

UNIT 7: BUSINESS STRATEGY SCORE SHEET

BUSINESS ASSIGNMENT TASKS:

You are a Business Development Consultant. Your Firm is hired by a small business enterprise that is facing myriads of marketing and organizational problems. Your job as a Business Development Consultant is to analyze the problems in the business, research solutions and/or benchmark good practices. You will then make suitable recommendations for improvements to your clients.

INSTRUCTION TO THE STUDENTS:

- Learning Outcome 3 has GROUP assignments only. The group membership should be same as in LO2. No new members are allowed on the tasks.
- These Tasks are Research Assignments and Practical Demonstrations. This means that you must use either Secondary and/or Primary research methods to gather evidences to answer. You are NOT required to write from prior knowledge. These are Research Tasks. You must also 'carry-out' some activities.
- Plagiarism is totally unacceptable. You must cite all sources and input the information by paraphrasing, summarising or using direct quotes. A Fail Grade is given where Plagiarism is identified in your work. There are no exceptions.
- Your evidences/findings must be cited using Harvard Referencing Style. E.g. (Samuels, 2015); (Sommers and Hunter, 2014) etc.
- You must use the Four Paragraph Structure in writing: Paragraph 1- Introduction; Paragraph 2- Research Findings; Paragraph 3- Discussion; and Paragraph 4-Recommendations/Conclusion.
- To Pass the unit you MUST Achieve **ALL** the Pass Criteria outlined on the score sheet. You can earn a Higher Grade such as Distinction or Merit by meeting all Pass Criteria and achieving the criteria given on the Higher Grades Score Sheet. You will be given a Referred Grade if you fail to meet ALL Pass Criteria given. Referred Grade means resit. You must resit any AC that you fail. The Score Sheet will identify the specific requirement/s and criteria that you did not meet. See iTutor for the resit fees. You will then make the corrections and resubmit. See the procedures on iTutor to resubmit.
- You SHOULD complete and submit a hardcopy and softcopy on the due dates given. ALL late work attract a fee. This rule is not waived under any circumstances. The softcopy should be sent to: faculty@colbournecollege.com. The hardcopy should be in our office at close of the business day.
- You MUST pay your Tuition on-time with '0' balance outstanding to submit work or sit examinations. This rule is not waived under any circumstances. If you fail to submit on the said deadline due to not having financial clearance you may submit no later than the extended deadline with the Resit fee paid. Failure to submit work on the final or extended deadline will result in a Fail Grade for the entire UNIT. If you Fail the unit you will have to pay to retake the class.
- Read ALL Instructions on this Page and review the Pass, Distinction, Merit and Referred Criteria attached to each Term Paper to meet the criteria and task correctly. Your work should be neatly typed and bonded. Presentation is important and evidence of quality work and good business ethics.
- Remember you **MUST** participate in the Class Online Forum by answering the Lesson Review Questions posted by the Course/Unit Tutor. You are required to Post twice per week and by the latest on Friday. You get 10% of the course grade from participation. You Must Pass the Forum to pass the course/unit.
- **Learning Outcome 3. SUBMISSION DEADLINE: April 15, 2016**

UNIT 7: BUSINESS STRATEGY SCORE SHEET

NAME OF STUDENTS:

DATE:

