

## ASSIGNMENT INSTRUCTIONS

**Module Title: Business Environment**

**Module Code: BS1-AF1 Level: 4**

**Academic Year: 2011-12 Semester: 1**

**Module Leader: Ashley Cooke**

**Instructions: Answer ONE ONLY of the questions set below**

**Word Limit: 2,000 words essay/report PLUS Five minute presentation**

**Written assignments must not exceed the specified maximum number of words. All assignments which do so will be penalised. The penalty will be the deduction of 10% of the maximum marks available (i.e. 10%). Assignments will not be accepted without a word count on the cover sheet.**

**Submission Date: This assignment must be received no later than 17:00hrs 17<sup>th</sup> January 2012.**

**Presentations will take place on the 17<sup>th</sup> January 2012 in the group rooms.**

**Work submitted after this time and date will receive a mark of 1 unless an extension has been approved in advance of this deadline.**

**Requests for short-term extensions will only be considered in the case of illness or other cause considered valid by the Academic Director. These must normally be received and agreed by the Academic Director in writing at least twenty four hours prior to the deadline.**

**Please refer to the Academic Regulations or your Student Handbook for full details.**

**Further details: This assignment must be completed individually.**

**This assignment must be attached to a completed University Assignment Cover Sheet and accompanied by a completed University Assignment Receipt before submission.**

**The essay/report and presentation MUST be handed in together.**

**Both sections must be passed to pass this assignment**

**Any attachments (such as computer discs) must be marked with your SID number(s) and securely attached to your assignment before submission.**

**DO NOT submit your work in a plastic sleeve.**

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**Section A: You must answer ONE of the following three questions.**

1. Identify Hofstede's five main dimensions of culture. Evaluate some possible impacts of these on a FTSE500 multinational organisation of your choosing using examples where applicable and explain your reasoning.
2. Many theories try to explain motivation. Evaluate some possible motivational theories that may have been applied to you within either a work or educational environment. Explain the reasoning behind how and why some people can be motivated and the advantages of a motivated workforce.
3. Using one specific enterprise with which you are familiar, examine its organisational structure and explain the reasoning behind its choice. Evaluate the advantages of this structure against other types of organisational structure.

**Section B:**

You must produce and present a FIVE minute presentation that encompasses your findings to your chosen question from above and will be presented to your seminar cohort. You must produce a PowerPoint presentation.