

INTRODUCTION TO BUSINESS MANAGEMENT INBM02-5

ASSIGNMENT DISCUSSION



THOUGHT FOR THE DAY..

A photograph of a sunset over the ocean. The sky is filled with dark, dramatic clouds, with a bright orange and yellow glow from the setting sun breaking through. The ocean waves are visible in the foreground, reflecting the light from the sky.

**The best preparation for
tomorrow is doing your best
today.**

H. Jackson Brown, Jr.

ASSESSMENT GUIDELINES

- *Two assessments per semester:*

- Formative assessment: (30%)*

- *Two online tests (open book) (NC)* *40% (30%)*

- *Assignment (Comp)* *60% (30%)*

- Summative assessment: (70%)* *Min (40%)*

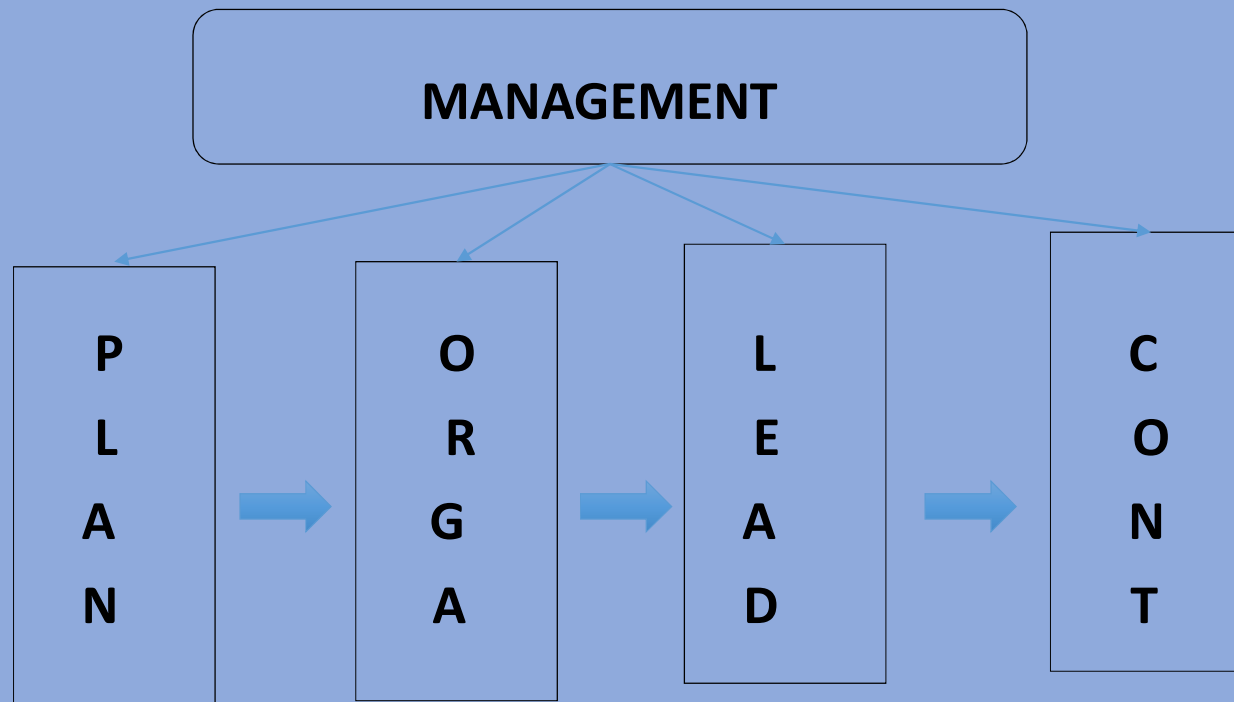
- Total:* *100%*



THE NATURE AND PURPOSE OF THE MODULE

- *The module has been design to give you an understanding of how business works in South Africa and the world*
- *It introduced you to two very important concepts:*
 - *effectiveness*
 - *efficiency*
- *It further elaborated on the pillars of management, namely:*
 - *Planning*
 - *Organising*
 - *Leading*
 - *Control*
- *The environment in which businesses operate*
- *The role of entrepreneurs*

PILLARS OF MANAGEMENT



Learn to Thrive.

