteria?			YES	NO	IV
P5 Evaluate the different ways decision making can work effectively in a global context.					
P6 Determine and articulate the various routes to internationalisation an organization may adopt, including key barriers.					
Conduct adequate research to generate knowledge as basis for analysing the scenario and subject areas in the given contexts.					
Credited the sources of their information through in-text referencing					
Applied the subject areas reasonably well to the assigned role/issues in the context of the case study to correctly meet the criteria set out in the task.					
The Student/s achieved all of the above requirements that define the Pass grade			YES	NO	
The Student/s satisfied the Criteria for MERIT?			YES	NO	IV
M4. Critically evaluate the key barriers in doing business internationally and make recommendations on how they can be overcome.					
The subject matter and key issues are suitably researched, and the discussion is focused. The quality of writing is very good, and the ideas transitioned well from one point to the next.					
The Student/s achieved all of the requirements that define the MERIT grade			YES	NO	
The Student/s satisfied the DISTINCTION?			YES	NO	IV
D2. Critique strategies that can be adopted by organisations operating in a global business environment, making valid and justified recommendations of how they should adapt their organisational structure and decision-making processes					
The Student/s achieved all of the requirements that define the Distinction grade			YES	NO	
Markers' Review/Comments/Further Action Required		Markers' Review/Comments/Further Action Required			
REFERRED WORK: The Student must make corrections and resubmit?			YES	NO	
Signature Of First Marker:	Dated:	Signature Of Second Marker:	Dated:		

Guidance To Students. You should read this information before starting:

- 1) Read the brief and think about what the assignment brief is asking. Make sure you understand the assessment criteria and nature of the evidence that must be produced. If you are not clear seek guidance from the tutor on the unit.
- 2) Guided by what the subject areas and issues in the task, you will conduct literature review to produce research findings that provide valid answers to the problem/subject/issues that you are inquiring.
- 3) Produce an appropriate assessment action plan that includes relevant research resources and timeframes. Submit this to the tutor for additional support or clarification if required.
- 4) You must be clear on the requirements to develop an appropriate specification to produce and communicate your work to the intended audience e.g. for written essays or reports you will organise the paper in sections:
 - 4.1. SECTION 1: **Introduction** – In a short opening statement you will outline what the task is asking and the aim/s of the paper. Further, you will briefly define the key terms in the assignment.
 - 4.2. SECTION 2: **Research Findings** - you will research the subject area/s and find answers and generate the knowledge to correctly investigate the issues raised. To carry out the research, apply a range of secondary research sources to elucidate the scope of the subject and support the requirements set out in the task. The research findings that you produce must be valid. This means that the findings must be relevant, and the sources used are appropriate. You will apply the research findings to your work to support, compare, analyse and validate the ideas and arguments. All arguments and ideas discussed must be credited to the source. That is, you must correctly state the name of the Author or source that you obtained the information from e.g. (Brown, 2016). The required referencing style is Harvard Referencing.

RESEARCH SOURCES: Secondary research sources that you can use to gather information for your work may include textbooks, journal articles, magazine articles (not factual accounts) and newspapers. Other sources that you may collect information from are *primary research sources* which include original first-hand accounts, legal and historical documents, results of experiments and market research data collection.

RESEARCH METHODS: You will further apply *qualitative and/or quantitative research methods* to evaluate the research findings from the primary sources. Qualitative is reasoning with arguments while quantitative is numbers and figures.

AVOID PLAGIARISING: You must reference all the sources in the body of your work (in-text). Further, create a reference page to list all these in-text sources that you cited in the work. Failure to reference your work in-text and on the reference page will result in a fail grade for the unit, as this is plagiarism (cheating/academic misconduct).

