Assessment Task 1(a): Research Essay

Course code and name: OMGT1074 Warehouse and Distribution Channels

Assessment name: Research Essay

Weight: 20% of Assessment Task 1's 50% weightage

Assignment due date: Week 5 Monday 19/08/19 BEFORE 9am (Melbourne time)

Length: 1500

Feedback mode: Feedback will be provided within the submitted document.

Assessment Declaration:

I declare that in submitting all work for this assessment I have read, understood and agree to the content and expectations of the [Assessment declaration](#).

Learning Objectives Assessed:

This assignment assesses Course Learning Objectives (CLOs) 1, 2, 3 and 4.

Why this task?

This assignment will evaluate the following:

- Ability to identify quality research articles on the Internet.
- Ability to analyse published findings and relate to required area of study.
- Ability to articulate YOUR analysis and present possible recommendations in a research essay format.

Lessons gained:

- Awareness of current status of the selected operational challenges faced by distribution channels.
- Awareness of the impact(s) of the identified challenge on a domestic/global supply chain.

What do I need to do?

Distribution channel management is increasingly experiencing challenges due to changes in both domestic and global markets. Choose any (1) operational challenge experienced by global distribution channels listed below. Briefly discuss the impact of the chosen operational challenge has on distribution channel management and most importantly, how the chosen operational challenge may be eased or resolved.

- The impact of shortage of quality labour
- The impact of high operational cost of distribution channels
- The impact of out of stock or overstocking occurrences

The above topics will be discussed in detail during the first two weeks of tutorials. Therefore, please ensure you attend tutorials commencing in week one of the semester.

Present your findings in a research essay paper format. Your paper should be 1500 words (± 5%) in length and a word count is required at the end of the paper. Please use font type Arial or Calibri,

font size 11, with 1.5 spacing between sentences. These specific presentation requirements will help improve reading clarity and adequate space for feedback for the assessor.

You are also required to create a Google Word document where access must be given to your tutor **before** the end of Week 2 of the semester. This helps your tutor to track your edits and progress towards submission.

The research essay paper should provide the following information: *(note: these are not the only information/sections required)*

- Abstract/Synopsis (suggested - 10% of word count)
- Background (aka literature review or 'what has been published about the chosen challenge') of the selected operational challenge faced by distribution channels (suggested - 20% of word count);
- Identify/Determine possible fundamental cause(s) of the operational challenges faced by global distribution channels (suggested 20% of word count) and finally,
- **Your** recommendations (30% of word count) to reduce or eliminate the challenge.

Remaining word count is for the other sections.

Refer to RMIT College of Business: Guidelines for referencing and presentation in written reports and essays (click here to download the guidebook) for an accurate illustration and explanation on the format for an essay paper (see Chapter 4 p28-35). However, as a research paper is required for this assessment, you will need to include an additional section "Abstract" or "Synopsis" (What is a synopsis?) before the section on "Introduction". You should adhere strictly to presentation guidelines provided to help ensure your discussions and analyses are presented adequately and in a logical manner. Click here to read more about RMIT Business styles of presenting references. Please note that RMIT adopts **only** the Harvard Style of Referencing.

Tip 1: You can try to get scholarly papers from RMIT's e-library (Emerald, Science Direct & Proquest databases), www.manufacturing.net, Google Scholar but not Wikipedia (because the information may not have gone through vigorous research). Alternatively, you can also refer to articles from industry newsletters, corporate webpages and white papers from consultancy firms for real-world for updated information on your chosen topic.

Tip 2: To obtain a reasonable amount of knowledge, you'll need 8 to 15 good articles (references).

How to submit in Canvas?

You will submit your final version of the research essay (in a **PDF format only**) in the link titled "Assignment One – Research Essay" provided in the assignment module of CANVAS.

How will the task be assessed?

