

# **Assessment**

## **Essay – 3000 words**

### ***Title:***

**“Diversity has moved away from *a nice-to-have*, to *a must-have* for companies as a strategic business imperative.”**

### ***Guidelines***

- Critically analyse the above statement.
- Your essay should be based on two significant case studies (ideally MNCs from different countries/regions).
- You need to demonstrate a sound knowledge of the relevant academic literature/ theoretical concepts.
- You are required to do a Critical Comparative Analysis of the Cases in order to address the above statement.

### ***Format***

- It should not be more than 3,000 words in total - this word limit **excludes** title, contents page and references
- All sources should be properly referenced using the Harvard system

### ***Submission Details***

- The marking criteria for this assignment are below. Please read them since they outlined how your assignment will be assessed and graded.
- This assignment represents 100% of the total marks for this module.

## Marking Grid:

	<i>0% - 39%</i>	<i>40% - 49%</i>	<i>50% - 59%</i>	<i>60% - 69%</i>	<i>70% - 84%</i>	<i>85% - 100%</i>
Understanding of key Literary concepts and theories.	You do not understand the meanings of these key concepts and are unable to	Your understanding of these key concepts is often basic and undeveloped and there is no	Your understanding of these key concepts is sound and there is some	You have a good understanding of these concepts with some evidence of research.	You have a very good understanding of these concepts based upon solid	You have an excellent critical understanding of these key concepts based upon extended

	use them appropriately in your analysis. There is no evidence that you have researched them.	evidence that you made a meaningful effort to research them. You frequently reply on lecture notes.	evidence of research through reading some of the principal textbooks.		efforts by you to research a wide range of appropriate sources.	efforts by you to research a comprehensive range of appropriate sources
Knowledge of businesses (Cases) and their Strategy towards Diversity Management	Your knowledge of the businesses is superficial and rudimentary and you rely on few inappropriate sources.	You have used some appropriate sources, but your knowledge of the businesses still lacks depth and apt insights.	Your knowledge of the businesses is sound but pedestrian, still lacks depth and apt insights.	You have used appropriate sources and your knowledge of the businesses is good.	You have a very good understanding of the businesses and you are able to identify clearly their most significant features and trends. You rely of several reliable sources.	You have an excellent understanding of the businesses and you are able to identify clearly their most significant features and trends. You demonstrate that you have investigated all of the most important sources.
Evaluation and critical analysis	There is no evaluation or critique in your analysis in your report and it is	You are unable to use the key concepts appropriately and meaningfully in	You are able to use the key concepts to make sense of your data,	You are able to use the key concepts to generate some insights but	You are able to use the key concepts to generate solid and reliable	You are able to use the key concepts to generate original insights into the

	entirely descriptive.	your critical analysis. Your report is therefore largely descriptive.	although this critical analysis lacks depth and real insights.	your analysis still lacks depth.	insights into the topic. Flair and a good level of skill is demonstrated in this critical analysis	topic. A high level of skill is demonstrated in this critical analysis.
Presentation and referencing	Your report lacks a sound structure and clarity and its referencing is careless. There are plenty of instances of poor spelling and grammar. Its overall presentation is untidy and unprofessional.	Your report lacks in places a sound structure and there is some poor referencing. There are several examples of weak spelling and grammar and the overall presentation is uninspiring.	Your report is well structured, although it lacks clarity in places. It does not contain many spelling, grammatical and referencing errors and the overall presentation is of a good standard.	The report's overall structure is sound and it develops a clear and logical argument to an extent. The spelling, grammar and referencing is good and the overall presentation is of a good standard	The report's overall structure is good and it develops a clear and logical argument. The spelling, grammar and referencing is good and the overall presentation is professional	There are no spelling, grammatical and referencing errors in the report and overall presentation is highly professional and impressive.