- 4.3. SECTION 3: **Discussion** - this is substantive discussion of the research findings. Here you will carry out the command verb in relations to the task you are assigned. E.g. you may be asked to analyse, explain, assess, apply, justify, compare etc. These are different commands and will require different approaches. Also, if the research findings are not relevant to the task, no matter the quality and rigor of the discussion, the criteria will not be met because your discussion should be an expansion of the research findings. Hone your discussion to meet all criteria set out in the task.
- 4.4. Section 4: **Conclusion And/Or Recommendations.** Draw conclusions to form the basis for recommendations. Conclusions are summary of the main points in the work. Recommendations are future actions needed based on the conclusion/outcome.
- 5) Submit a pdf copy of your work on or before the published deadlines. Work past due is not acceptable under any circumstances except in extenuating circumstances which must be approved before the deadline expires.
- 6) Submit your work using the correct portal on iTutor. Work sent to incorrect portal will not be marked.
- 7) Students will be awarded either Pass, Merit, Distinction, Referred, Incomplete, or Fail grade. In practice, this means that a student must achieve all the required learning outcomes to be awarded pass grade or higher. Thus, for students to achieve Pass, they must achieve all of the requirements that define the Pass. To achieve a Merit, students must achieve all the requirements that define Pass and Merit. For Distinction, the student must achieve all Pass, Merit and Distinction requirements. Referred Grade is where one or more tasks does not achieve a Pass Grade. You will be given feedback and the opportunity to submit the corrections at a future time agreed with your Supervisor.
- 8) Failure to submit any part of an assignment will result in the work marked In-Complete. In-complete then changes to Fail. Avoid fail grade at all cost. In-complete (IC/NC) and Fail Grade (F) mean that you must pay to take over this unit/course. Here are the ways to fail: 1) not doing the working at all; 2) not attempting all the tasks listed as P (e.g. P1, P2 etc), 3) getting over 60% of the tasks as referred grade; and 4) plagiarizing. Historically, less than 5% of the class will Fail.

ASSIGNMENT FOUR

LO 4: Evaluate the influence of globalisation on organisational decision-making and strategy

LO 4. COURSE CONTENT

Driving factors of globalisation:

- The principles of leadership change and the process of internationalization.
- International expansion strategies and strategic decision-making in relation to risk and diversification
- The impact of barriers to international trade upon decision-making and strategy

GROUP DISCUSSION FORUM AND TERM PAPER REQUIREMENTS

Review the articles in the resources list provided below and draw on all the six (6) literature provided to:

Task 1: P5 Evaluate the different ways decision making can work effectively in a global context.

Task 2: P6. Determine and articulate the various routes to internationalisation an organization may adopt, including key barriers.

OPTIONAL ASSIGNMENT FOR HIGHER GRADE

Task 3: M4. Critically evaluate the key barriers in doing business internationally and make recommendations on how they can be overcome.

Task 5: D2. Critique strategies that can be adopted by organisations operating in a global business environment, making valid and justified recommendations of how they should adapt their organisational structure and decision-making processes.

TASKS AND INSTRUCTIONS FOR LO4:

- Refer to the course outline and resources and in teams of 5-6 members carry out the given tasks.
- Submit one 1,800 worded report covering P5 and P6. M2 and D2 are 400 words each, additional.
- For Higher Grade: Include M4 in P6 using the header as given above. D2 is a separate Task.
- ALL members of the Discussion Forum Group **MUST** attend and participate fully in unit 18 assignment by identifying the resources to support the answers, the writing of the paper, organizing and submitting the drafts of the assignment, and compiling, editing.
- Include at least six (6) references in each of the questions. Paraphrase and Summarise only.
- Use Harvard Referencing Style through-out the work.

RESOURCES

The following Reading Assignments are for lead discussion at the group meetings and to assist with carrying out the assignments:

- ❖ The Decision-Driven Organization
LINK: <https://hbr.org/2010/06/the-decision-driven-organization>

- ❖ Organizing for an emerging world
LINK: <http://www.mckinsey.com/business-functions/organization/our-insights/organizing-for-an-emerging-world>

- ❖ The Influence of Decision Making in Organizational Leadership and Management Activities
LINK: <http://www.mckinsey.com/business-functions/organization/our-insights/the-past-and-future-of-global-organizations>

- ❖ **10 Key Steps To Expanding Your Business Globally**
LINK: <https://www.forbes.com/sites/allbusiness/2015/03/04/10-key-steps-to-expanding-your-business-globally/#7ce9fa663803>

- ❖ Going Global: How to Expand Your Business Internationally
LINKS: <http://www.businessnewsdaily.com/8211-expand-business-internationally.html>

- ❖ The past and future of global organizations
LINKS: <http://www.mckinsey.com/business-functions/organization/our-insights/the-past-and-future-of-global-organizations>