

Assessment Point 2

ASSESSMENT BRIEF AND MARKING RUBRIC

Module title: LJMU-7506-BEPG, Strategic Project Management

Assessment point: Final Assessment Point (Week 8)

Assessment task: Report (Case Study)

Word count limit: 3000 +/- 10% (excluding references and appendices)

Weighting: 60% of overall module grade

Extenuating Circumstances

Where illness or other verifiable cause prevents timely submission of the summative assessments, you are required to contact the Unicaf Extenuating Circumstances team in the first instance, via extenuating.circumstances@unicaf.org, for further information on how to make an appropriate request for consideration of your circumstances. It is important to note that any request must be made to the mentioned team in advance of the originally stipulated deadlines, otherwise shall be considered as late and will not be reviewed further unless valid independent evidence exists to support that you could not have reasonably gotten in touch any sooner.

Academic misconduct, including plagiarism

Ensure that you are familiar with the relevant regulations regarding academic misconduct. By submitting the assignment, you declare that it is your own work and that the material and sources of information used, including internet sources, have been fully identified and properly acknowledged. In addition, you confirm that the presented work has not been submitted for any other assessment. You also acknowledge that the faculty reserves the right to investigate allegations of plagiarism and other forms of academic misconduct, which, if proven and dependent on the severity level of the offense, may result in a penalty that could affect your progress.

By submitting your work, you acknowledge that you have read and agreed with the above statements.

General Guidance

Your assignment should be MS-Word processed (handwritten assignments are not accepted), using Times New Roman size 12 font, double spaced, with numbered pages and your student number printed as a footer on every page. Please note that this report is supported by academic research, so you should adhere to the appropriate referencing guidance. Please note that your assignment will be submitted via the Turnitin software. This allows us to monitor and deal with plagiarism.

The word limit stated for this assignment excludes the list of references at the end of the assignment but includes all text in the main body of the assignment (including direct quotations, in-text citations, footnotes, tables, diagrams and graphs). Please be aware that exceeding the word limit will affect the academic judgment of the piece of work and may result in the award of a lower mark. Appendices are not considered a supplement and will not be assessed as part of the content of the assignment. As such, they will not contribute to the grade awarded; however, it may be appropriate to use an Appendices section for any material which is a useful reference for the reader. Please note that appendices are not included in the word count. Please indicate the word count length at the end of your assignment.

The majority of references should come from primary sources (e.g. journal articles, conference papers, reports, etc.), although you can also utilize area-specific textbooks. You must ensure that you use the Harvard style of referencing.

Marking and assessment

This assignment will be marked out of 100% and contributes to 60% of the total module mark. The pass mark is 50%.

Submission deadline

Please note that your work should be uploaded by the coursework deadline - failure to do this will lead to your coursework being marked as though it was late or missing. Work submitted after the submission deadline without a granted extension to the submission deadline or a deferral in accordance with the Extenuating Circumstances Policy will not be accepted and will be recorded as 0%.

Please note that you are responsible for making sure you understand the process of uploading your assignment on the VLE before your coursework submission deadlines.

Learning Outcomes

After completing this assessment, the students should be able to:

1. Critically evaluate external and internal influences on a project, considering government and industry structures, economics, stakeholders, organizational/project structures, and culture.
2. Develop a critical awareness of the emerging forces in the market (such as; climate change, digitalization, new forms of funding, robots, and changing workforce etc.) and their influence on projects.
3. Critically appraise the role of ethics and corporate social responsibility within a global marketplace.

Assessment guidelines

For this report, you are requested to choose a well-known and listed company. You are requested to critically evaluate the external and internal influences of the selected company, considering economics, government structures, shareholders, and culture. In doing so, critically appraise the role of ethics and corporate social responsibility within the global marketplace.

Report Format

What is a report?

A report is written for a clear purpose and to a particular audience. Specific information and evidence are presented, analyzed, and applied to a particular problem or issue. The information is presented in a clearly structured format making use of sections and headings so that the information is easy to locate and follow.

When you are asked to write a report, you will usually be given a report brief that provides you with instructions and guidelines. The report brief may outline the purpose, audience, and problem or issue that your report must address, together with any specific requirements for format or structure. This guide offers a general introduction to report writing.

What makes a good report?

Two of the reasons why reports are used as forms of written assessment are:

- to find out what you have learned from your reading, research, or experience;
- to give you an experience of an important skill that is widely used in the workplace.

An effective report presents and analyses facts and evidence that are relevant to the specific problem or issue of the report brief. All sources used should be acknowledged and referenced throughout, in accordance with the preferred method of your department.

