

MGMT 157 (F 2021 Term) - Assignment Marking Guide

Ethics Assignment						
Criteria	Superior	Excellent	Good	Fair	Poor	Missing
Citation & Bibliography (Quoting Sources) 10%	Sources are formatted to APA specifications.	All citation elements are present but citations have a minor formatting issue.	Some citations are missing a minor data element but the source is still findable without undue burden.	Citations are missing information such as the journal name or article title.	The citation is just a copy and paste from the database or catalog record.	Citation is missing, or only url is present, or only the title and author.
Introduction (Where & Why) 20%	Clear and concise summary of the business situation, location and opportunity to expand in new region. Superior discussion of the new General Environment for the company.	Summary of the situation, but a little too brief to be effective. General Environment discussion could be broader.	Discussed summary but it is too brief and small elements are missing; General Environment discussion needs additional discussion.	Introduction misses some of major elements of the situation.	Summary is missing most of the major elements of the situation.	Summary is missing or plagiarized
SWOT Analysis 40%	A thorough analysis of the opportunity. SWOT is complete with numerous points that are extremely well presented.	SWOT is acceptable, however additional points and work would strengthen it. The analysis was incomplete with minor issues that were not fully discussed.	SWOT analysis is missing a major component and needs additional work.	The SWOT analysis is weak and missing multiple major issues or assessments of the components required.	The SWOT analysis is completely lacking of what the company needed to do to consider the expansion.	Missing
Organizational Design 15%	A thorough discussion of the recommended organizational design for the company in the new business area.	The discussion of what you recommend is missing some important details.	The discussion has not been detailed enough, recommendation is weak.	The discussion is poorly discussed, no real justification.	The discussion has not provided any real reasons for the organizational design.	Missing
Presentation 15%	The paper is typed, in WORD format, submitted in Moodle (Turn It In, includes a title page, bibliography and less than 5 spelling/grammar errors in essay.	The paper contains some minor spelling/grammar/sentence structure errors between 5 and 10 errors.	Multiple spelling, grammar or sentence structure errors between 10 and 15	Multiple spelling, grammar or sentence structure errors over 15 errors.	Extreme spelling, grammar and sentence structure errors	Functionally unreadable.

This assignment draws upon learnings from Chapters 3 and 5 from the course and asks students to carefully provide an analysis of a business opportunity for a company looking to grow.

You are a 'business consultant' have recently been hired by a small (but growing) company that manufactures cycling accessories for people who ride bicycles as their primary way of getting to and from work (and other personal reasons). The company has been very successful in a local market (Vancouver, BC) but wants to try to sell their products elsewhere in the world. They want you to offer some ideas about where to expand to, and how to do this.

A good example company and the link to their website is as follows (you may use this company for assignment purposes if you wish):

<https://www.twowheelgear.ca/pages/about>

Your job is to:

1. Introduction: you are to identify a possible new market to sell their products into and why you recommend the location. Your recommendation is critical to the success of the company and should be carefully described and justified. Try to describe the new general environment that you as a consultant are recommending. You can use guidance from Chapter 3, page 55 of the text (Pestel Analysis) to assist you in your recommendation – note I am not asking students to do a PESTEL analysis but the questions in the text may assist you. Hint -Students are encouraged to be specific in their recommendation, it may be easier to identify a city or smaller region than an entire country (this can be complex).
2. SWOT Analysis: you should undertake a SWOT (Strengths, Weaknesses, Opportunities and Threats) analysis that should be consistent with the recommendation of the new market you are recommending. Chapter 3 (page 54) has a number of questions that can be considered in a full SWOT analysis; you do not necessarily have to answer all of these, but your SWOT must be thorough and thoughtful. You can submit this as a table if you prefer. Students can make some reasonable assumptions in the SWOT, given that your information from the web site is limited.
3. You are to recommend a new Organizational Design for the company as it enters into the new region you have recommended. Chapter 5 pages 116 to 119 defines organizational designs and you should describe and justify why you are recommending a particular design.

Using the guidance from Chapter 3 (Planning and Strategic Management) and Chapter 5 (Organizational Structure and Design) of the text answer the questions above, remember that being thorough is better than being excessively brief.

Assignment Requirements

Your assignment should be completed as an Essay, ensuring that you have thoroughly covered all the deliverables mentioned above. The paper should be approximately 4 to 6 pages long, not including the Bibliography and ensure you properly cite direct references and build a bibliography. (APA style as attached).

Your assignment is to be submitted as a Word document ONLY within Moodle in the 'Turn It In' category.

Note that Turn It In assesses the originality and composition quality of your individual paper. Papers that have copied from other students or external sources are noted to you as the writer, and to me as your grader. Papers that show excessive issues with copying external sources without citations or submitting another student's work will be penalized. The assignment is to be submitted individually by all students.

Please ensure your paper has a cover page with your student name, and CNC Student Number.

The assignment is DUE on Wednesday, October 27th at 500 PM – assignments that are submitted late will be penalized. Excessively late assignments (more than 2 days) will only be marked at the discretion of the instructor.