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| **Module code and title:** | MGBBT0UBN  Understanding Business Organisation | **Module leader:** | Rateb Abdelsalaam |
| **Assignment No. and type:** | Case Study 1,500 words | **Assessment weighting:** | 50% |
| **Submission time and date:** | On or before: **2pm Friday 27th May 2022** | **Target feedback time and date:** | 3 weeks from the date of final submission |

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| **Assignment task** | |
| This assignment involves preparing an individual Case Study on your understanding of business organisations and it’s environment. | |
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| **This assignment has been designed to provide you with an opportunity to demonstrate your achievement of the following module learning outcomes:** | |
| LO 1 | Demonstrate sound knowledge and understanding of a variety of business types and their functions. |
| LO 3 | Demonstrate knowledge and understanding of major forces and themes that shape contemporary businesses. |
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| **Task requirements** | |
| **OVERVIEW**  This assignment will encourage students to carry out independent research and foster an understanding of the operational business environment.  **Case Study – Premier Inn Hotel Chain**  Premier Inn belongs to the British hospitality’s expert company Whitbread PLC and is the United Kingdom’s (UK) largest hotel chain operating with over 800 hotels across the UK and beyond. This industry giant has been providing great food and comfortable rooms for their guests and also takes pride in supporting their charity partners such as Great Ormond Street Hospital Children’s Charity (GOSH).  **Assignment Task (1,500 words) – 50%**  Based on your research you are required to produce and explain the organisational structure of Premier Inn. Discuss the internal and external factors which impact on their business as a result of emerging situations (crises, pandemics, etc..), using environmental analysis tools such as SWOT and PESTLE.  A suggested format would be to discuss the organisational structure of Premier Inn Hotel’s in 300 words. Then, 800 words can be used to discuss the environmental factors. The remaining 400 words could to be used for the introduction and conclusion of this case study (Please see the below assignment guide and layout).  **You must reference all information used in the case study, using the CCCU Harvard Referencing Guide. Minimum of 10 Sources, including Journals, Books and use a variety of academically accepted sources.**  **See attached grid for grade descriptors.** | |
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| **Referencing and research requirements** | |
| Please reference your work according to the Canterbury Harvard style guidance which you can access on Moodle. | |
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| **How your work will be assessed** | |
| Your work will be assessed on the extent to which it demonstrates your achievement of the stated learning outcomes for this assignment (see above) and against other key criteria, as defined in the University’s institutional grading descriptors. If it is appropriate to the format of your assignment and your subject area, a proportion of your marks will also depend upon your use of academic referencing conventions.  This assignment will be marked according to the grading descriptors for Level 0. | |
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| Submission details | |
| This assignment should be submitted electronically via Moodle (module tutors will discuss this process with you during class time).   * Please ensure that your work has been saved in an appropriate file format (Microsoft Word, Excel or PowerPoint, or PDF are the most widely used; Google Docs is also accepted). Your file must also contain at least 20 words of text, consist of fewer than 400 pages and be less than 40MB in size. * You can submit your work as many times as you like before the submission date. If you do submit your work more than once, your earlier submission will be replaced by the most recent version. * Once you have submitted your work, you will receive a digital receipt as proof of submission, which will be sent to your forwarded e-mail address (provided you have set this up). Please keep this receipt for future reference, along with the original electronic copy of your assignment * You are reminded of the University’s regulations on academic misconduct, which can be viewed on the University website: Academic Misconduct Policy. In submitting your assignment, you are acknowledging that you have read and understood these regulations. | |
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| **Submission date and time** | |
| This assignment should be submitted to Moodle **before 2pm on Week 5, Friday 27th May 2022.**  You should submit all work for summative assessments by the above deadline. The five percent penalty per day will be applied to the work submitted up to seven working days after the deadline, after which a mark of 0 will be recorded. The five percent penalty will be five percent of eligible mark.  For more information please refer to: Student Handbook on Moodle.  Feedback and marks for this assignment will be available in three weeks from the deadline. | |

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| **Assignment Guide and layout** |

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# **Introduction** 200 words

Give an overview of Premier Inn Hotel and what you are going to cover in your case study, as; this study will include the analysis of the organisational structure of the Premier Inn hotel. What the case study aims to do.