The style of writing in a report is usually less discursive than in an essay, with a more direct and economic use of language. A well-written report will demonstrate your ability to:

- understand the purpose of the report brief and adhere to its specifications;
- gather, evaluate and analyze relevant information;
- structure material in a logical and coherent order;
- present your report in a consistent manner according to the instructions of the report brief;
- make appropriate conclusions that are supported by the evidence and analysis of the report;
- make thoughtful and practical recommendations where required.

THE STRUCTURE OF A REPORT

The main features of a report are described below to provide a general guide. These should be used in conjunction with the instructions or guidelines provided by your department.

Title Page

This should briefly but explicitly describe the purpose of the report (if this is not obvious from the title of the work); remember to add your name and student number/assessment number, and which assessment it pertains to.

Abstract

The summary should briefly describe the content of the report. It should cover the aims of the report, what was found, and a brief review of the conclusions. Aim for about 1/2 a page in length and avoid detail or discussion; just outline the main points. Remember that the summary is the first thing that is read. It should provide the reader with a clear, helpful overview of the content of the report.

Contents (Table of Contents)

The contents page should list the different chapters and/or headings together with the page numbers. Your contents page should be presented in such a way that the reader can quickly scan the list of headings and locate a particular part of the report. You may want to number chapter headings and subheadings in addition to providing page references. Whatever numbering system you use, be sure that it is clear and consistent throughout.

Introduction

The introduction sets the scene for the main body of the report. The aims and objectives of the report should be explained in detail. Any problems or limitations in the scope of the report should be identified, and a description of research methods, the parameters of the research, and any necessary background history should be included.

Discussion

The main body of the report is where you discuss your material. The literature and evidence you have gathered should be summarized, analyzed and discussed with specific reference to the problem or issue. If your discussion section is lengthy you might divide it into section headings. Your points should be grouped and arranged in an order that is logical and easy to follow. Use headings and subheadings to create a clear structure for your material. Use bullet points to present a series of points in an easy-to-follow list. As with the whole report, all sources used should be acknowledged and correctly referenced (remember to use the most credible resources available).

Conclusion

In the conclusion, you should show the overall significance of what has been covered. You may want to remind the reader of the most important points that have been made in the report or highlight what you consider to be the most central issues or findings. However, no new material should be introduced in the conclusion. Remember to specifically answer the initial questions posed.

Appendices

Under this heading, you should include all the supporting information you have used that is not published. This might include tables, graphs, questionnaires, surveys or transcripts. Refer to the appendices in the body of your report.

Your assignment should be structured as follows

Section/aspect	Content to cover	Marks available
Abstract 100 words	<ul style="list-style-type: none"> An overview of the study 	5 marks
Introduction 350 words	<ul style="list-style-type: none"> Brief introduction of the relevant company. Main aim and scope of the essay. Topics included in the discussion and the essay's main argument/thesis. 	10 marks
Main Body 2300 words	<p>For this essay, you are requested to choose a well-known and listed company of your choice. You are requested to critically evaluate the external and internal influences of the selected company, considering economics, government structures, shareholders, and culture. In doing so, critically appraise the role of ethics and corporate social responsibility within the global marketplace.</p> <p>In completing the above task, please note the below assessment criteria:</p> <ol style="list-style-type: none"> A critical reflection of the key points of the discussion with reference to theory covering the different phases of the project strategy in the context of change management with a focus on ethics-CSR, internationalization, and stakeholder management is needed. Understanding and application of theories. Correct use of terminology. Relevance of examples and scenarios. 	60 marks
Conclusion 250 words	<ul style="list-style-type: none"> A comprehensive recap of what was mentioned in the main body of the essay. Recommendations for future actions in similar projects. 	15 marks
Formatting and Referencing	<ul style="list-style-type: none"> High-quality presentation of the material that conforms to principles of academic writing and contains minimal errors in sentence construction, grammar, and punctuation. A logical structure was followed. 	10 marks

	<ul style="list-style-type: none"> • The essay follows appropriate academic conventions and standards conventions regarding in-text citations and references. • At least ten appropriate academic references were used for the discussion and the critical evaluation of the essay's inquiries. 	
Total: 3000 words		100 marks

LJMU Level 7 Grading Criteria

What does my Grade Mean? (Postgraduate Scale)

Please note that the individual passing mark for Liverpool John Moores University (postgraduate modules) is 50%.

