

BMA6105 Managing Sustainability

ASSESSMENT

Individual Consultancy Report

Word length: 2500 words

(not including any Title page, Abstract, Table of contents,
Reference list and Appendices)

Weighting: 100%

Working individually you will produce a **consultancy report** for a business or organisation (preferably, but not necessarily an SME – small/medium sized enterprise¹) outlining the steps it could take to develop its sustainability commitment and in particular, improve an element of its operations. **You could:**

- Choose a business or organisation you work for/have worked for in the past

OR

- Choose a business/organisation you have contacts/networked with (family or friends)

OR

- A business/organisation where you are able to access research and or data online (web/research based)

NB - the choice of business or organisation should be one you can either access directly or for which you have the potential to obtain some good research data and materials.

You will consider the pressures upon the business to become more sustainable and the challenges it might face, and outline a strategic approach to making changes.

Please note:

- o **FOCUS** - All reports will be:

a) broadly focused on sustainability thinking in the first instance, and b) will

subsequently drill down on ONE AREA (or possibly more if closely interlinked, as otherwise agreed with your tutor); see suggestions for areas below

- **POSSIBLE AREAS FOR FOCUS:**
- Energy use; Reducing plastic, Product redesign, Water use; Transport, Pollution and the alternatives; Waste; Supply chains and their management; Workplace issues; CSR; Merchandising materials; Marketing Communications; or a company specific choice

Please follow the instructions below and write your report according to the following sections:

Part 1) Introduction: Setting the scene for/of the business:

Who/what is the business or organisation and what does it do? You need to provide some background and context. What type of industry or activity is it involved in? Is this industry responding well to the demands of sustainability and where does this business/organisation fit in?

Part 2) Demonstrate an understanding and background to sustainable business operations:

Contextualise the background to sustainable organisations or businesses; discuss the necessity and characteristics of new business models and ways of operating? Is sustainability part of this industry? What are the costs to business and society of inaction?

Part 3) Outline the particular areas of concern related to your chosen type of business:

What is your chosen business/organisation doing wrong (badly, unsustainably, impactfully etc ... perhaps in contrast to others doing better?) Outline the problem area(s), if possible both for the industry more broadly and for your chosen business. Is it possible to quantify the impact in some way? You can add any calculations/estimates in the appendices.

Part 4) A critical evaluation of alternative business practices relevant to identified concern:

Now you have identified the problem, give some thought to what possible solutions there might be. What are the alternative courses of action they might engage in? What solutions can you identify from other studies? Try to provide a range of possible ways for the business to address your focus area.

Part 5) Recommendations and Conclusion

In summing up your report, you need to make some recommendations based on your range of solution options. What should the business do? How they should do it? Set out your suggestions for the way forward, strategically considering aspects such as feasibility, costs, timeframes where possible. Briefly reflect on your whole report analysis to draw the report to a close.

Part F) References:

Materials used in the writing of this report and are specifically referred to in the text..

Part G) Appendixes:

Use appendixes if you want to add additional material which is informative but not essential to the points being made; can include calculations, technical materials etc.

All coursework must contain a Reference List containing listing all the works you have referred to and quoted from in your work. This is good academic practice. You must cite the author's work in your text when you refer to it and list it in your Reference List. If you are in any doubt about the correct procedures for referencing please consult the Learning and Writing Centre resources.

- *Consider a clear and professional report title and title page*
- *Student number and name is clearly displayed on the front page of the report.*
- *Consider the professional features of your report including page layout, font, paragraphs, format style (report) etc.*
- *Make sure each page is numbered;*
- *Please use 1.5 spaced typing, 11 point;*
- *Each paragraph should be separated by line space/and paragraphs justified straight on right-hand side*
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Referencing web materials - full or shortened link address with date page accessed.

Assignment Rules and Regulations:

- All assignments should be submitted on or before the due date, unless an extension has been

granted by the marking tutor.

- Please check your Student Handbook for regulations and the assessment framework.
- Plagiarism checking (originality scoring) - Electronic versions of your text will be compared with millions of other essays, other coursework items and published works and an 'originality score' will be calculated automatically to help us check for any academic unfair practice.

Feedback on assessed work

Resources and Referencing - Please note that these sources Must appear in the Harvard style. This is the format you will need to use for all bibliographic entries made in your assignments.

ASSIGNMENT 1: INDIVIDUAL CONSULTANCY REPORT - Marking criteria

85-100

You display a comprehensive understanding of the issues and your explanations demonstrate extreme clarity of thought. You use pertinent and original case studies to illustrate your ideas. Your analysis will be authoritative and supported by the highest level of scholarship. Briefing paper is firmly contextualised within the framework of business. Your work is excellently structured, and supported by faultless referencing. You will display flair and originality in approach to achieve the highest grades.