# **Organisational Structure of Premier Inn Hotel** – 300 Words

Under this heading, you will discuss the organisational structure of the Premier Inn Hotel. For instance, if the hotel has in place a tall structure, how does this structure benefit the organisation and what are the drawbacks of this structure. Students can also include a picture of the structure of the Premier Inn hotel.

# **Business Environment Analysis of Premier Inn** Hotel – 50 Words

Under this heading, you will define and explain what is meant by the Business environment.

## SWOT Analysis – you can use 300 Words to carry out SWOT analysis

Under this heading, you will define what is meant by SWOT analysis.

### **Strength**

Under this heading, you will discuss the strength of the Premier Inn Hotel that can help them combat the emerging situations (Covid-19, current inflation, and political instability, etc..).

### **Weaknesses**

Under this heading, you will discuss the weakness of the Premier Inn Hotel that makes the organisation vulnerable.

### **Opportunities**

Under this heading, you will discuss the external factors emerging and how they can be exploited by the Premier Inn Hotel for their benefit.

### **Threats**

Under this heading, you will discuss the external factors emerging and how they can be a threat to the Premier Inn hotel.

## PESTLE Analysis - You can use 450 words to carry out a PESTLE analysis

## Under this heading, you will define what is meant by PESTLE analysis.

### **Political Factors**

Under this heading, you will discuss which political factors, both favourable and unfavourable, are impacting the Premier Inn Hotel.

### **Economic Factors**

Under this heading, you will discuss which Economical factors, both favourable and unfavourable, are impacting the Premier Inn Hotel.

### **Social Factors**

Under this heading, you will discuss which social factors, both favourable and unfavourable, are impacting the Premier Inn Hotel.

### **Technological Factors**

Under this heading, you will discuss which technological factors, both favourable and unfavourable, are impacting the Premier Inn Hotel.

### **Legal Factors**

Under this heading, you will discuss which legal factors, both favourable and unfavourable, are impacting the Premier Inn Hotel.

### **Environmental Factors**

Under this heading, you will discuss which environmental factors, both favourable and unfavourable, are impacting the Premier Inn Hotel.

# **Conclusion** – 200 words

# In your conclusion, you will present the summary of the key findings of the SWOT and PESTLE analysis and conclude your case study.

**Reference Page. Minimum of 10 Sources, including Journals, Books and use a variety of academically accepted sources.**

**“DO NOT USE WIKIPEDIA”**

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| Provision at Level 3 (often forming part of a Foundation Year course) is designed to prepare students for higher education. At the end of Level 3, students will be expected to demonstrate the acquisition of foundation level skills, knowledge and understanding necessary to embark on a higher education programme of study at Level 4. In accordance with the national Qualifications and Credit Framework (QCF), this includes the ability to identify and use relevant understanding, methods and skills to complete tasks and address problems that, while well defined, have a measure of complexity. It includes taking responsibility for initiating and completing tasks and procedures as well as exercising autonomy and judgement within limited parameters. It also reflects awareness of different perspectives or approaches within an area of study or work.  **A pass mark (40% or above) demonstrates achievement of all learning outcomes associated with the module assessment** | | | | | |
|  | | **Assessment category** | | | |
| **Introductory knowledge and understanding of the basic underlying concepts and principles of the subject(s)** | **Cognitive and intellectual skills** | **Reading and referencing** | **Presentation, style and structure**  Work that significantly exceeds the specified word limit may be penalized |
| **Pass Mark** | **90%-100%** | Excellent work showing flawless understanding of the basic underlying concepts and principles of the subject(s), resulting in students being fully prepared for study at Level 4. | Insightful and accurate interpretation and evaluation of information and ideas, based on an excellent application of the most appropriate skills, methods and procedures. Work shows full awareness of the nature of the area of study and different perspectives or approaches within it | Insightful and effective use of a carefully selected range of relevant reading. Consistently accurate application of referencing. | Exemplary presentation of work that is fluent and flawless throughout. |
| **80%-89%** | High quality work showing fluent understanding of the basic underlying concepts and principles of the subject(s), resulting in students being fully prepared for study at Level 4. | Excellent interpretation and evaluation of information and ideas, employing highly appropriate skills, methods and procedures. Work shows strong awareness of the nature of the area of study and different perspectives or approaches within it | Consistent and balanced engagement with a refined selection of many types of relevant reading. Consistently accurate application of referencing. | Highly effective presentation of work that is coherently structured and clearly expressed throughout. |
| **70% – 79%** | Commendable work showing detailed understanding of the basic underlying concepts and principles of the subject(s), resulting in students being highly prepared for study at Level 4. | Effective interpretation and evaluation of information and ideas, showing effective use of appropriate skills, methods and procedures. Work shows well established awareness of the nature of the area of study and different perspectives or approaches within it. | Consistent engagement with a wide range of relevant reading. Consistently accurate application of referencing. | Well-formed presentation of work that is coherently structured and clearly expressed throughout. |
| **60% – 69%** | Work of solid quality showing competent and consistent understanding of the basic underlying concepts and principles of the subject(s), resulting in students being well prepared for study at Level 4. | Good interpretation and evaluation of information and ideas, using appropriate skills, methods and procedures. Work shows sound awareness of the nature of the area of study and different perspectives or approaches within it. | Engagement with a wide range of relevant reading. Sound application of referencing, with no inaccuracies or inconsistencies. | Competent presentation of work in terms of structure and clarity of expression. |

