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Industry and Corporation in Kyoto (ILA, Fall Semester, 2021)

Assessments and Evaluation Criteria

Instructor: Dr. Emily Chung-Moya

SUMMARY

ASSESSMENT 1: Attendance and Active In-Class Participation

(Weighting: 30% of final result)

Students are expected to prepare for each class by reading the required materials, conduct the necessary pre-class research and preparations, and actively participate and contribute to class discussions.

ASSESSMENT 2: Group Research Project and Presentation

(Weighting: 40% of final result [10% Presentation; 30% Final Report])

In pairs, students are to perform one of the following, and present their findings in an oral presentation and a final report.

OPTION 1: Company Audit – Perform an audit on a company based in Kyoto (product/service provider), and propose (i.e., make suggestions) for improvement/expansion

OR

OPTION 2: New Business Proposal – Develop a business proposal to import a product or service concept from overseas into Kyoto, or develop a new business concept (product or service) to be offered to consumers/residents in Kyoto

ASSESSMENT 3: Individual Research Project / Reflective Essay

(Weighting 30% of final result)

OPTION 1: Kyoto Service Experience Analysis

- Analysis of a Kyoto service/brand (not already studied by any groups in Assessment 2 or by anyone else in Assessment 3)

- No two students within the class should study the same product/service/brand

OR

OPTION 2: Reflective Essay on 'Unique Kyoto' (i.e., reflect on something unique to Kyoto city [related to business/marketing/consumer behaviour], Kyoto business(es), and/or Kyoto Industry/ies)

EVALUATION CRITERIA:

HIGH DISTINCTION (80-100%): Outstanding work featuring originality, excellent critical analysis, detailed research and comprehensive coverage of relevant issues.

DISTINCTION (70-79%): Superior work featuring originality, solid research, good critical analysis and well substantiated argument.

CREDIT (60-69%): Above average work demonstrating an understanding of the concepts and their application. Good research and presentation.

PASS (50-59%): Work at or just above minimum standard. Tends to be more descriptive than analytical. Arguments not strongly supported.

FAIL (Under 50%): Unsatisfactory. Evidence of a lack of understanding of the course materials. Inadequate depth and breadth of (or incomplete/irrelevant) analysis. Inadequate effort.

ASSESSMENT 1: ATTENDANCE AND ACTIVE IN-CLASS PARTICIPATION

Weighting: 30% of final result

Submission Deadlines: Weekly from Weeks 4 to 10, and 14 (8 sessions)

You are expected to prepare for each class by reading the required materials, conduct the necessary pre-class research and preparations, and actively participate and contribute to class discussions.

Emily will provide further details in class every week of what you are required to do or complete prior to your next class.

ASSESSMENT 1 ATTENDANCE AND ACTIVE IN-CLASS PARTICIPATION EVALUATION CRITERIA

Student Name & ID:

Number of sessions attended (out of 8): _____

Reason/s for absence:

not applicable / medical / employment activities / personal difficulties / other: _____ / none provided

<i>Evaluation Criteria</i>	Fail NN Not shown/ Unacceptable	Pass PA Acceptable	Credit CR Good	Distinction DI Very good	High Distinction HD Outstanding
Evidence of pre-class preparations (e.g., notes submitted to Emily PRIOR to each class via Chat on MS Teams)					
Comprehensiveness of preparations (e.g., detailed findings/analysis supported/substantiated by research)					
Level of <u>active</u> participation in class discussions					
Level of contribution to in-class discussions (e.g., provide thought-provoking / original ideas that generate productive discussions)					
General presentation of work (e.g., free from grammatical/spelling errors, professional and easily understandable presentation)					

Standards for Grading:

Under 50% - NN (Fail) - indicates unsatisfactory performance, evidence of lack of understanding of course materials/requirements, and/or inadequate (or incomplete/irrelevant) depth and breadth of analysis.

50% to under 60% - PA (Pass) - indicates work at or just above minimum standard; tends to be more descriptive than analytical, and where arguments are not strongly supported.

60% to under 70% - CR (Credit) - indicates above average work demonstrating understanding of the concepts and their application. Good research and application.

70% to under 80% - DI (Distinction) - indicates superior work featuring originality, solid research, good critical analysis and well substantiated argument.

80% to 100% - HD (High Distinction) - indicates outstanding work featuring originality, excellent critical analysis, detailed research and comprehensive coverage of relevant issues.

Comments:

Overall Grade: NN PA CR DI HD

ASSESSMENT 2: GROUP PROJECT AND PRESENTATION

Weighting: 40% of final result (10% Presentation; 30% Final Report)

**Submission Deadlines: Presentation – Week 12 or Week 13
Final Report – Week 15**

In pairs, you are to perform one of the following, and present your findings in a 10-minute oral presentation and a 4,000-word final report.

