



كلية الخليج
GULF COLLEGE

In academic
affiliation with



Omantel

GULF COLLEGE – MUSCAT – SULTANATE OF OMAN
UNDERGRADUATE BUSINESS PROGRAMME

ACADEMIC YEAR: 2017-2018

First Semester

Assignment

Module Title: Contemporary Management Issues	
Module Code: BLB10042-6	
Method of Assessment : Assignment	
Weighting: 100%	Module Credits: 15
Level: 6	Semester/Teaching block: 2
Morning / Evening session: Both	Examiner: Dr. Remedios, Dr. Benjamin & Dr. Nasrin
Additional Information (if any): 2,500 words	

Module Title: Contemporary Management Issues

Module Code: BLB10042-6

Module Leader: Dr. Remedios

Weighting: 100%

Submission Time and Date: January 2018

You should hand in **one** copy of your assignment by the time and date mentioned above to the appropriate '**hand-in location**' at the Gulf College. Fill in the front cover (staple together with your assignment). **MAKE SURE** that you fill in all the relevant details on this form. An acknowledgement will be given to you upon receiving your assignment. This is your receipt, **keep it**. You can submit work by post, but you must send it recorded delivery, it must be postmarked two days before the deadline date and a copy must be kept by you in case it is lost in the post. Faxed assignments will **not** be accepted.

Assignments **must** be submitted by the due date. The only circumstance in which assignments can be submitted late is if an extenuating circumstances form is submitted at the same time. In these circumstances work may be submitted up to 5 days only. If the extenuating circumstances are upheld, the assignment will be graded; otherwise a 0 will be awarded.

Maximum Word Length: Maximum Word Length: 2500 words

State the number of words used at the end of your assignment. You may include diagrams, figures etc. without word penalty. A sliding scale of penalties for excess length will be imposed according to the amount by which the limit has been exceeded.

1-10%	excess	no penalty
11-20%	excess	10% reduction in the mark
21-30%	excess	20% reduction in the mark
31%+	excess	the work will be capped at a pass i.e. 40%.

NB. None of the above penalties will be used to change a student mark which is above the pass mark, to one that is below the pass mark. Therefore the *maximum penalty* for exceeding the word limit will be a reduction to a pass grade.

Assessment Criteria

To achieve a 'Pass' grade of 40% or above

In order to achieve a **pass** grade, the student will have demonstrated an understanding of the concepts and principles of business tourism. The work produced must apply appropriate business tourism planning and events in order to address the areas specified

in the assignment. There should be also a clear evidence of research and reading, with reference to appropriate sources.

To achieve a grade of 70% or above

In order to achieve a grade of **70%** or above, as well as satisfying all of the outlined criteria for a 'pass', the student must demonstrate a detailed understanding and application of the concepts and principles related to business tourism. The submission will be well organised and contain all relevant data. It will show evidence of appropriate investigation including research from a range of academic literature and other secondary sources of information. Detailed answers will be given to each of the questions with appendices where appropriate. There will be an evidence of wider reading through appropriate supporting references.

This assignment will assess learning outcomes:

1. Demonstrate a systematic understanding of modern developments within business management (Knowledge & Understanding);
2. Justify the recommendation of alternative approaches to management (Knowledge & Understanding);
3. Demonstrate knowledge and application of international standards relating to sustainability, values & norms, and business ethics within a global context. (Application).

The Task

Choose a company operating in the Sultanate of Oman and evaluate how this company addresses the issues on Business Management Ethics and Diversity Management Programmes. Consider the tasks given below in evaluating the issues mentioned.

1. Discuss comprehensively how the chosen company organises the management of business ethics. Examine also how the organisation culture and leadership of the chosen company are used in managing business ethics along the following areas of concern:
 - a. Setting ethical behaviour standards
 - b. Managing stakeholder's relation
 - c. Assessing ethical performance

Provide relevant examples and realistic situations of the chosen company to substantiate and validate the discussions. (LO1, LO2, LO3)

2. Analyse the diversity management programmes being adopted by the chosen company. Examine the basic issues and problems faced by the chosen company in managing the human resources considering the diverse culture brought by globalisation.

Give appropriate examples or reasonable scenarios of the company where diversity issues and problems are manifested to provide credible discussion.
(LO1, LO2, LO3)

Guidelines to Students:

Style and Format

Write down the exact number of words at the end of your essay. You may include diagrams, figures, appendices etc. without word penalty. A sliding scale of penalties for excess length will be imposed. The first page must be designed as a **cover page** name, student ID and batch. **Computer format** is compulsory. Make sure you use a consistent format for your essay (font, font size, margins etc.).

Referencing Style for the Assessment

In the text of your assignment if you quote directly from an article, journal or book this should appear in quotation marks ("..."). The source should then be acknowledged by stating the author's last name and date in brackets at the end of the quotation, e.g. (Rushmore & de Roos, 2002).

If you paraphrase or reword from a journal, article or book the source should either be acknowledged within the sentence, e.g.