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| **Level 3** | | **Introductory knowledge** | **Cognitive and intellectual skills** | **Reading and referencing** | **Presentation, style and structure** |
| **Pass mark** | **50% – 59%** | Adequate work showing understanding of the basic underlying concepts and principles of the subject(s), resulting in students being prepared for study at Level 4, but lacking depth and breadth. | Adequate interpretation and evaluation of information and ideas, largely using appropriate skills, methods and procedures. Work shows awareness of the nature of the area of study and an emerging awareness of different perspectives or approaches within it. | Engagement with an appropriate range of reading beyond essential texts. Referencing may show minor inaccuracies or inconsistencies. | Work is structured in a largely coherent manner and is for the most part clearly expressed. |
| **40% – 49%** | Simple factual approach showing understanding of the basic underlying concepts and principles of the subject(s), resulting in students being largely prepared for study at Level 4. Narrow or misguided selection of material, with elements missing or inaccurate. | A limited interpretation and evaluation of information and ideas, showing emerging awareness of the nature of the area of study and different perspectives or approaches within it, although not always logical or coherent and with inaccuracies. | Evidence of reading, largely confined to essential texts, but mainly reliant on taught elements. Referencing may show inaccuracies and/or inconsistencies. | Ordered presentation in which relevant ideas / concepts are reasonably expressed. |
| **Marginal fail** | **35% – 39%** | Work shows limited but fragmentary understanding of the basic underlying concepts and principles of the subject(s), for example through inaccuracies, inclusion of irrelevant material and/or absence of appropriate information. | Weak and at times flawed interpretation and evaluation of information and ideas, resulting in largely descriptive work that shows lack of awareness of the nature of the area of study and different perspectives or approaches within it. | Poor engagement with essential texts and no evidence of wider reading. Heavily reliant on taught elements. Inconsistent and weak use of referencing. | Work is loosely, and at times incoherently, structured, with information and ideas often poorly expressed. |
| **Fail** | **20% – 34%** | Unsatisfactory work showing weak and flawed understanding of the basic underlying concepts and principles of the subject(s), for example through serious inaccuracies, inclusion of a significant amount of irrelevant material and/or absence of appropriate information. | Very weak interpretation and evaluation of information and ideas, resulting in descriptive work that is often illogical, invalid or irrelevant. Little awareness of the nature of the area of study and no appreciation of different perspectives or approaches within it. | Limited evidence of reading and/or reliance on inappropriate sources. Limited engagement with taught elements. Very poor use of referencing. | Work is poorly presented in a disjointed and incoherent manner. Information and ideas are very poorly expressed, with weak English and/or inappropriate style. |
| **< 20%** | Highly unsatisfactory work showing major gaps in understanding of the basic underlying concepts and principles of the subject(s). Inclusion of largely irrelevant material, absence of appropriate information and significant inaccuracies. | Work is largely irrelevant or inaccurate, characterised by descriptive text and unsubstantiated generalisations. Minimal or no use of evidence to back up views, showing complete lack of awareness of the nature of the area of study and different perspectives or approaches within it. | No evidence of reading or engagement with taught elements. Absent or incoherent referencing. | Work is extremely disorganised, with much of the content confusingly expressed. Very poor English and/or very inappropriate style. |