Mark range	Performance characteristic	Grading criteria
90-100	Exceptional Pass	<ul style="list-style-type: none"> Exemplary attainment of all learning outcomes Demonstrates an outstanding synthesis of varied theoretical positions in the analysis of key issues in the subject area Wide-ranging emphasis on knowledge and ideas that are at the forefront of the discipline Offers an exhaustive exploration of the literature and evidence-base The material covered is accurate and relevant The argument is highly sophisticated The standard of writing is refined No errors in the use of the specified referencing system Well-presented and organised in an appropriate academic style.
80-89	Outstanding Pass	<ul style="list-style-type: none"> Excellent attainment of all learning outcomes, with some, met to an exemplary standard Demonstrates a comprehensive synthesis of varied theoretical positions in the analysis of key issues in the subject area. Wide-ranging emphasis on knowledge and ideas that are at the forefront of the discipline Extends far beyond expected levels of engagement with the literature and evidence-base The material covered is accurate and relevant The argument is generally very astute The standard of writing is refined No errors in the use of the specified referencing system Well-presented and organised in an appropriate academic style.
70-79	Excellent pass	<ul style="list-style-type: none"> Excellent attainment of all learning outcomes Demonstrates a thorough synthesis of varied theoretical positions in the analysis of key issues in the subject area Strong emphasis on knowledge and ideas that are at the forefront of the discipline Thorough use of the literature and evidence-base The material covered is accurate and relevant The argument is persuasive and there are very perceptive elements The standard of writing is refined No errors in the use of the specified referencing system Well-presented and organised in an appropriate academic style.

60-69	<i>Good Pass</i>	<ul style="list-style-type: none"> • Good attainment of all learning outcomes • Demonstrates detailed synthesis of varied theoretical positions in the analysis of key issues in the subject area • Good emphasis on knowledge and ideas that are at the forefront of the discipline • Good consideration of the literature and evidence-based that develops from recommended readings • The material covered is accurate and relevant • The argument is persuasive • The standard of writing is refined • No errors in the use of the specified referencing system • Well-presented and organised in an appropriate academic style.
50-59	<i>Pass</i>	<ul style="list-style-type: none"> • Adequate attainment of all learning outcomes • Demonstrates a limited, but sufficient, synthesis of varied theoretical positions in the analysis of key issues in the subject area • Some emphasis on knowledge and ideas that are at the forefront of the discipline • Sufficient consideration of the literature and evidence-based, but little consideration beyond recommended readings • The material covered is mostly accurate and relevant • The argument is straightforward and relatively clear • The standard of writing is well clear and readable, with some sophisticated phrasing • No errors in the use of the specified referencing system • Well-presented and organised in an appropriate academic style.
40-49	<i>Needs some improvement</i>	<ul style="list-style-type: none"> • Meets most, but not all learning outcomes • Demonstrates limited synthesis of varied theoretical positions in the analysis of key issues in the subject area • Less than expected emphasis on knowledge and ideas that are at the forefront of the discipline • Basic consideration of the literature and evidence-based, but restricted to recommended readings • Some inaccuracies or irrelevant materials that suggest confusion and misunderstanding • The argument is relatively clear, although some elements are difficult to understand • The standard of writing is well clear and readable, but overly simplistic • Minor errors in the use of the specified referencing system, but meets key principles • Well-presented and organised in an appropriate academic style.
30-39	<i>Needs major improvement</i>	<ul style="list-style-type: none"> • Approximately half the learning outcomes are met • Demonstrates very little synthesis of varied theoretical positions in the analysis of key issues in the subject area • Little emphasis on knowledge and ideas that are at the forefront of the discipline • Minor consideration of the literature and evidence-based, with inadequate use of recommended reading and no exploration outside that • Some materials are accurate, but the amount of inaccurate or irrelevant materials indicates an insufficient understanding of key concepts • The argument is poorly defined and defended • The standard of writing is mostly clear and readable • Some errors in the use of the specified referencing system, but meets key principles • Generally, well presented and organised, but does not always conform to conventions of academic presentation.

20-29	Needs significant revision	<ul style="list-style-type: none"> • Most learning outcomes are not met • Demonstrates no synthesis of varied theoretical positions in the analysis of key issues in the subject area • Little or no emphasis on knowledge and ideas that are at the forefront of the discipline • Superficial consideration of the literature and evidence-base • There are major inaccuracies or significant amounts of irrelevant material • The argument is very weak • The standard of writing is reasonable and there are very few areas of confusion and/or errors in spelling/grammar • Attempts to use of the specified referencing system. Meets key principles, but there are systematic errors • Good presentation that may include some organisational errors and/or tendency not to conform to conventions of academic presentation.
0-19	Needs substantial work	<ul style="list-style-type: none"> • Does not meet any learning outcomes • Demonstrates misunderstanding of varied theoretical positions in the analysis of key issues in the subject area • No emphasis on knowledge and ideas that are at the forefront of the discipline • No engagement with the literature and evidence-base • The material covered is inaccurate or irrelevant • The argument is incoherent • Standard of writing is acceptable. The structure is reasonable, but there are some areas of confusion and/or some errors in spelling/grammar • Attempts to use the specified referencing system, but there are significant errors • Acceptable presentation that may include some organisational errors and a tendency not to conform to conventions of academic presentation.