**ASSESSMENT 2**

**MN6061 Business without Frontiers 2019-20**

**The management consultancy project  
Individual Report:  
 (50% weighting)   
Due Date: 13 May 2020 before 15:00 pm via turnitin weblearn**

Submit an individual report (2,500 words) advising managers on management practice in an international and cross-cultural context; who are seeking to work in an emerging market.

**INDIVIDUALLY:**

Decide which emerging market you will choose to construct your individual report – the country or market must be different from the one chosen for producing the poster. (You can’t research on same country you have chosen for Poster).

YOU MAY FOCUS ON THE SAME INDUSTRY

**Construct your REPORT - structure as follows:**

* 1. **Introduce the report by giving the reason for your choice of emerging market and the remit of this report addressed to managers. Introduce the country, geography, political situation and Economy of the country and industry (Approximately 1000 words)**
  2. **Focus your advice on management issues and practices typically encountered in the chosen emerging market.** *(e.g. HR, Strategy, available jobs and skills needed. Cultural issues, international business issues, living standard, Corruption and ethical concerns. You can also consider weather, language widely spoken, religion, living cost, housing and schooling. The managerial expertise needed in the country)* **(Approximately 1250 words)**
  3. **Give a summary of what your research has shown and present a short list of your key points of advice (250 words)**

**THE REPORT SHOULD CONTAIN:**

* Evidence of **research on cross-cultural management**
* Demonstrating an **understanding of business issues** likely to be encountered by managers in the chosen emerging market
* Understanding of **practical realities of management in a diverse cultural context**

**Presentation and referencing:**

* Coherence of structure / logic
* Referencing standards- Harvard style.
* Layout (report format) and writing (spelling, grammar)

On successful completion of this assignment students will complete Learning Outcomes-

1. Demonstrate ability to apply concepts, models and a range of analytical tools appropriately and strategically for managers operating in diverse environments
2. Develop competence and managerial skills needed to search, handle and interpret information relevant in the analysis of modern business organisations operating internationally

**Resources**

* Cavusgil, Night and Riesengerger(2017) International Business- The new realities- 4th edition Available at: <https://www.dawsonera.com/readonline/9781292152844/startPage/33/1>
* Griffin, R.W. and Pustay, M. (2014) *International business: A managerial perspective*. 08 edn. United Kingdom: Pearson Education. Access here <https://www.dawsonera.com/abstract/9781292069463>
* Daniels, J.D., Radebaugh, L.H. and Sullivan, D.P. (2015) *International business: Environments and operations*. 14th edn. Harlow: Pearson Education.
* Books online for international Business Management <http://catalogue.londonmet.ac.uk/search~1/?searchtype=X&searcharg=international+business>
* Journal of World Business <http://www.journals.elsevier.com/journal-of-world-business/>
* Journal of International Management <http://www.sciencedirect.com/science/journal/10754253>
* Monthly Bulletin of Statistics Online <http://unstats.un.org/unsd/mbs/app/DataSearchTable.aspx>
* [Online journal access from londonmet - http://catalogue.londonmet.ac.uk/](http://catalogue.londonmet.ac.uk/)

Many more sources of information can be researched based on the country you choose to investigate.

* Follow Harvard style referencing for your report.