

Assignment

Faculty Name:	Commerce and Law
Module Code:	COBU221A
Module Name:	Business Management 2B (Block B)
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Internal Moderator:	Mr Arvid Muzanenhano
Copy Editor:	Mr David Oldert
Total Marks:	150
Submission Date:	22/06/2020 – 26/06/2020

This module is presented on NQF level 6.

Mark deduction of 5% per day will be applied to late submission, up to a maximum of three days.

Assignments submitted later than three days after the deadline or not submitted will get 0%.¹

This is an individual assignment.

This assignment contributes 20% towards the final mark.

Instructions to Student

1. Remember to keep a copy of all submitted assignments.
2. All work must be typed.
3. Please note that you will be evaluated on your writing skills in all your assignments.
4. All work must be submitted through Turnitin² and the full Originality Report should be attached to the final assignment. Negative marking will be applied if you are found guilty of plagiarism, poor writing skills or if you have applied incorrect or insufficient referencing.

¹ Under no circumstances will assignments be accepted for marking after the assignments of other students have been marked and returned to the students.

² Refer to the PIHE Policy for Intellectual Property, Copyright and Plagiarism Infringement, which is available on myLMS.

(See the table at the end of this document where the application of negative marking is explained.)

5. Each assignment must include a cover page, table of contents, and full bibliography, based on the referencing method applicable to your faculty as applied at Pearson Institute of Higher Education.
6. Use the cover sheet template³ for the assignment; this is available from your lecturer.
7. Students are not allowed to offer their work for sale or to purchase the work of other students. This includes the use of professional assignment writers and websites, such as Essay Box. If this should happen, Pearson Institute of Higher Education reserves the right not to accept future submissions from a student.

Assignment Format

Students must follow the requirements when writing and submitting assignments as follows:

- Use Arial, font size 12.
- Include page numbers.
- Include a title page.
- Print submissions on both sides of the page.
- Write no more than the maximum word limit.
- Ensure any diagrams, screenshots, and PowerPoint presentations fit correctly on the page and are referenced.
- Use the accurate referencing method throughout the assignment.
- Include the completed Assessment/Project Coversheet (available on *myLMS*).
- Check spelling, grammar, and punctuation.
- Run the assignment through Turnitin software.

Essential Embedded Knowledge and Skills Required of Students

- Report-writing skills
- Ability to analyse scenarios/case studies
- Understanding of subject field concepts and definitions
- Ability to apply theoretical knowledge to propose solutions to real-world problems
- Referencing skills

³ Available on *myLMS*.

Resource Requirements

- A device with Internet access for research
- A desktop or personal computer for typing assignments
- Access to a library or resource centre
- Prescribed reading resources

Delivery Requirements (evidence to be presented by students)

- A typed assignment⁴
- A Turnitin Originality Report

Minimum Reference Requirements

At least ten references for second year

Additional reading is required to complete this assignment successfully. You need to include the following additional information sources:

- Printed textbooks/e-books
- Printed/online journal articles
- Academic journals in electronic format accessed via ProQuest or other databases
- Periodical articles e.g. business magazine articles
- Information or articles from relevant websites
- Other information sources e.g. geographic information (maps), census reports, interviews

Note

- It is crucial that students reference all consulted information sources, by means of in-text referencing and a bibliography, according to the applicable referencing method.
- Negative marking will be applied if a student commits plagiarism i.e. using information from information sources without acknowledgement and reference to the original source.
- In such cases, negative marking, also known as 'penalty scoring', refers to the practice of subtracting marks for insufficient/incorrect referencing.
- Consult the table at the end of this document, which outlines how negative marking will be applied as well as the way in which it will affect the assignment mark.

⁴ Refer to the Conditions of Enrolment for more guidance (available on myLMS).

