

LEVEL 4 ASSESSMENT SPECIFICATION

Assessment 1

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Programme:	BACHELOR OF BUSINESS ADMINISTRATION (HONOURS) IN INTERNATIONAL BUSINESS		
Module:	Contemporary Challenges: Making a Difference		
Module code:	IUBA4000	Contribution to Overall Module Assessment (%):	50%
Lecturer:	Emma Roberts	Internal Verifier:	Vic Saunders
Assignment Title:	Evidence of Learning E-Portfolio	Word count (or equivalent):	2,000 words (maximum)
Submission deadline:	30 th July 2024 (23.55/11.55pm British Summer Time BST)	Return date of provisional marks & written feedback:	
Submission method:	All written assessments, where practical and possible, must be submitted via <u>Turnitin</u> unless otherwise instructed by the Lecturer. (Please DO NOT put this assessment specification into <u>Turnitin</u> or it will match many similarities with other students' submissions.) Alternative submission method (if applicable): Late submission of the assessment will result in a late penalty mark: Work which is submitted up to 1 week late will be capped at 40% for the first attempt and will be awarded a mark of 0% for re-assessment. Late submission penalties may be lifted only if there is an approved extenuating circumstances claim. Work submitted more than 1 week late will be considered as a non-submission and will not be marked. The work may be considered as a submission for reassessment if offered by an Examining Board or if there is an approved extenuating circumstances claim.		
Academic honesty / referencing:	Academic honesty is required. In the main body of your submission you must give credit to authors on whose research and ideas your work is based. Append to your submission a reference list that indicates the books, articles, etc. that you have used, cited or quoted in order to complete this assessment.		

STUDENT FEEDBACK FORM

This section details the *extent* to which the assessment criteria are demonstrated by you, which in turn determines your mark. The marks available for each category of skill are shown. Lecturers will use the space provided to comment on the achievement of the task(s), including those areas in which you have performed well and areas that would benefit from development/improvement.

Generic Assessment Criteria	Marks available	Marks awarded
1. Engagement with Literature Skills	10	
2. Knowledge and Understanding Skills	30	
3. Cognitive and Intellectual Skills	15	
4. Practical Application Skills	15	
5. Transferable Skills for Life and Professional Practice	30	

Assessment Mark (Assessment marks are subject to ratification at the Exam Board. These comments and marks are to give feedback on module work and are for guidance only until they are confirmed.)	Late Submission Penalties (Tick if appropriate)		%
	Up to 1 week late (40% Max)		
	Over 1 week late (0%)		

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Blog post 1 : Leading a Global Team

Responsible stewardship can be defined in many ways and in definite ways such as it is about the responsible and accountable handling of something that has been placed in one's care. Responsible stewardship and corporate social responsibility are both crucial acts or called frameworks for being the guidance to corporate behavior with ethical and sustainable practices. Responsible stewardship involves managing relationships and resources in a thorough, integrated manner with a focus on sustainability, ethics, and long-term effects while corporate social responsibility attempts to guarantee that businesses behave in a socially responsible way but however, instead of incorporating social and environmental issues into all facets of the company, it frequently concentrates more on these activities as a part of the business plan.

To elaborate in words, responsible stewardship relates to sustainability and climate change mainly with the matter of resource management. A managed and organized resource management plays a role in lessening the extraction and reassuring the use of sustainable renewable resources, and decreasing the carbon footprints. Nowadays, the norms of education and the community collaboration appears as a minor concern and to relate to this topic, responsible stewardship often involves interacting with communities and teaching people about the value of sustainable practices and the effects of climate change. This promotes a sense of shared accountability and the broad adoption of sustainable practices. Initiatives for sustainable development and local conservation, examples of community-based stewardship, provide people the tools they need to take charge of their environment and improve it. Hypothetically, if one were to be put as a responsible steward and advised to implement strategies to reduce the impact of climate change, economic limitation were to be focused on. Funding and investments are suggested as it is frequently necessary to make large financial

investments in order to implement mitigation and adaptation plans for climate change. It can be difficult to secure funds, whether from public coffers, private ventures, or foreign assistance. It can be challenging to strike a balance between the short- and long-term costs of implementing sustainable practices, particularly in areas with limited resources.

