



<b>ASSESSMENT 1 BRIEF</b>	
<b>Subject Code and Title</b>	BIZ202 The Business Environment
<b>Assessment</b>	Micro Environment Report
<b>Individual/Group</b>	Individual
<b>Length</b>	1000 words $\pm$ 10%
<b>Learning Outcomes</b>	a) Examine the influence of the external environment on organisations. b) Identify and apply appropriate frameworks and tools to the problems and challenges faced by organisations. d) Apply a relevant framework(s) to evaluate the micro and macro environmental influences on different organisations.
<b>Submission</b>	By 11:55pm AEST/AEDT Sunday of Module 3.1 (Week 5) For Intensive Class: By 11:55pm AEST/AEDT Sunday of Module 3 (Week 3)
<b>Weighting</b>	30%
<b>Total Marks</b>	100 marks

**Context:**

Businesses in the modern marketplace cannot afford to ignore the environments in which they operate. To navigate this vast and ever-changing landscape, businesses must keep a keen eye on micro environmental factors that influence them. This report is an effort to identify these factors and propose solutions to the risks they pose.

**Instructions:**

Choose an article about an Australian or international business still in operation published within last three months from submission date of this assessment from the listed sources (choosing an article older than this period will result in an automatic fail for this assessment). Write a report identifying and analysing any relevant information about the micro environmental factors of the organisation from the chosen article incorporating the following:

1. Identify micro environmental factors that influence the chosen business specifically. These factors may include but are not limited to customers, competitors, suppliers, intermediaries and public opinion. Analyse the impact of the most influencing micro environmental factor on the business that may be in terms of but not limited to changes in business performance, structure, policies, profitability, value-adding attributes, reputation, growth, market share or any other impact.
2. Propose solutions to challenges to counter prevailing/potential risks within the micro environment of the business.

**Choose an article from the list below (failure to choose an article from the following will result in an automatic fail for this assessment):**

ABC News  
Al Jazeera News  
BBC News  
Bloomberg  
Business Insider Australia  
Business Insider US  
CNBC News  
Financial Times  
Forbes  
Harvard Business Review  
SBS News  
Sydney Morning Herald  
SkyNews Business News  
The Australian  
The Australian Financial Review  
The Economist  
The Guardian  
The Independent  
Wall Street Journal

**Submission Instructions:**

Submit this assessment via the **Assessment** link in the main navigation menu in BIZ202 The Business Environment. The Learning Facilitator will provide feedback via the Grade Centre in the LMS portal. Feedback can be viewed in My Grades.

## Structure of the report

**Cover Page** – It should include student name and ID, subject code and name, assessment number, University's name, lecturer's name, submission date and word count. Be creative while making your cover page.

**Executive Summary** – An executive summary should provide a succinct summary of the content within the report. It should present information in such a way that readers are able to understand the intention and key elements of the report without having to read the entire document. This section is not included in the word count. (Approximately 10%-20% of word count)

**Table of Contents** – A summary of the sections (headings/sub-headings) and pages numbers.

**Introduction** – The introduction should set the scene and provide context for the aim. It should include a brief introduction of the business leading to the main discussion. It should include information about the company's name, products and services, operating markets, general consumer category and how the company is mentioned in the chosen article. (Approximately 150-200 words)

**Identification and analysis of micro environmental factors** – This section should **briefly identify all influencing** micro environmental factors of the business and **analyse only the most influencing** micro environmental factor thoroughly by providing insight. The analysis must include impact from this factor in monetary and/or non-monetary terms. These impacts may be positive and/or negative. The most influencing factor must be mentioned in the article chosen from the listed sources and within the prescribed time period.

**Challenges and solutions** – This section should identify the key challenge and risk present in the micro environment of the chosen business and provide correct strategies and solutions with thorough explanation and justification of each strategy. The challenge may be from the same micro environmental factor as analysed in the previous section but not the same matter or issue. e.g. if in the analysis section, company's competitors have lowered their prices which impacted the chosen company, this should **not** be taken as a challenge in this section and then provided solutions.

**Conclusion** – The conclusion should restate the aim then provide a brief and concise summary of the discussion to demonstrate that the aim of the report has been achieved. No new information should be included in the conclusion. (Approximately 50 - 100 words)

**References** – Torrens Academic Writing Guide – APA 7<sup>th</sup> for citing and referencing research must be used. More information on referencing can be found on <https://library.torrens.edu.au/academicskills/apa/tool>. References are not included in the word count.

**Appendices** – This section should provide supporting material which is unsuitable for inclusion in the body of the report, but has value to contribute to the report. You must include chosen article in this section. Appendices are not included in the word count.