Section A

Learning Objective

In business, good decision-making requires the effective use of information. This assignment gives you the opportunity to examine a variety of sources and to develop techniques in relation to the following aspects of data and information: data collection, data analysis, statistics, and other tools available to create and present useful information. The assignment is in lieu of a final exam; thus, it should demonstrate your competence in all of the course material.

The assignment aims to test the learner's ability to:

- Use a variety of sources for the collection of data, both primary and secondary.
- Use a range of techniques to analyse data effectively for business purposes.
- Produce information in appropriate formats for decision-making in an organisational context.

Assignment Topic

Accessing internet, social media, and mobile phone applications in South Africa.

Scope

- Focus on the quality, not the quantity, of the content.
- A goal of case analysis is to improve your ability to think clearly in ambiguous and confusing situations; do not get frustrated if there is no single answer.
- Avoid generalisations and meaningless statements; be specific.
- Provide answers to fundamental questions such as what, when, where, why, who, and how.
- Professional, technical presentation is important: use both numbered headings and subheadings.
- Include an introduction and a conclusion.
- A picture speaks a thousand words, and a creative picture gets you an A in many classes. Therefore, be creative and original in the work that you do. Remember to also reference an image/picture used in the assignment as well as in the bibliography.
- Support reasoning and judgement with factual data whenever possible
- Your analysis should be as detailed and specific as possible.

Marking Criteria

- Evidence of detailed research and evaluation of data from various reliable sources.
- Preparation according to the guidelines provided.
- Skilled application of relevant environmental analysis tools, including explanations of why particular factors are relevant.
- Originality – evidence of your own ideas and analysis.
- If the assignment does not reference at least ten sources as per the brief, 10% will be deducted and 1% will be deducted for each missing source.
- Plagiarism is a very serious offence and if any part of your assignment is found to be plagiarised you could risk a zero grade which will apply to all members of the group. Refer to your conditions of enrolment booklet for the full consequences of plagiarising. This assignment also provides a section on plagiarism. So please take care to ensure that you avoid plagiarism.

Study the scenario and complete the question(s) that follow:

Nearly 60% Of South Africans Now Have Access To The Internet

An annual report released by We Are Social and Hootsuite reveals the number of South Africans who have access to the internet and other technology.

The number of internet users as a percentage of the total population in South Africa is nearing 60%.

This is according to the Digital in 2018 report by global digital agency, We Are Social and social media management platform, HootSuite.

In January 2018, internet penetration was recorded at 54% (30.8 million South Africans), up 2% from 52% in January 2017. A total of 29.2 million of the population (51%) access the internet on their mobiles.

"Well over half of the world's population is now online, with the latest data showing that nearly a quarter of a billion new users came online for the first time in 2017. Africa has seen the fastest growth rates, with the number of internet users across the continent increasing by more than 20% year-on-year," says We Are Social.

"Much of this year's growth in internet users has been driven by more affordable smartphones and mobile data plans."

Social Media Usage

Thirty-two percent of South Africans (18 million) are active social media users, up from 24% (13 million) in 2017.

WhatsApp has overtaken Facebook as the most popular social media platform in the country. In 2017 it was third after YouTube in second place.

Almost 50% of South Africans use the instant messaging service, while Facebook slides down to second place, pushing YouTube to third.

Multimedia content sharing service Instagram has grown to 3.9 million (7%) users in South Africa in 2018, ranking it the fifth most popular social media platform.

More Mobile Phones

Thirty-eight million South Africans (67%) own a mobile phone, regardless of the type (dumb, feature or smartphone).

Global Trends

Increases have also been recorded across the globe. The combined number of internet users in 2018 is four billion, up 7% from last year.

The number of social media users stands at 3.1 billion, up 13% and mobile phone users stand at 5.1 billion, up 4% from 2017.

Source: Matangira, L. (2018), 'Nearly 60% of South Africans Now Have Access to the Internet'. Eyewitness News. [Online] Available at: <https://ewn.co.za/2018/02/05/nearly-60-of-south-africans-now-have-access-to-the-internet> [Accessed 29 January 2020]

Access to the Internet has become increasingly popular in recent years in South Africa. Large numbers of Internet users use their smartphone to access information or social media.