ASSIGNMENT PREPARATION:

- *Thoroughly read the assignment content and instructions*
- *Make sure you understand what must be done, how it must be done and how it will be assessed*
- *Do thorough research on the different questions to build your information and knowledge around the questions*
- *Make proper notes to help you formulate and paraphrase your OWN ideas around the topic*
- *Plan how you are going to integrate the information in a logical and systemic way*
- *Make sure that the flow of information is correct*

ASSIGNMENT CHALLENGE

- **SECTION A: QUESTION 1 (10)**
- *Consult the theory of Hersey and Blanchard (Motivation)*
- *Make sure you understand the four (4) quadrants*
- *Is this theory relevant in the workplace? (2)*
- *Discuss the 4 quadrants and provide practical examples or your own real experience in the workplace (8)*

ASSIGNMENT CHALLENGE

- **SECTION A: QUESTION 2 (20)**
- *Read up on the significance of planning in the business*
- *Discuss any four (5) elements that highlight the importance of planning with a practical examples (8)*
- *Elaborate on the four (4) factors influencing goal setting, with practical examples (8)*
- *Describe the hierarchy of organisational goals (4)*

ASSIGNMENT CHALLENGE

- **SECTION A: QUESTION 3 (10)**
- *Read the case scenario on the principles of organising*
- *Explain any four (5) principles of organising and provide an appropriate practical examples (10)*

ASSIGNMENT CHALLENGE

- **MARKING RUBRIC: SECTION B: QUESTION 1 (30)**
- *Introduction* (2)
- *Body of content* (22)
- *Conclusion* (2)
- *Technical care (referencing, numbering, labelling, spacing, etc.)* (4)

ASSIGNMENT CHALLENGE

- *Question 1 (Section B)*
- *Read the case study and consult the website of City Lodge*
- *Understand the dynamics of their business*
- *Apply yourself to answer the questions:*
 - *Value statement (4)*
 - *Draft your own tactical and operational goals (4)*
 - *What organization structure (4)*
 - *Discuss the internal environment of City Lodge (4)*
 - *Elaborate on two types of control applicable here (6)*



ACADEMIC WRITING

- ***The term academic writing refers to the forms of expository and argumentative processes used by university students, faculty, and researchers to convey a body of information about a particular subject. Generally, academic writing is expected to be precise, semi-formal, impersonal, and objective (www.google.com).***

DEVELOP YOUR STRUCTURE (FINAL PRODUCT)

- *Executive summary*
- *Introduction*
- *Main body or content*
- *Recommendations and Conclusion*
- *Appendices*
- *Referencing or Bibliography*

WHAT IS REFERENCING?

- ***Giving “credit” and “recognition” to previous authors – allowing us to use their work***
- ***This process is a two way stream:***
 - ***In text referencing***
 - ***Bibliography (List of references)***
- ***Harvard International Method***

HOW IS THIS DONE??

- ***Your first source of information – study guide***
- ***In text reference:***

It is the transfer of individual accounts to be summarised in terms of activities and obtain a balance (Milpark Education, 2017: 23)

- ***In bibliography:***

Milpark Education. 2017. *Introduction to Business Management*. Claremont: Milpark Education.

- ***(Author, year, title, place, publishing house)***



HOW IS THIS DONE??

- *Other resources of information – book*
- *In text reference:*

The four elements which determine the deliverable objectives of a product..... (Burke, 2015: 49)

- *In bibliography:*

*Burke, R. 2015. **Fundamentals of Project Management.**
China: Burke Publishing.*

- *(Author, year, title, place, publishing house)*

HOW IS THIS DONE??

- ***Other resources of information – book***
- ***In text reference:***
 - (Burke & Zuma, 2015: 16) – two authors***
 - (Burke, et al., 2015: 16) – three authors***
- ***In bibliography:***
 - Burke, R. & Zuma, J. 2015. *Fundamentals of Project Management*. China: Burke Publishing.***

 - Burke, R., Zuma, J. & Moller, S. 2015. *Fundamentals of Project Management*. China: Burke Publishing.***

HOW IS THIS DONE??

- *Other resources of information – internet*
- *In text reference:*

It is important for agents to provide clients with all the relevant information (Arde, 2011).

- *In bibliography:*

Arde, A. 2011. Agents can refuse to take your offer to purchase. [Online]. Available :www.iol.co.za/business/personal-finance/agents-can-refuse-to-take-your-offer-to-purchase-1.1172007. (Assessed 17 May 2017).

HOW IS THIS DONE??

- ***Other resources of information – internet***
- ***In text reference:***

***Liberty looks at the importance of children's education
(www.liberty.co.za).***

- ***In bibliography:***

***Anon. 2017. South Africans value a good quality education. [Online]. Available
:<http://www.liberty.co.za/news-media/press-releases/Pages/south-africans-value-a-good-quality-education>. (Assessed 19 May 2017).***

HOW IS THIS DONE??

- *Other resources of information – interview*
- *In text reference:*

According to Peterson (2017) the South African economy is experiencing huge challenges.

- *In bibliography:*

**Peterson, D. 2017. [Personal interview at Liberty]. 17
May 2017**



FINAL CONSEQUENCE.....

- *Do not make yourself guilty of*

PLAGIARISM.....

- *You are stealing information / gross misconduct*
- *You can be charged by getting 0 for an assignment
OR*
- *You can be expelled and never be allowed to study at Milpark for a period of time !!!!!!!!!*



ELECTRONIC TOOL.....

- *It is called:*

TURNITIN

- *Checks for similarity*
- *What is similarity? Verifying all similar information contained in your assignment*
- *Similarity index 30% (Milpark)*
- *More 30% - warning letter*