### Learning Rubric: Micro Environment Report

Assessment Attributes	Fail (Yet to achieve minimum standard) 0 - 49	Pass (Functional) 50 - 64	Credit (Proficient) 65 - 74	Distinction (Advanced) 75 - 84	High Distinction (Exceptional) 85 - 100
<b>Grade Description</b> ( <a href="#">Grading Scheme</a> )	<b>Fail</b> grade will be awarded if a student is unable to demonstrate satisfactory academic performance in the subject or has failed to complete required assessment points in accordance with the subject's required assessment points.	<b>Pass</b> is awarded for work showing a satisfactory achievement of all learning outcomes and an adequate understanding of theory and application of skills. A consistent academic referencing system is used and sources are appropriately acknowledged.	<b>Credit</b> is awarded for work showing a more than satisfactory achievement of all learning outcomes and a more than adequate understanding of theory and application of skills. A consistent academic referencing system is used and sources are appropriately acknowledged.	<b>Distinction</b> is awarded for work of superior quality in achieving all learning outcomes and a superior integration and understanding of theory and application of skills. Evidence of in-depth research, reading, analysis and evaluation is demonstrated. A consistent academic referencing system is used and sources are appropriately acknowledged.	<b>High Distinction</b> is awarded for work of outstanding quality in achieving all learning outcomes together with outstanding integration and understanding of theory and application of skills. Evidence of in-depth research, reading, analysis, original and creative thought is demonstrated. A consistent academic referencing system is used and sources are appropriately acknowledged.

<p><b>Introduction to the business from article</b></p> <p><b>20%</b></p>	<p>Does not choose an article about a business from the listed media sources. Does not choose an article within the specified period. Does not provide information about it and fails to setup a case for further analysis of the micro environment of the business.</p>	<p>Chooses an article about an Australian/international business from the listed media sources. Chooses an article within the specified period. Provides limited information about it and fails to setup a case for further analysis of the micro environment of the business.</p>	<p>Chooses an article about an Australian/international business from the listed media sources. Chooses an article within the specified period. Provides appropriate information about it and sets up a case for further analysis of the micro environment of the business.</p>	<p>Chooses an article about an Australian/international business from the listed media sources. Chooses an article within the specified period. Provides relevant information about it and sets up a case for further analysis of the micro environment of the business.</p>	<p>Chooses an article about an Australian/international business from the listed media sources. Chooses an article within the specified period. Provides very relevant information about it and strongly builds up a case for further analysis of the micro environment of the business.</p>
<p><b>Identification and analysis of micro environmental factors</b></p> <p><b>40%</b></p>	<p>Does not choose an article about a business from the listed media sources. Does not choose an article within the specified period. Does not demonstrate understanding of the micro environmental factors influencing the chosen business. Does not provide analysis of the most influencing micro environmental factor of the business. Does not provide evidence to support the analysis.</p>	<p>Demonstrates limited understanding of the micro environmental factors influencing the chosen business. Identifies some of the micro environmental factors influencing the chosen business; gives name of the largest influencers. Provides some analysis of the most influencing micro environmental factor of the business. Provides some evidence to support the analysis.</p>	<p>Demonstrates satisfactory understanding of the micro environmental factors influencing the chosen business. Identifies a majority of the micro environmental factors influencing the chosen business. Provides appropriate analysis of the most influencing micro environmental factor of the business. Provides evidence to support the analysis.</p>	<p>Demonstrates good understanding of the micro environmental factors influencing the chosen business. Correctly identifies all of the micro environmental factors influencing the chosen business. Provides well developed analysis of the most influencing micro environmental factor of the business. Provides adequate evidence to support the analysis.</p>	<p>Demonstrates excellent understanding of the micro environmental factors influencing the chosen business. Correctly identifies all micro environmental factors influencing the chosen business. Provides insight and thorough analysis of the most influencing micro environmental factor of the business. Provides enough evidence to support the analysis.</p>

<p><b>Propose solutions to challenges and risks</b></p> <p style="text-align: center;"><b>25%</b></p>	<p>Does not choose an article about a business from the listed media sources. Does not choose an article within the specified period. Does not identify the key challenge and risk present in the micro environment of the chosen business. Does not propose solutions to that issue.</p>	<p>Identifies key challenge and risk present in the micro environment of the chosen business. Proposes non-specific (general) solutions to that issue.</p>	<p>Identifies and discusses the key challenge and risk present in the micro environment of the chosen business. Proposes some general and some specific solutions to that issue.</p>	<p>Identifies and discusses the key challenge and risk present in the micro environment of the chosen business. Proposes correct and thoughtful strategies/solutions to that issue.</p>	<p>Identifies and discusses the key challenge and risk present in the micro environment of the chosen business. Proposes correct strategies/solutions to deal with that issue, as well as a thorough explanation and justification of each strategy.</p>
<p><b>Correct citation of key resources and evidence</b></p> <p>Overall structure, appearance and referencing of the report are assessed</p> <p style="text-align: center;"><b>15%</b></p>	<p>Does not choose an article about a business from the listed media sources. Does not choose an article within the specified period. Demonstrates inconsistent use of good quality, credible and relevant resources to support and develop ideas. Does not include correct references or in-text citations; does not use APA style.</p>	<p>Uses sufficient sources, however can be greatly improved. Attempts to include references or in-text citations; however, these are sometimes insufficient for research purposes, or incorrect; uses APA style, however may contain some citation or referencing errors.</p>	<p>Shows good evidence of attempts to source information. Includes in-text citations and references from suitable sources; uses APA style, however may contain minor citation or referencing errors.</p>	<p>Shows evidence of wide scope for sourcing evidence. Includes in-text citations and references from suitable sources; uses APA style, containing minimal and or no errors.</p>	<p>Shows evidence of extensive scope for sourcing evidence. Includes in-text citations and references from suitable sources; uses APA style, containing no errors.</p>