



## Assessment 2 Information

<b>Subject Code:</b>	MBA600
<b>Subject Name:</b>	Capstone: Strategy
<b>Assessment Title:</b>	Business Report
<b>Assessment Type:</b>	Individual written analysis
<b>Length:</b>	2000 words (+/- 10% allowable range)
<b>Weighting:</b>	35%
<b>Total Marks:</b>	100
<b>Submission:</b>	Online
<b>Due Date:</b>	<b>Week 10</b>

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### Your task

Using the same organisation from the first assessment, individually, you are required to write a 2000-word business report in which you must apply learnings from the Capstone topics to the organisation by undertaking additional research.

### Assessment Description

The purpose of this assessment is to foster a student's ability to evaluate an organisation's performance and develop recommendations to promote future performance improvements.

### Assessment Instructions

Again, assuming the role of an organisational consultant, you are to write a report that clearly articulates the organisation's strategy and business model and outlines a detailed approach to Competition Strategy (Week 3), how the chosen organisation's performance is/can be measured against their strategies (Week 4). You will also be required to prepare a Balanced Scorecard for the chosen organisation (Week 7). Attention should be paid to the use of secondary research and insights (Week 8).

Areas covered should include:

- An Executive Summary.
- An Introduction that summarises the purpose of the report.
- A summary of the organisation's strategy.
- A specific outline of the organisation's approach to competition strategy, performance measurement and the Balanced Scorecard.
- A summary of recommendations that identify areas of focus and opportunity to enhance the organisation's performance in the future.
- A conclusion.
- Reference list.

You are encouraged to use a wide variety of information sources that include, where possible, primary research such as interviews with staff or executive members within their chosen organisation as well as the use of an appropriate mix of strategic and business analysis tools and references. These references should be presented as in-text citations and a reference list at the end of your business report.

## Assessment Submission

This file must be submitted as a 'Word' document to avoid any technical issues that may occur from incorrect file format upload. Uploaded files with a virus will not be considered as a legitimate submission. MyKBS will notify you if there is an issue with the submitted file. In this case, you must contact your workshop facilitator via email and provide a brief description of the problem and a screenshot of the MyKBS error message. You are also encouraged to submit your work well before the deadline to avoid any possible delay involving the Turnitin similarity report or any other technical difficulties.

## Late assignment submission penalties

Penalties will be imposed on late assignment submissions in accordance with Kaplan Business School "late assignment submission penalties" policy.

Number of days	Penalty
1* - 9 days	5% per day for each calendar day late deducted from the total marks available
10 - 14 days	50% deducted from the total marks available.
After 14 days	Assignments that are submitted more than 14 calendar days after the due date will not be accepted, and the student will receive a mark of zero for the assignment(s).
Note	Notwithstanding the above penalty rules, assignments will also be given a mark of zero if they are submitted after assignments have been returned to students

\*Assignments submitted at any stage within the first 24 hours after the deadline will be considered to be one day late and therefore subject to the associated penalty

For more information, please read the full policy via <https://www.kbs.edu.au/about-us/school-policies>

# Important Study Information

## Academic Integrity Policy

KBS values **academic integrity**. All students must understand the meaning and consequences of cheating, plagiarism and other academic offences under the Academic Integrity and Conduct Policy.

*What is academic integrity and misconduct?*

*What are the penalties for academic misconduct?*

*What are the late penalties?*

*How can I appeal my grade?*

Click here for answers to these questions:

<https://www.kbs.edu.au/about-us/school-policies>

## Word Limit for Written Assessments

Submissions that exceed the word limit by more than 10% will cease to be marked from the point at which that limit is exceeded.

## Study Assistance

Students may seek study assistance from their local Academic Learning Advisor or refer to the resources on the MyKBS Academic Success Centre page. Click [here](#) for this information.