Learning Outcome	Students Must Meet ALL The Following Requirements For A PASS Grade	ACHIEVED	
		YES	NO
LO3 Understand approaches to strategy evaluation	<p style="text-align: center; color: blue;">AC 3.1 & 3.2. Analyse the appropriateness of alternative strategies relating to Market Entry, Substantive Growth, Limited Growth or Retrenchment for a given organization. Further, justify the selection of a strategy.</p> <p style="text-align: center; color: blue;"><i>The Student should carry out this task as a Business Consultant by:</i></p>		
	1. Using Paragraph One to briefly explain: 1) Market Entry; 2) Market growth; and 3) Limited Growth Retrenchment		
	2. Using Paragraph Two for the research findings on: reviewing different market strategies relating to Market Entry, Substantive Growth, Limited Growth or Retrenchment.		
	3. Using Paragraph Three to: Analyse the appropriateness of TWO ALTERNATE strategies that are relating to market entry, substantive growth, limited growth or retrenchment for the business. (Based on your study in paragraph 2, you are now asked to select and analyse TWO interchanging marketing strategies suited to the business. Use the marketing strategy you developed in AC2.3 if it is relevant, but you will now develop another interchanging strategic option related to market entry, substantive growth, limited growth or retrenchment. Analyse why both of them are viable alternate strategies).		
	4. Use Paragraph Four to make Recommendations about the two strategies selected to grow the business but further settle on a strategy. That is, agree on the better-fit ONE as the likely strategy for the business. Justify your choice. Justify means to: <i>“Present a reasoned case for actions or decisions made.”</i> This is AC 3.2.		
	5. Carrying Out the command in the task: To Analyse which means to: <i>“Separate information into components and identify their characteristics. Discuss the pros and cons of a topic or argument and make reasoned comment”</i> AND To Justify – <i>“Present a reasoned case for action and decisions made.”</i>		
	6. Discussing at least five (5) themes and perspectives related to your research findings and the Unit’s content areas: Market entry strategies: organic growth; growth by merger or acquisition; strategic alliances; licensing; franchising Substantive growth strategies: horizontal and vertical integration; related and unrelated diversification Limited growth strategies: do nothing; market penetration; market development; product development; innovation Disinvestment strategies: retrenchment; turnaround strategies; divestment; liquidation Strategy selection: considering the alternatives; appropriateness; feasibility; desirability		
	7. Citing Six (6) or more reliable sources used in your work whether paraphrased, directly quoted or summarized.		
	8. Using Harvard Referencing Style properly.		
	9. Using the Four Paragraph Essay-Writing Structure.		
	10. Acceptable level of College Writing exhibited: Spelling, Punctuation, Grammar, Usage and Sentence Structure.		
11. Meeting the 1000 Words Requirements (only 10% more or less words can deviate from the instructions).			
A Pass Grade Is Awarded		YES	NO
Name Of Assessor:		Date Of Assessment:	

UNIT 7: Higher Grades Score Sheet

NAME OF STUDENT:

DATE:

GRADE FOR AC #:	To Be Awarded A MERIT Grade students must meet the Pass Grade Criteria and further demonstrate higher ability:	ACHIEVED	
		YES	NO
	1. The B paper is always mechanically correct. The spelling is good, and the punctuation is accurate.		
	2. Some of the sentences may not be elegant, but they are clear, and in them thought follows naturally on thought. It is well organized around one main idea, it presents a worthwhile and interesting idea. That is, the idea is supported by sound evidence presented in a neat and orderly way.		
	3. Ends by keeping the promise that the writer makes in the beginning.		
		A MERIT Grade Is Awarded	
Name Of Assessor:		Date Of Assessment:	
GRADE FOR AC #:	To Be Awarded A DISTINCTION Grade students must meet the Pass Grade Criteria and further demonstrate higher ability:	ACHIEVED	
		YES	NO
	1. Paper is lively, well-paced, interesting, and everything in it seems to fit the theme exactly. Reading the paper, it is clear that the writer cares for his or her ideas, and about the language that carries them. It may have a proofreading error or two, or even a misspelled word, but these errors are the consequence of the normal accidents all good writers encounter.		
	2. Apply the knowledge of subject concepts to the Case effectively.		
	3. Identify, formulate, and solve problems.		
	4. Conduct, Analyze and interpret primary and secondary data effectively using appropriate research tools.		
	5. Use <u>seven or more</u> (combination of) theories, techniques, skills, and modern tools of the practice.		
	6. Recommendations/Conclusions are relevant to the findings, presented with justification.		
		A DISTINCTION Grade Is Awarded	
Name Of Assessor:		Date Of Assessment:	
GRADE FOR AC #:	A REFERRED Grade is awarded because the student has not met the Assessment Criteria (AC) to be awarded a PASS Grade:		
		A REFERRED Grade Is Awarded	
Name Of Assessor:		Date Of Assessment:	