

**Pearson Higher National
CERTIFICATE AND DIPLOMA IN
BUSINESS STUDY**

ASSIGNMENT BRIEF

UNIT 18: Global Business Environment



Level
BTEC
Higher
National
Certificate

4

Level
BTEC
Higher
National
Diploma

5

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Colbourne College

Student Cover Page And Assignment Brief

Unit Number and Title	UNIT 18. Global Business Environment			
Academic Year				
Unit Tutor				
Assignment Title	key factors which drive globalisation			
Issue And Submission Date	ISSUED ON:	DUE ON:		
<p>NAME OF CONTRIBUTORS Authenticity Of Own Work By affixing my name, I hereby confirm that this is my own work and all information included were credited to the source. No part of this work is plagiarised.</p>				
Plagiarism Report Is Included	YES	NO	Number Of Pages In The Assignment	
STUDENTS DO NOT MARK BELOW THIS LINE PLEASE				
The Student/s satisfied the Pass Criteria?		YES	NO	IV
P1 Analyse key factors of cost, market, environment and competition that drive global commerce and trade.				
Conducted 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
M1 Critically analyse the impact that key factors have upon the global business environment in terms of benefits and challenges.				
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	
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:	IV's Name:	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. 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) plagiarising. Historically, less than 5% of the class will Fail.

LO1. ASSIGNMENT

OBJECTIVES OF THE ASSIGNMENT

LO1. Analyse the key factors which drive globalisation

Discussion Forum – Concept Development

The following tasks require short answers, proper referencing, and multiple sources cited on each question:

1. What is globalization?
2. Explain the concept and theory of globalisation in terms of: 1) cultural, 2) economic, 3) political and 4) social dimensions.
3. Conduct thorough research (minimum 10 sources) to find the **key factors** that are driving globalisation. 1) List the findings. 2) Then use bar graph to compare the findings. That is, group the number of your sources who agree on specific factors, and show these as percentage of the whole.
4. How has the digital revolution significantly impacted globalization? Discuss.

TERMPAPER ASSIGNMENT

COMPULSORY. FOR THE PASS GRADE YOU MUST:

P1. Analyse the key factors of cost, market, environment and competition that are driving global commerce and trade.

OPTIONAL: FOR HIGHER GRADE YOUR WORK MUST ALSO MEET THE FOLLOWING CRITERIA. YOU WILL INCLUDE THE FOLLOWING IN THE TASKS FOR THE P_s BUT YOU MUST USE THE BELOW TOPICS/HEADERS:

M1. Critically analyse the impact that each of the key factors above has upon the global business environment in terms of benefits and challenges.

SUBMISSION FORMAT

- ❖ Fully complete the Assignment Cover Page and use same as the front sheet/cover of your assignment.
- ❖ **The Assignment For The Discussion Forum** is in the form of a comprehensive factsheet that is appropriate and suitable for distribution to key stakeholders. This assignment is to be completed in pairs. Factsheets should be professional in style and presentation format and emphasise key points concisely, using tables, bullet points and/or headings, on a single printed page. Bold font, text boxes and graphics add emphasis. Do not cite in-text for the factsheet but you must identify all sources on the reference page.
- ❖ **P1** is research essay. Conduct research to generate knowledge which will form the basis for analysis of the scenario and context given in the Case Study. Your research should be referenced in-text using the Harvard referencing system. Provide a bibliography using the Harvard referencing system.
- ❖ **M1** is to be included in P1 but clearly identified by using the M1 topic as paragraph header.
- ❖ You **MUST** use the headers same as given e.g. P1 and M1. Do not reword them from the original.
- ❖ Use page numbers throughout the report.
- ❖ Font Style is Arial & Font Size is 11 AND Line Spacing is 1 & Paragraph Spacing is 2
- ❖ **Minimum word requirement For P1 And M1 Assignment is 1,000 to 1,250 maximum words.**
- ❖ Minimum number of sources for P1 is 6. For M1, you can build on the findings in P1.
- ❖ Include the full plagiarism report after the reference page, and not just the score.
- ❖ Use www.citethisforme.com for referencing and www.grammarly.com for grammar and proof reading

LO1. LESSON CONTENTS

LO 1: Analyse the key factors which drive globalisation

Driving factors of globalisation

- Analyse the concept and theory of globalisation in terms of cultural, economic, political and social dimensions.
- What are the factors that drive globalisation? International economic integration, foreign direct investment, international business and trade.
- Factors in relation to cost, market, environment and competition.

The significant impact of the digital revolution

- ❖ Creating better products and services at lower cost, the impact of social media and other applications (e.g cloud computing) connecting the global community and digitized design, manufacturing, and distribution systems making products and services available to a global market.

RESOURCES FOR LO1.

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

- ❖ What is Globalization? Meaning and its Importance

LINK: <http://www.managementstudyguide.com/what-is-globalization.htm>

- ❖ The Causes and Effects of Globalisation

LINK: <https://www.slideshare.net/PatCabangis09/chapter-1-rooms-division-edited>