|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Module Title:** | | Organisational Development | |  | | **Assignment No:** | 1 of 2 |
|  | **Assignment Type:** | | Company profiles and supporting presentation(10mins). | |

# Required Task

You are required to Create a one poster of the 3 selected Business Profiles (JOHN LEWIS PATNERSHIP, ICELAND LTD AND LG ELECTRONICS) (total1500 words), plus a 10 minute individual recorded video presentation to be posted online. Choose organisations 3 companies operating across the profit/not-for-profit/entrepreneurial/NGO/Government/Global business sectors. Both component carry equal marks.

Your presentation will be on behalf of the University Careers team to explain to students who are considering applying to these three organisations the differences and similarities between each company.

# Assignment Brief

**Background**

The University Careers team have asked you to put together ‘Company Profiles” for a range of organisations to bring students up to speed on different potential employers. Specifically the company has asked you to perform the following tasks:

**Requirement**

Select three different organisations to create profile and include the following:

1. Critically assess the key characteristics of a range of different organisations across the profit/not-for-profit/entrepreneurial/NGO/Government/Global business sectors.
2. Analyse the main characteristics, activities, goals and key environmental influences on the organisation taking into account its ethos and purpose.

50% of this assessment’s marks will come from the company profiles and the other 50% from the individual recorded video presentation.

## Guidance notes and considerations

You will reference all sources. Your word count will include all quotes or citations. There is a 10% allowance on the word count. This means the profiles can be no less than 1350 words and no more than 1650, including quotes and references. This does not include the title or references.

You may use diagrams as feel appropriate.

The word count is deliberately concise to encourage application of academic writing techniques.

This is an exercise in making sound academic observations fully supported by evidence you have gathered.

Criteria for Assessment

## Your Assessors are looking for:

Your work will be marked against the following criteria (for further details see attached grid):

* Presentation Style (20%)
  + How well you design the poster with excellent delivery with less or no reliance on notes and excellent engagement with audience (level 6)
* Academic Writing (10%)
  + Your grammar, spelling, punctuation, referencing and following of academic writing criteria at undergraduate level (level 6)
* Depth of Knowledge and Application of Theory (40%)
  + How well do you show that you know the subject and in what depth and detail
  + How well you can apply the content you have learnt during the course to the brief given
* Critical Analysis (30%)
  + How well you show you have weighed up options, why you have chosen what you’ve chosen and how well you explain your reasoning

## Full Marking Scheme:

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | | **Marking Scheme (Value 40% of the module grade)** *Please also see guidance notes.* | | | |
|  | **Presentation Style (20%)** | | **Academic Writing (10%)** | **Depth of Knowledge and Application of Theory (40%)** | **Critical Analysis (30%)** |
| **0% - 39%** | No confidence, reading from a script | | Lacking Harvard referencing of various sources. Fails to achieve module outcomes. | Limited knowledge and understanding of well-established theories.  Incorrect application to practical scenarios. Not making sense. | Insufficient or limited ability of problem analysis, solving. Poor expression of ideas. |
| **40% - 49%** | Heavily reliant on notes, little engagement with audience. | | Misspellings, multiple grammatical errors. Some reference but not sufficient use of academic sources. Attempt at Harvard referencing of various sources. | Reasonable knowledge and understanding of well-established theories.  Some areas of depth. Little or no application in practical scenarios. | Some analysis with reasonable depth. Some discussion but insufficient detail. Limited ability of problem analysis/problem solving. |
| **50% - 59%** | Good engagement with the audience, little use of notes. Confident in speaking. | | Good piece of work. Some effective Harvard referencing of various sources used. Achieves modules outcomes. Good focus on academic papers. | Good knowledge and understanding of theories.  Accurate application in practical scenarios. | Competent problem analysis/problem solving. Original and retrospective thinking. Good evaluation of key points. |
| **60% - 69%** | Notes only a memory jog, clear and concise communication, full engagement with the audience. | | Very good piece of work. Only a few errors. Very good evidence of independent research undertaken with largely effective Harvard referencing. Well research academic sources. | Very good knowledge and understanding of key areas.  Detailed and accurate application in practical scenarios. Different views and perspectives shown. | Explores and critically analyses key areas. Justified personal opinions/ideas. Very good recommendations, plans for improvement. |
| **70% +** | Excellent delivery with less or no reliance on notes. Excellent engagement with audience. Excellent enthusiasm and confidence. Excellent use of communication aids. | | Excellent piece of work, with a few or no errors. Achieved all module outcomes. Evidence of very good individual research with very effective Harvard referencing. | Excellent knowledge and understanding, exploring and analysing key areas.  Very good analysis of key areas and broadened subject. | Outstanding ability of problem solving. Original, retrospective thinking. Excellent critical analysis and reflections. Original ideas supported with comprehensive research. Pertinent recommendations. |

# 

# Submission Guidelines

What you need to submit = 1 X ELECTRONIC COPY) of your report (Turnitin link). This assignment should be submitted via Turnitin on the VLE by 20.00 hrs on the hand in date.

Marking is anonymous so please do not include your name in your submission title, on your title page or in the file name.

# Late Submission

*If you are not able to attend you assessment the ONLY way to receive an extension is to apply at the Customer Service Desk on the ground floor. You will need to provide third party evidence to support your reasoning for requiring an extension.*

*Your tutor can NOT approve an extension, if you have not completed the official forms with the supporting evidence your work will count as not submitted and receive zero.*

# Plagiarism

**PLEASE READ CAREFULLY**

***“Plagiarism is using the work of other people to gain some form of benefit without formally acknowledging that the work came from someone else” (Open University, 2015).***

It isn’t always possible for us to tell the difference between poor academic practice (accidental plagiarism) and deliberate cheating (plagiarism). CUC’s stance is that, without evidence proving otherwise, all plagiarism is assumed to be deliberate cheating. This shows how vital it is to develop good academic practice to avoid accusations of plagiarism and any subsequent penalty.

If any assignment is submitted that includes work that is not your own **and you do not indicate this to the marker** (by failing to acknowledge your sources), you are guilty of plagiarism.

This might happen in your coursework when you:

* use a certain sentence or phrase that you have found;
* reproduce text word-for-word directly from a source;
* paraphrase very closely words from a text;
* use downloaded text;
* copy statistics or assembled facts from another person or source;
* download or borrow pictures, diagrams figures or photographs, but fail to acknowledge your sources;
* use a translation engine or other website that helps you write or re-write your work;
* copy any elements from the coursework or notes of another student;
* borrow from your own notes on a text, tutorial, video or lecture;
* **co-operate with somebody (other than one of your tutors) who helps you to proof-read / write your assignment, or tells you what to write.**

***If you are found guilty of plagiarism, the penalties can be very severe.***

Plagiarism could happen inadvertently, perhaps through inexperience, **but it still counts as plagiarism**.

In short:

* **Listen well to your tutors;**
* **Carefully read all of the study advice, particularly statements concerning plagiarism and how to reference your sources.**