70-84

You display a thorough understanding of the issues and your explanations will demonstrate a high degree of clarity and be well illustrated with examples from course material. Your analysis will be authoritative and supported by an appropriate level of scholarship. Briefing paper is firmly contextualised within the framework of business. Your work is well structured, and supported by careful referencing.

60-69

You display a detailed understanding of the issues and your explanations will demonstrate a high degree of clarity and be well illustrated with examples from course material. Your analysis is robust and supported by an appropriate level of scholarship. Briefing paper is contextualised specifically within the framework of business. Your work is well structured, and supported by careful referencing.

50-59

You display a good understanding of the issues and your explanations demonstrate clarity and are illustrated with examples from course material. Your analysis is good and supported by an appropriate level of scholarship. Briefing paper is, for the most part, contextualised specifically within the framework of business.

40-49

For a pass you display some understanding of the issues although your explanations may lack clarity. Nevertheless, they are supported by some illustrations from course material. You offer some analysis but this may be limited. Briefing paper tends towards the general and is not focused specifically on business.

35-39

You display little understanding of the issues and your explanations lack clarity. There are few illustrations from course material. There is little attempt at analysis. Briefing paper is not contextualised within the framework of business. Work is poorly structured and referencing is poor.

0-34

You display no understanding of the issues and your explanations lack coherence. There are no illustrations from course material. There is no attempt at analysis. Your work is badly structured and referencing is weak or non-existent. In the worse cases the rubric of the assessment is ignored and/or there is evidence of plagiarism. Your paper offers a general approach without any attempt to contextualise it within the framework of business.

BM6105 Managing Sustainability: ASSESSMENT 1 - INDIVIDUAL CONSULTANCY REPORT. Marking Criteria

	Fail 0-39% Poor quality	40-49% Satisfactory quality	50-59% Sound quality	60-69% Good quality	70-84% Excellent quality	85-100% Outstanding quality
SUSTAINABILITY Knowledge, understanding and articulation of broader sustainability issues:	You display little or no understanding of the issue of sustainability.	You display some understanding of sustainability though your explanations lack clarity.	You display a good understanding of sustainability and your discussion demonstrates clarity.	You display a detailed understanding of sustainability issues and your explanations will demonstrate a high degree of clarity.	You display a thorough understanding of sustainability and your explanations demonstrate a high degree of clarity.	You display a comprehensive understanding of the issues and your explanations demonstrate extreme clarity.
SUSTAIN-BUSINESS Understanding of implications of sustainability issues for business case under scrutiny:	Briefing paper is not contextualised within the framework of business	Briefing paper tends towards the general and is not focused specifically on business.	Briefing paper is, for the most part, contextualised specifically within the framework of business.	Briefing paper is contextualised specifically within the framework of business.	Briefing paper is firmly contextualised within the framework of business.	Briefing paper is wholly contextualised within the framework of business.
PROBLEM DISCUSSION Use of examples and technical understanding to support and illustrate problem / solution discussion:	There are few or no illustrations. and very little articulation of problems or relatable examples. Little reference to course materials.	A few examples are given. May make reference to course material. Some problem awareness but little technical engagement.	Discussion is illustrated with some examples from course material. Demonstrates some technical engagement with the problem under scrutiny.	Illustration is made using appropriate examples from course material and elsewhere. Good engagement with technical features of problems and solutions.	Well-illustrated with examples from course material and elsewhere. Excellent engagement with technical features of problems and solutions.	Exceptionally well-illustrated with examples from course material and elsewhere. Expert knowledge and engagement with technical features of problems and solutions.
SOLUTION AND STRATEGY Level of analysis, strategic choices and planning:	You provide little in terms of analysis. The work lacks strategic engagement and application.	You offer some analysis and begin to consider strategic choices and their application.	You offer some analysis of the choices and some sound strategic thinking and application	Your solutions offer robust analysis combined with good strategic thinking and thoughtful application thereof.	Your analysis is authoritative and you provide very clear evidence of your ability to integrate strategic thinking into problem solving and its application.	Your analysis is authoritative and you provide extremely clear evidence of your ability to integrate concepts in a critical manner. .You are able to apply strategic thinking and problem solving to an industry standard.
PRESENTATION Standard of scholarship and presentation (style, spelling, grammar, expression, referencing):	Your work is poorly structured, contains much irrelevant material and referencing is poor or non-existent. The presentation is poor in terms of grammar, spelling. May be evidence of plagiarism	material in this work is of limited relevance. Greater focus needed. Some attention to content selection is evident. The style and format of your report is satisfactory. Referencing is adequate.	Your report is presented in an appropriate manner and your use of grammar/ referencing is sound.	The work is well-structured and supported by careful referencing. Presentation is good in terms of grammar, spelling and/or referencing.	Your work is well-structured, and supported by careful referencing. You display flair and originality in approach. Excellent use of grammar and spelling.	Your work is well-structured, and supported by faultless referencing. You display flair and originality in approach. Excellent use of grammar and spelling.