OMGT1074-A1 (1)

Criteria	Ratings					Pts
Synopsis / Abstract	**20.0 Pts** **High Distinction - HD (Outstanding)** Exceptionally clear understanding and concise presentation of topic, main findings and recommendations.	**16.0 Pts** **Distinction - DI (Above Average, Comprehensive)** Clear understanding and concise presentation of topic, main findings and recommendations.	**14.0 Pts** **Credit - CR (Effective and Concise)** Competent understanding and concise presentation of topic, main findings and recommendations.	**12.0 Pts** **Pass - PA (Satisfactory-Developing)** Basic understanding and satisfactory presentation of topic, with minor incomplete information e.g. recommendations or conclusion.	**9.0 Pts** **Fail - NN (Need to improve)** Evidence of lack of understanding and/or poor preparations. Weak descriptions with major incomplete information e.g. main findings, recommendations or conclusion.	20.0 pts
Extent of Research	**15.0 Pts** **High Distinction - HD** Clear evidence of extensive searches on topic and areas implicated by topic; attribution is clear and accurate.	**12.0 Pts** **Distinction - DI** Evidence of comprehensive searches on topics; attribution is clear and accurate.	**9.0 Pts** **Credit - CR** Evidence of adequate searches on topics; attribution is evidenced.	**7.5 Pts** **Pass - PA** Evidence of search on topic is noted but attribution is lacking clarity and/or accuracy.	**7.0 Pts** **Fail - NN** Evidence of lack of understanding of topic; attribution is lacking clarity and/or accuracy.	15.0 pts

Quality of Analysis	**20.0 Pts** **High Distinction - HD** Exceptionally clear understanding of topic and appreciation of issues; well organised, formulated and sustained arguments; well thought out and structured diagrams (if any); relevant literature referenced.	**14.0 Pts** **Distinction - DI** Strong grasp of topic and appreciation of key issues, perhaps lacking a little on the finer points; clearly developed arguments; relevant and well- structured diagrams (if any); appreciation of relevant literature. Evidence of creative and solid work in terms of comprehension, application, analysis and perhaps some synthesis.	**12.0 Pts** **Credit - CR** Competent understanding of topic and appreciation of some of the main issues though possibly with some gaps; clearly developed arguments; relevant diagrams and literature use, perhaps with some gaps; well prepared and presented. Solid evidence of comprehension and application with perhaps some analysis.	**10.0 Pts** **Pass - PA** Some appreciation of topic and issues; work generally lacking depth and breadth and with gaps. Often work of this grade comprises a simple factual description (ie. basic comprehension). Work of this grade may be poorly prepared and presented. Investment of greater care and thought in organising and structuring work would be required to improve.	**9.0 Pts** **Fail - NN** Evidence of lack of understanding of topic (minimal or inadequate comprehension and little or no application) and inability to identify issues. Often inadequate in depth and breadth. Sometimes incomplete or irrelevant.	20.0 pts
Quality of Recommendation	**20.0 Pts** **High Distinction - HD** Evidence of creative insight and originality in terms of comprehension, application and analysis with at least some synthesis and evaluation.	**14.0 Pts** **Distinction - DI** Evidence of creative and solid work in terms of comprehension, application, analysis and perhaps some synthesis.	**12.0 Pts** **Credit - CR** Solid evidence of comprehension and application with perhaps some analysis and evidence of synthesis attempted.	**10.0 Pts** **Pass - PA** "Cut & paste" recommendations with minimal application of analysis.	**9.0 Pts** **Fail - NN** Recommendations are unclear and re-enforces lack of understanding of topic.	20.0 pts

	10.0 Pts	7.0 Pts	6.0 Pts	5.0 Pts	4.0 Pts	
Quality of Presentation which includes, compliance to prescribed format, and academic language	**High Distinction - HD** Exceptional scholarly presentations i.e. correct presentation format of a research essay and strong academic language.	**Distinction - DI** Strong evidence of scholarly presentations i.e. correct presentation format of a research essay and good academic language.	**Credit - CR** Competent demonstrations of scholarly presentations i.e. correct presentation format of a research essay and evidence of academic language.	**Pass - PA** Some evidence of scholarly presentations i.e. correct presentation format of a research essay and some evidence of academic language.	**Fail - NN** Unsatisfactory evidence of scholarly presentations e.g. incorrect presentation formats and poor basic language e.g. grammar and sentence structuring.	10.0 pts

	15.0 Pts	11.0 Pts	9.0 Pts	7.5 Pts	7.0 Pts	
References and in-text citations	**High Distinction - HD** Compelling evidence from professional and peer-reviewed research journals; attribution is clear and accurate.	**Distinction - DI** Evidence from professional and research journals; attribution is clear and accurate in most cases.	**Credit - CR** Some sources are from professional publications and research journals; attribution is noted and accurate.	**Pass - PA** Most sources are not from professional publications and research journals; attribution is attempted but lacking in clarity and/or accuracy.	**Fail - NN** Poor quality of sources e.g. out-dated and/or unrelated to topic.	15.0 pts

Total points: 100.0

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