In an effort to put employee health first, ethical stewards can offer some strategies based on the idea that "sitting is the new smoking." This idea emphasizes the need for more active and health-conscious work settings by highlighting the health concerns connected to extended sitting and sedentary lifestyles. The first ideal step would be comprehensible workstations where they allow personnel height-adjustable desks so they can shift between sitting and standing throughout the day. An idea to make sure the seats provide enough support to ease neck and back pain applies as a crucial thought. Mental health is a topic and issue that are often sensitive but tend to be overlooked. Mental health often appears affected when stress occur, giving people access to tools and assistance for managing their stress, such as mindfulness training, counselling services, and relaxation methods.

The interrelated ideals of equality, diversity, and inclusion are designed to establish equitable, courteous, and encouraging settings. Ensuring equality means that no one is subjected to discrimination on the basis of attributes like age, sexual orientation, gender, race, or handicap. Equal rights are given to every individual. Benefits from having a diverse team include improved abilities to solve problems, fresh ideas, deeper market understanding, and higher global competitiveness. It does, however, also come with obstacles, including complicated management, potential discrimination and prejudice, decision-making delays, integration issues, and hurdles to communication. Leveraging the positive effects and minimising the drawbacks of team diversity requires strong leadership and an unwavering dedication to inclusivity.

In conclusion, two key issues for leaders are to avoid miscommunication and promote inclusive, open interaction within the team, leaders need to pinpoint communication hurdles that stem from cultural and linguistic variation. Building cohesiveness among the team requires leaders to cultivate an inclusive culture that values different points of view. To do this, it is necessary to address latent prejudices, advance egalitarian procedures, and guarantee that each team member feels appreciated and respected.

Blog post 2 : Skintific's impact in Malaysia

In Malaysia, cosmetics tend to be a major industry where it has a huge purchasing power and it portrays as a necessity to the majority of female consumers. A specific brand which is named and known as Skintific tend to attract many demographics in Malaysia and the sales are unusual. Indonesian skincare company Skintific was founded. The brand's dedication to fusing cutting-edge science with practical skincare products has helped it become well-known. Skintific develops solutions that target a range of skin issues, including hyper pigmentation, ageing, acne, and dehydration, by utilizing sophisticated formulas and clinical research. Based on many products that have been sold and imported into Malaysia, the infamous one would be the top selling Cushion Foundation.

The demographics of the consumers varies from the ages of 18-55. Skintific promotes equality in using their products no matter the age. In this blog post, the shockingly exquisite sales of the Cushion Foundation will be discussed. The product starts at a reasonable selling price compared to other existing products of RM57.00 and RM38.00 for the refill pack. It contains a variety of skin-nourishing components that strengthen and moisturise the skin, including 5X Ceramide, Centella, and Hyaluronic Acid. This light texture offers long-lasting freshness and moisture to the skin while offering medium to full coverage. The product consists of many foundation shades that are suitable for every skintone such as 01 Vanilla, 02 Ivory, 03 Petal, 04 Beige, 05 Sand, and 06 Honey. The main selling platforms are known as TikTok shop and Shopee. On a daily basis, this product sells up to thousands to ten thousands in a span of twelve hours. As a Malaysian citizen, due to humidity of the weather, choosing a suitable makeup product that complements the heat is a challenge faced by many consumers but Skintific has managed to be the main solution to the problem. The marketing strategies implied by the company expands the growth of the brand in

Malaysia such as live broadcasting the promotion of the product and with the helping hand of social media influencers to record a “Get Ready With Me” video using the product which set the audience in awe. The popularity of cushion foundations has increased due to the trend towards multipurpose beauty products. Skintific's product is unique in that it combines makeup and skincare, making it appealing to people who want simple beauty regimes.

