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ASSESSMENT BRIEF	
Subject Code and Name	MGT501 Business Environment
Assessment	Assignment Two – Environment Scan Part B
Individual/Group	Individual
Length	2000 words
Learning Outcomes	This assessment addresses the following subject learning outcomes: a) critically evaluate the effect of the external environment on firms b) select and apply appropriate frameworks to resolve the challenges faced by firms c) analyse and synthesise industry specific factors in the context of firm decision-making processes
Submission	By 23:59 Friday of the end of Module 4
Weighting	30%
Total Marks	30 marks

Context:

Contemporary businesses 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 the external factors that influence it. Customer behaviour, government regulatory and economic policy, competitor strategy and public opinion all impact on a firm's success. The environmental scan report is an effort to identify these factors and propose solutions to the risks they pose.

Instructions:

Part B of the environmental scan is aimed at proposing solutions to the environmental challenges faced by firms. Using the tools and frameworks provided in the content of the subject, you must:

- Discuss general and historically relevant responses to the four types of factors which can influence the environments in which businesses operate
- Categorically and comprehensively respond with a solution to all of the environmental risks and challenges laid out in Part A

The structure of the assignment should follow standard report structure:

- Introduction and background information
- Body of information and discussion of relevant topics
- Conclusion and summary
- Referencing in the APA style

Submission Instructions:

Submit your assignment in .docx or .pdf format only via the assessment link in Blackboard. The Learning Facilitator will provide feedback with reference to the criteria below via the Grade Centre in the LMS portal. Feedback can be viewed in My Grades.

Learning Rubric:

Assessment Criteria	Fail (Unacceptable) 0-49%	Pass (Functional) 50-64%	Credit (Proficient) 65-74%	Dis (Ac 7
Analysis of Environment *20%* *Examine the influence of the external environment on the organisation*	Limited understanding of the environmental factors influencing the chosen business. Neglects to subcategorise the environmental factors into the five categories of environmental influences. No references	Identifies a proportion of the environmental factors influencing the chosen business; the largest influencers are named. Correctly subcategorises a majority of the factors discussed. Accesses relevant information to discuss and categorise environmental factors. Incomplete reference list.	Identifies a majority of the environmental factors influencing the chosen business. Correctly subcategorises and explains all of the factors discussed. Accesses and correctly references relevant information to discuss and categorise environmental factors. Complete reference list.	Correctly ide environmen influencing t business. Co subcategoris thoroughly e factors discu and correctl relevant info discuss and environmen Correct refe
Application of Framework *50%* *Identify and apply appropriate frameworks and tools to the problems and challenges faced by organisations*	Demonstrates no understanding of framework concepts relevant to the five external environment components.	Demonstrates little understanding of strategies to respond to the external business environment by providing non-specific solutions to issues discussed in the report.	Demonstrates correct and complete knowledge of strategies relevant to the business chosen, offers solutions to a range of issues presented in the case.	Identifies th external bus environmen correct strat each.

Assessment Criteria	Fail (Unacceptable) 0-49%	Pass (Functional) 50-64%	Credit (Proficient) 65-74%	Dis (A 7
Industry Specific Decision-Making Factors *20%* *SLO addressed:* *a) Research and relate industry specific factors to the organisation decision-making*	Fail to discuss the Australian industry specific factors related to business	Broadly mentions industry factors relevant to the external business environment	Researches and discusses a range of industry factors which contribute to the external business environment.	Researches a range of ind which contri external bus environmen factors in wi the Australia environmen References t to develop c strategies.
Correct citation of key resources and evidence *10%* *Overall structure, appearance and referencing of the report are assessed*	Demonstrates inconsistent use of good quality, credible and relevant resources to support and develop ideas.	Demonstrates use of credible and relevant resources to support and develop ideas, but these are not always explicit or well developed.	Demonstrates use of high quality, credible and relevant resources to support and develop ideas.	Demonstrate quality, cred resources to develop argu statements. of wide scop organisation evidence.