A leading South African smartphone application creator has asked you to collect data relating to smartphone and social-media applications usage among teenagers in South Africa and present your findings in the form of a business report, which you have to collect using questionnaires:

- Prevalence of smartphones
- Reasons for using a smartphone
- Most popular social-media apps and reasons
- Features that teenagers look for in a social media app
- Differences between male and female usage/views
- Any other significant non-social-media app usage
- How teenagers view the benefits and dangers of smartphone usage
- How they think their parents view the dangers of smartphone usage

Ensure that you follow the following instructions carefully:

The Report

(20 Marks)

Your presentation to your client must be in the form of a business report. You must ensure that you incorporate the needed data, calculations, explanations and references seamlessly into this report. The basic requirements include:

- title page
- table of contents
- introduction
- well planned sections (data collection, data analysis)
- conclusion and recommendations
- bibliography

Data Collection

(60 Marks)

- Discuss, explain and justify your method of data collection, population and sample selection and size.
- Use a questionnaire, consisting of a minimum of 10 questions; to be included in the report including a justification for each question showing the need and purpose of the question and planned use of the resulting data.

- Note that each question asked will be assessed based on the guidelines provided in Chapter 4 of your prescribed textbook.
- Ensure that some of your questions produce sufficient cardinal data to do some further calculations.
- Use Google Forms for your data collection. Ensure that you make your lecturer a collaborator on Google Forms for your questionnaire.
- Make sure that you have enough responses to make your calculations meaningful.

Data Analysis**(70 Marks)**

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- Present the results of the questionnaire using the most applicable tables, charts, graphs, and diagrams in order to explain the data.
 - Use some of the nominal data collected and calculate and explain the meaning of the following:
 - Mean
 - Mode
 - Median
 - Quartiles
 - Range
 - Measurement of deviation
 - Compare your results throughout this report with other sources and research.

End of Question 1

Section C

Plagiarism and Referencing

Pearson Institute of Higher Education places high importance on honesty in academic work submitted by students, and adopts a policy of zero tolerance on cheating and plagiarism. In academic writing, any source material e.g. journal articles, books, magazines, newspapers, reference material (dictionaries), online resources (websites, electronic journals or online newspaper articles), must be properly acknowledged. Failure to acknowledge such material is considered plagiarism; this is deemed an attempt to mislead and deceive the reader, and is unacceptable.

Pearson Institute of Higher Education adopts a zero tolerance policy on plagiarism, therefore, any submitted assessment that has been plagiarised will be subject to severe penalties. Students who are found guilty of plagiarism may be subject to disciplinary procedures and outcomes may include suspension from the institution or even expulsion. Therefore, students are strongly encouraged to familiarise themselves with referencing techniques for academic work. Students can access the *PIHE Guide to Referencing* on myLMS.

Negative Marking

Second-year Students

- A minimum of 10 additional information sources must be consulted and correctly cited.
- If no additional information sources have been used, a full 10% must be deducted.
- Deduct 1% per missing resource of the required 10. For example:
 - If only five resources cited, deduct 5%.
 - If only three resources cited, deduct 7%.
- Markers to apply the penalties for Category A for insufficient sources and incorrect referencing style.
- To determine the actual overall similarity percentage and plagiarism, markers must interpret the Turnitin Originality Report with reference to credible sources used and then apply the penalties as per the scale in the PIHE Policy for Intellectual Property, Copyright, and Plagiarism Infringement.
- The similarity report alone is not an assessment of whether work has or has not been plagiarised. Careful examination of both the submitted paper/assignment/project and the suspect sources must be done.

Category A

Minimum Reference Requirements	Deduction of Final Mark
No additional information sources have been used or referenced.	10%