## MBA600 Assessment 2 Marking Rubric – Business Report 35%

Marking Criteria ( __/100)	F (Fail) 0 – 49%	P (Pass) 50 – 64%	C (Credit) 65 – 74%	D (Distinction) 75 – 84%	HD (High Distinction) 85 -100%
Executive Summary __/10 marks	You have written a summary that is unclear and/or vague. It does not cover the significant findings of your report.	You have written a basic summary that partially covers the significant findings of your report.	You have written an enhanced Executive Summary that covers all of the significant findings of your report.	You have written a detailed Executive Summary that covers all of the significant findings of your report.	You have written a comprehensive Executive Summary that covers all of the significant findings of your report.
Introduction __/10 marks	You have provided inadequate or no context that does not link to the assessment in a clear and coherent way.	You have provided adequate context, but linkage to the assessment is unclear.	You have provided adequate context which links to the assessment clearly and coherently.	You have provided adequate context and importantly highlighted the value of the report.	You have provided an excellent context and persuasively argued the importance of the report.
Organisation's competitive strategy __/20 marks	You have provided inadequate or no summary of the strategy or even issues related to strategy.	You have provided an adequate summary of the strategy and identified some of the pertinent issues affecting strategy.	You have provided an adequate summary of the strategy and identified most of the pertinent issues affecting strategy.	You have provided a comprehensive summary of the strategy and identified most of the pertinent issues affecting strategy.	You have provided an expert summary of the strategy and identified all current pertinent issues affecting the strategy.
Organisation's performance measurement and Balanced scorecard use __/20 marks	You have provided an inadequate or no evaluation of the organisation's activities and lacks support from learned concepts and/or research.	You have provided an adequate evaluation of the organisation's activities and this is partially supported by learned concepts and/or research.	You have provided an adequate evaluation of the organisation's activities that is mostly supported by learned concepts and research.	You have provided an expansive evaluation of the organisation's activities which is strongly supported by learned concepts and research.	You have provided an excellent evaluation of the organisation's activities that is thoroughly substantiated by learned concepts and research.
Recommendations __/20 marks	You have provided inadequate or no recommendations that are feasible or actionable.	You have provided some recommendations that may be useful or actionable with some support from research and theory.	You have provided reasonable recommendations that are mostly useful or actionable and supported with research and theory.	You have provided strong recommendations that are feasible or actionable and supported with research and theory.	You have provided excellent recommendations that show real insight into the organisation and are supported thoroughly with research and theory.
Conclusion __/5 marks	You have written an inadequate or no conclusion to highlight the salient points of your report.	You have written an adequate conclusion that captures some of the salient points of your report.	You have written an adequate conclusion that captures most of the salient points of your report.	You have written a strong conclusion that describes all salient points of your report.	You have written an excellent conclusion that describes all salient points of your report in a convincing narrative.
Grammar/spelling __/5 marks	Spelling and/or grammar is consistently incorrect. It impacts the flow and readability of your analysis.	Though there are some errors in grammar and spelling, these do not detract from the readability and flow of your analysis.	Mostly correct grammar and spelling, but any errors do not impact your analysis's readability and flow.	Errors in grammar and spelling are rare, which enhances the readability and flow of your analysis.	Perfect grammar and spelling throughout, which enhances the readability and flow of your analysis.
Format __/5 marks	The format chosen for your report is inappropriate and/or lacks thought and consideration for the intended audience.	The format chosen for your report is appropriate, but further attention to detail would improve its presentation.	The format chosen for your report is appropriate, but minor changes would enhance its presentation.	Your report is professionally presented and has been submitted in the appropriate format.	Your report is professionally presented and exceeds expectations for what is suitable for a business environment.
In-text citations and referencing __/5 marks	Neither in-text referencing nor reference list adheres to Kaplan Harvard Referencing Style.	In-text referencing or the resultant reference list adheres to Kaplan Harvard Referencing Style, with some errors.	Both in-text referencing and the resultant reference list adhere to Kaplan Harvard Referencing Style, with some errors.	Both in-text referencing and the resultant reference list adhere to Kaplan Harvard Referencing Style, with only occasional minor errors.	Both in-text referencing and the resultant reference list adhere strictly to Kaplan Harvard Referencing Style, with no errors.

**Feedback and grades will be released via MyKBS**

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