**Final Project Introduction to Business**

Over the entire course, students were required to consider the business related issues and themes explored in the course and reflect on how these issues intersect with the world of business. These themes (including issues, challenges, concepts and approaches) MUST be discussed in terms of their relevance and/or implications for business and may be drawn from video uploaded for you. In this assessment task, students are required to demonstrate not only their understandings about the video but also their considerations of the implications for the business and their current/future role in business. Students should provide their thoughts, feelings, responses, reactions, opinions and ideas on the video uploaded. Critical thinking should be demonstrated in these reflections. You may also use sources of some scholarly articles to support your argument.

This assessment task will be marked out of 100 and is worth 20% of your total mark for the MGT 131 course. For information on how this task will be assessed, please refer to the attached Marking Rubric.

**Outline and word count of the Report**

**Introduction 100 – 150 words**

Introduce the topic with relevance to the current business scenario. Like what the current corporate sector is doing and what they should do.

**Discussion 600 – 700 words**

Discuss in detail the techniques used by different corporations for promoting their sales at the cost of depletion of natural resources and society. You may also address those businesses who follow recycling and stress on being environment friendly. You can use headings in this section.

**Conclusions 100 – 150 words**

Here you have to sum up your findings in the light of the discussion that you have made in the above section. Please make sure that there should be a clear link in your introduction and conclusions.

**Formatting**

Please follow the following link for understanding the format to be followed

<https://owl.purdue.edu/owl/research_and_citation/apa_style/apa_formatting_and_style_guide/apa_headings_and_seriation.html>

**Due Date**

The assignment is due by Thursday 14th May. Students are required to upload their assignment as a Word doc or PDF on Black Board before or latest by the due date.

**Marking Rubric**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Trait** | **Unacceptable 10** | **Acceptable 16** | **Exemplary 20** | **Score** |
| **Introduction** | Having a vague idea of what the topic is all about and failing in addressing the issue of depletion of natural resources | Introduced the topic but failed to develop a detailed linkage in introduction and conclusions | Clearly introduced what you have done in the entire project with a clear linkage between introduction and conclusions | 20 |
| **Discussion** | **Unacceptable 25** | **Acceptable 40** | **Exemplary 50** | **Score** |
| No headings and having a vague discussion about depletion of the natural resources | Divided into headings but addressed one side only wither positive or either negative  | Clearly identified, discussed, and divided into headings some positive as well as some negative aspects of businesses towards depletion of natural resources.  | 50 |
| **Conclusions**  | **Unacceptable 10** | **Acceptable 16** | **Exemplary 20** | **Score** |
| Concluding the topic in a vague manner without any kind of linkage and without and flow of writing | Properly concluding the topic cut failing in linking the conclusion with introduction section | Properly concluding the topic and linking the conclusion with the objectives mentioned in the introduction section | 20 |
| **Formatting, Reference, arrangement, and language** | **Unacceptable 5** | **Acceptable 8** | **Exemplary 10** | **Score** |
| No format being followed and using enters just to increase the number of pages while writing with grammatical mistakes and without proper flow of writing  | Properly using APA headings while writing in proper English with proper flow of writing but developing report without citations | Properly using APA headings and giving proper citation, while writing in proper English with proper flow of writing | 10 |
|  |  |  |  | 100 |

20%

**Good Luck**