There are many other advantages in the import of the product such as the convenience and portability of the product. In order to accommodate busy lives and frequent outdoor activities, the cushion foundation's compact and portable shape makes it easy for consumers to take around and do touch-ups throughout the day. The Cushion Foundation is produced as a simple applicator where the cushion style makes application easier and simple, which is ideal for anyone who prefers simple cosmetic routines. Most importantly, in the Malaysian market, Skintific's reputation for effectiveness and quality increases consumer confidence, resulting in an increase in brand loyalty and word-of-mouth recommendations. It also strikes a balance between cost and quality, making it affordable without sacrificing functionality for a wide spectrum of Malaysian customers. Unfortunately, it has its minor disadvantages such as the availability and the distribution challenges whereas certain regions may have limited entry to the goods, which could be a challenge for certain consumers trying to buy it via shops in person. Moreover, the cost of maintaining the product struggles where price-conscious buyers may be turned off by the cushion foundation's refill requirement, which raises the total cost. The novelty of cushion foundations may wear off as they become more widely used, and buyers may turn to more recent and fashionable products.

In conclusion, with its formulation tailored to Malaysian temperature conditions, UV protection, hydration, and mobility, Skintific's cushion foundation is a market leader. It appeals to many different kinds of people with its comprehensive shade range and natural, dewy finish. It does, however, have obstacles, including a low availability of colours, ranging oxidation potential, expensive cost, and allergic reaction problems. Its attractiveness may also be impacted by considerations about packing waste and durability in humid environments. Resolving these issues could improve its market standing significantly more.

Blog 3 : The Advantages,Disadvantages and Ethics of Implementing New Technologies

In this modern day of the era, AI seems to be the most generic and helpful source to humans in any region or any part of the world. Artificial Intelligence or better known as AI refers to computer programs that can execute complex tasks, such problem solving, reasoning, and decision making, that were previously only performed by humans. Using AI in one's daily life has several benefits in a variety of areas, such as increased productivity, safety, and ease of use for individuals. Firstly, Artificial intelligence (AI)-driven personal assistants, such as Amazon's Alexa, and Google Assistant, can help automate daily tasks by managing schedules, sending messages, setting reminders, and providing information. Artificial Intelligence also contributes to safer surroundings by improving security systems using facial recognition, anomaly detection, and predictive policing as by comparing facial features captured on surveillance footage with criminal databases, facial recognition technology assists law enforcement agencies in identifying suspects. For instance, following an incident, facial recognition technology can swiftly sift through hours of video footage to identify and track individuals involved.

However, there are several disadvantages of this special implemented technology and it begins with the collection of data. Large data sets are frequently needed for AI systems, which raises questions concerning the gathering, storing, and usage of personal data. On top of that and as mentioned about facial recognition, growing reliance on facial recognition and other monitoring technologies raises the possibility of a surveillance state and privacy violations for individuals. Most importantly, hackers may target AI systems, which could result in data breaches or the manipulation of AI algorithms. Numerous volumes of sensitive data, such as financial,

medical, and personal data, are frequently processed and stored by AI systems. This information may be made public by a data breach, which could result in identity theft, monetary loss, and privacy breaches.

On the contrary as we talk about the modern technology, ethics should be discussed as it is significant in any individual's daily life. Ethics is defined as the rules that direct our actions so that we can make the greatest decisions for the benefit of everyone. It includes the study of moral standards and ideals that direct people's behavior both individually and collectively. What is ethically good and evil, right and wrong, fair and unfair, and just and unjust are some of the issues that ethics aims to answer.

As a leader, there are many issues to they need to consider. It begins with the process of decision-making. Make it clear to everyone how decisions about the use of technology are made, who is in charge of making these decisions, and Make sure the stakeholders can understand and comprehend the algorithms if the technology incorporates artificial intelligence or machine learning. Environmental situations plays a major role as It helps by implementing eco friendly methods and taking into account the technology's life cycle, from manufacture to disposal, to minimize environmental harm. It assesses the environmental footprint of the technology, including energy consumption, resource use, and waste creation.

In conclusion, leaders may appropriately negotiate the complexity of implementing new technologies by understanding these ethical considerations into account. This strategy improves the efficacy and acceptability of the technology while also reducing any hazards. Setting ethical principles first ensures that technical innovations benefit society, maintain public trust, and advance the greater good. In order to ensure fair and sustainable advancement, leaders must continue to be watchful and proactive in adjusting moral principles to changing technology environments.

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