

If your centre supports Turnitin®, a copy of your Turnitin® originality report must be submitted in conjunction with your assignment.

The work will be assessed and marked and returned electronically, within 4 weeks. The assignment covers 100% of the overall course module mark.

The assignment must be submitted to Canvas as detailed below and contain a:

- a front page with your name, student number, the module number, the programme and the assignment title
- a reference list
- a bibliography
- a appendices of relevant information.

This business report based is based on a case study organisation. The case study will be provided to you. The content of the report will demonstrate learning undertaken during the module and apply analytical models appropriate to inform business strategy on where value creation can be applied for competitive advantage.

The work based report must demonstrate coverage of the learning outcomes:

Knowledge

K1. a critical understanding of operational and marketing theories, concepts and strategies and how these impact on value creation in organisations.

K2. a critical understanding of the contemporary challenges relating to value creation in a range of organisations.

K3. a critical understanding of the major decisions confronting managers in the management of value creation.

Skills:

S1. relevant transferable skills relating to the cross cultural management of value creation in a professional context including: problem solving, creativity, communication, and working collaboratively.

S2. how to conduct research using relevant journal and business documentation?

1.1 Research the market sector in which the case study organisation operates and produce a business report to deliver a critical evaluation of the value chain activities of the case study organisation. The report must identify opportunities for value creation in the marketing and operations management activities of the business and suggest how this will support the organisation in gaining competitive advantage within the sector. The report must use detailed and referenced analytical models, appropriate to the case study organisation.

1.2 The business report must cover the points listed below.

1.2.1 Carry out detailed research to provide you with up-to-date information appropriate to delivering a strategic level investigation on the case study organisation. The research information should enable you to carry out a critical evaluation of the business's value added strategy reviewing the marketing and operations activities and analysing how these deliver strategic goals.

1.2.2 Demonstrate critical understanding of how the case study organisation co-creates value for customers through the integration of core aspects of marketing and operations management. This includes how value is created holistically through the market research, product development, prototype, supply chain, production, and diffusion into the related markets

1.2.3 Deliver a critical appraisal of the organisation's practice to related marketing and operations management theory.

1.2.4 Synthesise suitable recommendations for the case study organisation to improve marketing and operations management strategy and deliver enhanced value creation and competitive advantage. Your suggestions for implementation must be supported by relevant theoretical underpinnings, research into the sector and application to analytical models.

1.3 Submission of Assessment:

- One electronic copy of the work should be submitted via the Canvas Turnitin submission area in the assignments tab on the module space, prior to the deadline.
- Formal feedback and results will be provided 4 weeks after the submission date on Canvas. Please note that if marks are released prior to assessment boards students should be aware that they are subject to ratification and may change depending on the outcome of the assessment board.
- The University's Post Graduate Generic Marking Criteria attached will be used to assess the work.

1.4 Referencing your work

In this institution the Harvard method of referencing is used.

The Harvard method of referring to publications and of arranging references uses the author's name and the date of the publication. References are listed at the end of the text in alphabetical order by author's name. The general format of a journal reference is shown below:

Smith, J. (1999) How to succeed! *Journal of Entrepreneurs*, 1(2), p. 34-56

Author's name and initials are listed first, followed by year of publication in brackets. Then there is the title of article and the journal where article appears, which is in italics. Finally, state the volume and issue Number (in brackets) along with the pages where article can be located.

A short guide to Harvard referencing is available on the library site.

1.5 Academic Integrity and Misconduct:

Your attention is drawn to the University's stated position on plagiarism. THE WORK OF OTHERS, WHICH IS INCLUDED IN THE ASSIGNMENT MUST BE ATTRIBUTED TO ITS SOURCE (a full bibliography and/or a list of references must be submitted as prescribed in the assessment brief).

Please note that this is intended to be an individual piece of work. Action will be taken where a student is suspected of having cheated or engaged in any dishonest practice. Students are referred to the University regulations on plagiarism and other forms of academic irregularity. Students must not copy or collude with one another or present any information that they themselves have not generated.