According to Kasavana & Brooks (2001), revenue management is.....or at the end of the sentence before the full stop, e.g. (Kasavana & Brooks, 2001).

At the end of the assignment all references should be listed on a separate page headed **REFERENCES**. Make sure that all references are complete; and that all references mentioned in the text are given in the list of references and vice versa. Any items not cited should be listed separately under **BIBLIOGRAPHY** or **FURTHER READING** using the Harvard referencing style.

Plagiarism Warning

Summary

- Plagiarism occurs if you use somebody else's work in an assignment or exam answer, but fail to state where you got the material from. You need to be also very careful about the amount of words you are using from somebody else's work.
- It can happen in any type of assessment where you are given the questions or tasks in advance.
- If another student uses your work in his/her answer(s), both you and he/she will be punished when caught.
- Punishments for committing plagiarism can be very severe.

The details

Plagiarism is a form of cheating in which students use the work of others and present it as their own. Staffordshire University publishes a fully detailed description of what the term 'plagiarism' means on the University's main web-site under the heading '*Procedures for dealing with suspected cases of academic dishonesty*'. We strongly recommend that you go and read the full document at the above address. Meanwhile, here is an extract of some of the relevant content. You will have committed plagiarism and may be caught, reported and punished (as described below) if you:

- Copy extensively from the work of others (from sources such as books, magazines, journals, web-sites for example) and submit the work as your own. NB It is acceptable to refer to the work of others as long as you do not use too much, and reference your sources properly. If you do not know how to do this, please follow the guidelines given in the document entitled '*Adding quotations and references to your written work*' at this web-site address:
<http://www.staffs.ac.uk/schools/business/bsadmin/staff/s3/jamr.htm>
- Copy another students' work and submit it for assessment under your own name.
- Allow another student to copy *your* work and they then submit it for assessment under *their* name

This last item is of particular importance; few students seem to understand what it means. If, for example, you allow another student to borrow your work and they subsequently copy some of that work and present it as their own, you and they will *both* be punished even though someone else copied your work.

The risks of working with other students

Some assessment tasks are explicitly designed for group work, and it will be made clear that a group answer is expected from you. All other tasks are intended as an assessment of your *individual* comprehension and performance, and group answers are not permitted. In individually assessed forms of assessment your work must be different from that of every other student. Plagiarism can occur in assignments and any examination where the questions are issued to students in advance. In both cases it is possible for you to ask other people about how best to answer the questions or complete the necessary tasks.

You should be aware that *different modules* and subjects may have *different* requirements. In some subjects, answers to questions may, for example, require every student on a module to employ or refer to the same diagram(s), concepts and the like in order to construct an acceptable answer. You should note, however, that even in these circumstances your explanations of what the diagrams mean, and any other writing referring to any common diagrams and concepts should all be ***in your own words***. Moreover, the situation may be very different on other modules, where the submission of work that has a very similar structure, or the use of very similar materials such as concepts, diagrams, quotations and the like, to that of another student, may lead to you being accused of plagiarism.

The picture is complicated and, unfortunately, it is not possible to give advice that is directly relevant to *every* module you study. If you are unsure about how to avoid plagiarism in any specific module, then rather than hoping and guessing, you should ask for guidance from the member of staff who delivers that module.

Our overall advice is straightforward; by all means discuss how best to answer questions or complete tasks with your colleagues, but when it comes to actually writing your answers - **DO IT ALONE!**

What happens if you get caught?

Examination Boards may punish offending students in any manner that they deem fit. Typical punishments Boards may choose range from reducing grades, making students re-sit modules, through to failing students on a module or an entire award. The University regards this form of cheating as a serious offence. Full details of the range of likely punishments can be found on the University's web-site under the heading '*Procedures for dealing with suspected cases of academic dishonesty*'.

Please consider yourself warned

Contemporary Management Issues
BLB10042-6
Marking Scheme

Name: _____ Student ID: _____

	Criteria	Description	Weight %	First Marker	Second Marker	Agreed Mark
1	Introduction	A. Background of the company (10 marks) B. Objectives of the assignment (5 marks)	15			
2	Discussion of Business Ethics management	A. Discussion on how companies organise the management of business ethics. (10 marks) B. Critical evaluation on the roles and overall strategy of the company's culture and leadership in managing business ethics in the light of the following components: (15 marks) 1. Setting standards of ethical behavior 2. Managing stakeholder's relation 3. Assessing ethical performance C. Relevant examples used to support the discussion (10 marks)	35			
3	Discussion of Diversity Management programme	A. Discussion of Diversity Management programme of companies. (10 marks) B. Critically examination of the basic issues and problems of managing employees in the chosen company having different culture and national contexts necessitated by globalisation.(15 marks) C. Use of relevant examples/situations to substantiate the discussion (10 marks)	35			
4	Conclusion	Summary, Conclusions and Recommendations must convince the reader that they jibe with the objectives of the assignment. (Conclusion-5marks) (Recommendation- 5marks)	10			
5	References	Implementation of Harvard referencing system (minimum 10 references).	5			
	Total	Total	100			