

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

**ASSIGNMENT BRIEF**

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**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

<b>Unit Number and Title</b>	<b>UNIT 18. Global Business Environment</b>			
Academic Year				
Unit Tutor				
<b>Assignment Title</b>	<b>LO 2. Strategic complexities associated with operating in a global environment.</b>			
Issue And Submission Date	ISSUED ON:	DUE ON:		
<p><b>NAME OF CONTRIBUTORS</b></p> <p><b>Authenticity Of Own Work</b></p> <p>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	
<b>STUDENTS DO NOT MARK BELOW THIS LINE PLEASE</b>				
<b>The Student/s satisfied the Pass Criteria?</b>		YES	NO	IV
P2. Explain the complexity of strategic challenges faced by organisations when operating in a global environment supported by specific examples.				
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.				
<b>The Student/s achieved all of the above requirements that define the Pass grade</b>		YES	NO	
<b>The Student/s satisfied the Criteria for MERIT?</b>		YES	NO	IV
M2. Critically analyse strategic challenges in context of risk and diversification strategies and the supply chain flow.				
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.				
<b>The Student/s achieved all of the requirements that define the MERIT grade</b>		YES	NO	
<b>The Student/s satisfied the DISTINCTION?</b>		YES	NO	IV
D1. Critically evaluate the global business environment, including the opportunities and challenges faced by organisations.				
<b>The Student/s achieved all of the requirements that define the Distinction grade</b>		YES	NO	
Markers' Review/Comments/Further Action Required	Markers' Review/Comments/Further Action Required			
<b>REFERRED WORK: The Student must make corrections and resubmit?</b>		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.

# LO2. ASSIGNMENT

## OBJECTIVES OF THE ASSIGNMENT

**LO2.** Strategic complexities associated with operating in a global environment.

## Discussion Forum – Concept Development

POSCO: Global Supply Chain Management

By Hau L. Lee, Seungjin Whang, David Hoyt

2005 | Case No. GS44

Organizational Behavior, Management

In 2005, POSCO was the world's most competitive steel company, and one of the largest. From its founding in 1967 in South Korea, it had built its success on technology, and on highly efficient, integrated steel plants. The business environment was rapidly changing, however, demand for steel was exploding, led by rapid growth in Chinese demand. Raw material supplies were becoming strained, and costs were rising dramatically. The industry was consolidating. POSCO management considered a radical departure from their proven success formula. They considered developing steel plants near the foreign materials suppliers and shipping the steel to finishing plants near customers. They also thought about joining in the wave of consolidations.

(Accessed: <https://www.gsb.stanford.edu/faculty-research/case-studies/posco-global-supply-chain-management>)

## TERMPAPER ASSIGNMENT

**COMPULSORY. FOR THE PASS GRADE YOU MUST (1,250 – 1,500 Words):**

**P2.** Explain the complexity of strategic challenges faced by organisations when operating in a global environment supported by specific examples.

1. Explain the complexities that POSCO faces and will likely encounter as a global firm.
2. Did the new global business environment demand radical strategic change?
3. Advise POSCO on strategic options they may consider for stability in the global market.

**OPTIONAL: FOR HIGHER GRADE YOUR WORK MUST ALSO MEET THE FOLLOWING CRITERIA. YOU WILL INCLUDE THE FOLLOWING IN THE TASKS FOR THE Ps BUT YOU MUST USE THE BELOW TOPICS/HEADERS: (450 Words)**

**M2.** Critically analyse strategic challenges in context of risk and diversification strategies and the supply chain flow.

**OPTIONAL: YOU MAY UNDERTAKE THE FOLLOWING TASK TO MEET THE CRITERIA FOR DISTINCTION GRADE YOU WILL INCLUDE THE FOLLOWING IN THE TASKS FOR THE Ps BUT YOU MUST USE THE BELOW TOPICS/HEADERS: (450 Words)**

**D1.** Critically evaluate the global business environment, including the opportunities and challenges faced by organisations.

## SUBMISSION FORMAT

- ❖ Fully complete the Assignment Cover Page and use same as the front sheet/cover of your assignment.
- ❖ **P2** is a research-based report. 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.
- ❖ **M2** is to be included in P2 but clearly identified by using the M1 topic as paragraph header.
- ❖ You **MUST** use the headers same as given e.g. P2 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 is 1,250 to 1,500 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](http://www.citethisforme.com) for referencing and [www.grammarly.com](http://www.grammarly.com) for grammar and proof reading

## **LO2. LESSON CONTENTS**

### **LO 2: Determine the strategic complexities associated with operating in a global environment**

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#### **Global strategic complexities:**

- The impacts of international trade law.
- The economics of globalisation and the environmental impacts of globalisation in the context of the challenges they pose for risk and diversification strategies.
- The complexities of the international supply chain management.

#### **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>