For further information on academic integrity and misconduct see

<https://my.sunderland.ac.uk/display/AQH/Academic+Integrity+and+Misconduct>

Generic Assessment Criteria – Postgraduate

These should be interpreted according to the level at which you are working and related to the assessment criteria for the module

Grade	Relevance	Knowledge	Analysis	Argument and Structure	Critical Evaluation	Presentation	Reference to Literature
86 – 100%	The work examined is exemplary and provides clear evidence of a complete grasp of the knowledge, understanding and skills appropriate to that Level of the qualification. There is also ample excellent evidence showing that all the learning outcomes and responsibilities appropriate to that Level are fully satisfied. At this level it is expected that the work will be exemplary in all the categories cited above. It will demonstrate a particularly compelling evaluation, originality, and elegance of argument, interpretation or discourse.	A substantial knowledge of relevant material, showing a clear grasp of the mess, questions and issues therein	Comprehensive analysis - clear and orderly presentation	Well supported, focussed argument which is clear and logically structured.	Contains distinctive or independent thinking and begins to formulate an independent position in relation to theory and/or practice.	Well written, with standard spelling and grammar, in a readable style with acceptable format	Critical appraisal of up-to-date and/or appropriate literature. Recognition of different perspectives. Very good use of a wide range of sophisticated source material.
76-85%	The work examined is outstanding and demonstrates comprehensive knowledge, understanding and skills appropriate to that Level of the qualification. There is also excellent evidence showing that all the learning outcomes and responsibilities appropriate to that level are fully satisfied. At this level it is expected that the work will be outstanding in the majority of the categories cited above or by demonstrating particularly compelling evaluation and elegance of argument, interpretation or discourse.	Adequate knowledge of a fair range of relevant material, with intermittent evidence of an appreciation of its significance	Significant analytical treatment which has a clear purpose	Generally coherent and logically structured, using an appropriate mode of argument and/or theoretical model(s)	May contain some distinctive or independent thinking; may begin to formulate an independent position in relation to theory and/or practice.	Competently written, with only minor lapses from standard grammar, with acceptable format	Uses a good variety of literature which includes recent texts and/or appropriate literature, including a substantive amount beyond library texts. Competent use of source material.
70 – 75%	The work examined is excellent and is evidence of comprehensive knowledge, understanding and skills appropriate to the Level of the qualification. There is also excellent evidence showing that all the learning outcomes and responsibilities appropriate to that level are satisfied. At this level it is expected that the work will be excellent in the majority of the categories cited above or by demonstrating particularly compelling evaluation and elegance of argument, interpretation or discourse.	Basic understanding of the subject but addressing a limited range of material	Some analytical treatment, but may be prone to description, or to narrative, which lacks clear analytical purpose	Some attempt to construct a coherent argument, but may suffer loss of focus and consistency, with issues at stake stated only vaguely, or in simplistic terms	Sound work which expresses a coherent position only in broad terms and in uncritical conformity to one or more standard views of the topic	A simple basic style but with significant deficiencies in expression or format that may pose obstacles for the reader	Evidence of use of appropriate literature which goes beyond that referred to by the tutor. Frequently only uses a single source to support a point. Weak use of quotation
60 – 69%	Directly relevant to the requirements of the assessment	A limited understanding of a narrow range of material	Largely descriptive or narrative, with little evidence of analysis	A basic argument is evident but mainly supported by assertion and there may be a lack of clarity and coherence	Some evidence of a view starting to be formed but mainly derivative.	Numerous deficiencies in expression and presentation; the writer may achieve clarity (if at all) only by using a simplistic or repetitious style	Barely adequate use of literature. Over reliance on material provided by the tutor.
50 – 59%	Some attempt to address the requirements of the assessment may drift away from this in less focused passages						
40 – 49%	Some correlation with the requirements of the assessment but there is a significant degree of irrelevance						
35 – 39%	Relevance to the requirements of the assessment may be very intermittent, and may be reduced to its vaguest and least challenging terms						
30 – 34%	The evidence provided shows that the majority of the learning outcomes and responsibilities appropriate to that Level are satisfied.						
15-29%	The work examined provides insufficient evidence of the knowledge, understanding and skills appropriate to that Level of the qualification. The work will be weak in some of the indicators.						
0-14%	The work examined is unacceptable and provides almost no evidence of the knowledge, understanding and skills appropriate to the Level of the qualification. The evidence shows that few of the learning outcomes and responsibilities appropriate to that Level are satisfied. The work will be weak in the majority or all of the indicators.						