

Executing Global Business Strategies

Individual Project (100%)

1. Introduction to the Task

The individual project is, based on real world information, to study an international company's international business strategies, management and performance.

You choose an international company, big or small. You study its business management, strategies and/ or performance in its home country and in one of its international markets (countries or areas) by focusing on three key topics being studied in the lecture, and with an embedment of **Differentiation**, **Business strategy**, **Organizational culture**. This is a comparative study that "**critical comparison**" should be always applied when analysing **the (one) company's domestic business and international business**.

You are expected to use the knowledge you have learned from the lectures, from other modules and from your own research as the guidance to complete your report. You are also strongly suggested to use your practice to challenge the theories and the existing research findings. The key to project success is insight, coherence, originality and creativity.

Word count – 4,000 words, include the main body of the report only, i.e. from introduction to conclusion; 10% margin on each end.

2. Managing your report

Your report is suggested to include these sections and contents. YOU MUST SELECT A SUITABLE COMPANY OF YOUR CHOICE TO COMPLETE THE ASSIGNMENT.

1. Introduction

Give an introduction to the background and the key contents of this report, for example, the value to do this project; the reason to choose xxx company, including this company's profile; the three key topics you presented in this report and the reason for you to study them, etc. Suggested word count –600-700 words.

2. Literature Review

Present the key theories, models and/or frameworks that you used to study the three topics in your case study. Rationalise the reasons for you to choose to use them. The purpose of this literature review is to demonstrate your understanding of these theories, models or frameworks and their applications. Critically analysing and evaluating the literature is strongly recommended. Suggested word count –800 words. An extensive and detailed literature review could be placed in the appendix.

3. Case Study

Deeply and thoroughly study the **elected company** by using a comparative methodology, i.e., compare its strategies, management, and activities, etc., in both **domestic and international market** and draw your arguments. The three topics that you choose to study must be analysed and discussed in a collective manner, i.e., the interrelationship among these topics must be studied. Proper strategy theories, models, framework and existing research findings must be used where applicable. Suggested word count – 2300-2500 words.

4. Conclusion

Review your report and draw your conclusion. Suggested word count – 200 words.

3. Presentation and Referencing

This is one of the elements that you are assessed. Although minor grammatical errors and spelling mistakes may not be penalised, you are expected to submit a logically structured, well-written and properly referenced report.

- Design a proper cover page
- Create an abstract
- Create a Table of Contents
- Times new Roman, Arial, Calibri or other easily readable font is acceptable. Nonstandard typefaces or script are not acceptable.
- Font sizes should be 12 point for text and 10 point for footnotes.
- You need to reference properly for your report. It must be in **Harvard system**. In-text reference should be given wherever you cite a source. End of paper reference list should be properly presented. Improper referencing will lead to a mark loss or a fail.
- You need to carefully read and refine what you have written in your report before submitting the final report
- Style should be consistent throughout the document, including preliminaries, end matter, table headings, figures, and captions.
- There is no formal limit on file size but you should use an appropriate resolution. High resolution photographs add little or nothing to academic value and Turnitin may request you to produce a smaller version if you have produced an unreasonable size of file.
- **Appendix** – anything that is too long, too much, and is not very relevant to be written in the report, but you would like your reader to know it as supplementary information, you may put it in the appendix. Appendix should be placed after the reference list as the last element in your report.

	0-29%	30%-39%	40%-49%	50%-59%	60%-69%	70%-84%	85%-100%
Knowledge and application (40%)	You make no use of the textbooks or other academic sources. Your literature review is superficial with significant mistakes. Wrong use of the theories or models in the case study.	You make some use of the textbooks or other academic sources but the literature review is broad and superficial. Little ability to analyse or evaluate the literature. Little evidence of applying the knowledge in the case study.	You mainly repeat the textbooks and show limited evidence of the research on other academic sources. Your literature review has some focus but the analysis or evaluation is insufficient. Some evidence of applying the knowledge in the case study but is not enough or with obvious mistakes.	Your reading of the textbooks and other academic sources is adequate. Your literature review relies mostly on the textbooks but draws some evidence of using other sources. There is no strong evidence of critical thinking but adequate analyses and discussions are given. The application of the knowledge in the case study is satisfactory with no obvious mistakes.	You refer to the textbooks sufficiently and draw on a range of academic sources to underpin your research. Your literature review is focused and in-depth. You demonstrate a deep understanding of knowledge and its application in the case study with some evidence of critical thinking and insightful arguments.	You show strong evidence of critical and in-depth reading of the textbooks as well as on a wide range of academic sources. You show comprehensive understanding of knowledge and its application in the case study with strong evidence of critical thinking and insightful arguments.	Upon the criteria for 70%-84%, the application of the literature in the case study shows originality.
Research (50%)	You have made no effort to gather appropriate information. Your case study fails to demonstrate any real understanding of the requirements. The findings and conclusions are not reliable or not relevant.	You have made some effort to gather appropriate information but this is not enough. Your case study fails to demonstrate enough understanding of international business as the topic. The findings and conclusions are not reasonable.	You made enough effort to gather appropriate information but your case study is superficial or poorly structured. The findings and conclusions are acceptable with minor mistakes.	You made good effort to gather appropriate information and it is adequate. Your case study is clear and logical. The findings and conclusions are reliable and accurate. There is clear limitation in relation to the depth of the analyses and the discussions.	You made very good effort to gather appropriate information and it is sufficient. The case study is logical and in-depth with practical examples. The discussions are fairly and squarely. The findings and conclusions are insightful and persuasive.	You made excellent effort to gather appropriate information and it is sufficient and comprehensive. You demonstrate excellent, flair and an imaginative approach in the case study; effectively synthesise of knowledge and material from different sources with some originality in the use of the material or methods. Excellent findings and conclusions are made from pertinent practical examples and critical analysis.	Upon the criteria for 70%-84%, show novelty, originality and creativity in the case study.
Presentation (writing and referencing) (10%)	Minimal use of references or the sources being used are not reliable. References may be acknowledged but is not in Harvard style. Very poor writing; very difficult to understand.	Some use of references but inadequate or the quality of the sources being used is poor. References are acknowledged in Harvard style but having too many mistakes. The contents lack of logic and structure. Poor writing but understandable.	Adequate evidence of use of proper references and acknowledgement of the sources although not always well cited or presented. Poor contextualisation. Poor writing but understandable.	Coherent contents in general with effective use of proper references and acknowledgement of sources. Logical structure; clearly written; easy to follow.	Good structure and effective sequence of ideas; a consistent reference scheme. Sound writing skills.	Very well written and directed; consistent scheme of references and entirely appropriate.	Excellent in everything; almost flawless.

Individual Project– Marking Criteria