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**Word count:** 1,750 to 2,000 words excluding bibliography.

**Format:** Business Report: neutral tone, spell/grammar checked

**Title:** Choose an NGO/Real Estate developer/Sports Facility that is considering international expansion. This organisation is wishing to expand internationally and needs to determine and analyse factors that will favour (or not) expanding to this region. The organization is diverse in nature. Create a business report that includes the following 5 sections in which you answer what factors should be considered in the organisation’s decision about whether to carry out this international expansion or note.

**Part a:** Executive Summary (max 1 page)

**Part b:** Background

In this section you should provide an introduction that describes the layout of the report and the factors that will be addressed. You will need to briefly introduce the organisation you have chosen and present the organisation’s policy and strategy, vision and mission, ethical values, human resources (HR) management, marketing management and finance policies/objectives.

In this section you should also choose a country that would be an option for the organisation to carry out its expansion in to.

**Part c:** Your country

Here in this section, for your country there will be a 3 to 4 page report determining the issues the organization would face if it decided to locate/expand there. Reference should be made to organisation’s policy and strategy, vision and mission, ethics, human resources (HR) management, marketing management and finance issues relating to a choice to locate in this country.

You should also address the social, technological, economic, environmental, political, legal, ethical, and security issues that the organisation may face by choosing to locate in the country you have chosen to write about.

You will need to provide credible and correctly referenced data in support of your arguments.

Part d: Discussion, Conclusions and recommendations

In this section you need to make recommendations for whether the organisation should go ahead with the proposed expansion in to your chosen country or not. You should include a discussion of the attitudes which favour working multiculturally, strategies that create a competitive advantage for international expansion and the advantages of culturally diverse teams in this section.

Part e: Bibliography minimum six references must be provided using the Harvard referencing system.

**Rubric:** Whilst completing this assignment you should refer to the rubric for this assignment, which will show you how marks will be allocated by your professor when he marks your work. This rubric is attached below.

**Rubric**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **Exceptional****90-100** | **Good****80-89** | **Fair****70-79** | **Fail****<70** |
| **Knowledge & understanding** **(35%)** | Student demonstrates a systematic and thorough understanding of the theory delivered in class, applying relevant knowledge to the question. | Student demonstrates good understanding of the theory delivered in class, applying some relevant knowledge to the question (some minor details might be missing) | Student demonstrates some understanding of the theory delivered in class, applying some knowledge to the question (key details might be missing and there may be some irrelevance) | Student demonstrates an insufficient understanding of the theory delivered in class. Key knowledge is not applied to the in question and information is of little or no relevance. |
| **Critical evaluation** **(35%)** | Student critically engages with theory and its application, considering alternative perspectives/ possibilities with authority.Makes excellently sound judgements in the absence of complete data | Student makes a good attempt at critically engaging with theory and its application, considering alternative perspectives/ possibilities.Makes good judgements in the absence of complete data | Student makes some attempt at critically engaging with theory and/or its application. Makes some judgements in the absence of complete data | Student makes no attempt to critically engage with theory or application.Fails to make judgements in the absence of complete data |
| **Communication****(20%)** | Student communicates their ideas extremely clearly and concisely, making excellent use of visuals to support their message. | Student communicates their ideas clearly and concisely, making good use of visuals to support their message. | Student communicates their ideas with some clarity and concision. Visuals are used to support their message successfully at times. | Student fails to communicate their ideas clearly and concisely. Visuals are poor and do not support the message. |
| **Synthesis** **(10%)** | Student synthesizes the content of their presentation with exceptional clarity and concision | Student synthesizes the content of their presentation with some clarity and concision | Student synthesizes the content of their presentation, although work lacks clarity and/or concision  | Student makes an insufficient attempt to synthesize, with a lack of clarity and concision. |