OPTION 1: COMPANY AUDIT

Assume the role of consultants, and perform an audit on a company based in Kyoto (product/service provider), and propose (i.e., make suggestions) for improvement(s)/expansion.

OR

OPTION 2: NEW BUSINESS PROPOSAL

Have you ever considered starting a business of your own? Or looked at a product, or visited a service provider and thought "I could do this better!"? Use this opportunity to develop a business proposal to import a product or service concept from overseas into Kyoto, or develop a new business concept (product or service) to be offered to consumers/residents in Kyoto.

This assessment consists of two parts:

- Part 1 – 10-Minute Project Summary Presentation in Week 12 or 13 (as allocated by your instructor)
- Part 2 – 4,000 Words Final Written Report due in Week 15

PART 1: PROJECT SUMMARY PRESENTATION

During your allocated time-slot in Week 12 or 13, you are to present a 10-minute summary of your key findings and proposal/s. The presentation will be assessed based on the level of preparation and effort, quality of information presented (e.g., in terms of relevance and accuracy), as well as overall presentation qualities such as the presenters' ability to sustain audience interest, clarity of speech and timing (i.e., 10 minutes). You **MUST** submit your presentation slides to your instructor at the **BEGINNING** of the class in which you are due to present. Failure to do so will result in a 5% penalty off your final result for the project. You will receive feedback about your presentation in class immediately after your presentation.

PART 2: FINAL WRITTEN REPORT

The report should include an Executive Summary (that highlights the key findings of the report), followed by an introduction that clearly describes your aims/goals of the report, the context/industry in which you are focused on, the company's background, core offering/s, SWOT and Competitor analyses, target market, and summary of product/brand positioning. The report should also include your analysis and/or proposals/suggestions for each of the Marketing Mix elements, including key marketing and management considerations such as customer service, customer relationship management, and customer complaints handling relevant to the company you are investigating/considering.

Consider conducting consumer research and collecting your own **PRIMARY DATA** to enhance the robustness of your report findings and build support for your proposals/suggestions.

For **Company Audits**, your aim is to conduct an in-depth investigation and analysis of the company's marketing and management strategy; highlighting areas that it excels in (such as in comparison to its key competitors) and areas that may need improvement(s). You should therefore conclude your report with a summary of the key aspects that you found contribute most significantly to the company's success (or lack of), and a summary of your key suggestions for improvement(s) (i.e., improving the experience from the customers' perspective) and/or expansion (i.e., to increase market share and/or profitability). Provide

appropriate recommendations and details of the resources/budget/timeline required to achieve your suggested improvement(s)/expansion. Where would these resources come from (i.e., internally/externally)?

For **New Business Proposals**, provide detailed, logical, and well-substantiated recommendations for each of the marketing mix elements relevant to your business. In particular, provide clear branding considerations/directions (e.g., in terms of name, logo, and colours, etc.) and other 'Physical Evidence'/physical elements important to your product/service. (For importing an overseas product/service concept into Kyoto, what kind of, if any, cultural adaptations must you make to ensure its success?) Also provide details of the resources/budget/timeline required to achieve your business/product/service launch. Where would these resources/finances come from? How/when would you measure the success of your launch? What challenges might you foresee in the launch of your proposed business?

The report will be assessed based on the depth of research and analysis, application of relevant marketing and management theories/concepts/models/frameworks, appropriateness of recommendations (including logical links between analysis and recommendations), professional presentation and structure, and clarity of language used (including correct spelling and grammar).

Tools/theories/concepts/models/frameworks that may be useful to your project may include (but not limited to): Blueprinting, Capacity and Demand management, Bitner's Servicescape model, Service Profit Chain, Service Talent Cycle, SERVQUAL dimensions, GAPs model, fishbone diagram, Disconfirmation of Expectations Model of Satisfaction, etc.

All written assignments are to be submitted electronically via TurnItIn.

The recommended word count is approximately 4,000 words (for the main body of the report only; i.e., not including Executive Summary, Table of Contents, Reference List, and Appendices).

Late submissions incur a 10% deduction from the final mark of the project per day it is overdue.

You are required to use the Harvard style referencing. A minimum of ten (10) academic reference sources and ten (10) other relevant sources are required.

An important aspect of group work is to work as a team; managing all aspects of the research, compilation, analysis and presentation of findings together. It is expected that group members work cooperatively throughout this process and try to resolve any issues as soon as they arise, without the intervention of the instructor. However, in the case where groups feel specific members have not contributed equally (especially despite multiple attempts to urge them to do so), they must report this in writing to their instructor as soon as possible (but at least two weeks prior to the assessment due date). This must be followed by the submission of a completed peer assessment document (available from your instructor; and should be completed by all members of the group). Group members who fail to complete an equal share of the workload may not receive the same grade as other group members; it is at the discretion of your instructor to award reported students a different mark or a mark that may be at the same level as their fellow group members. This decision will be made in line with the peer assessment form.

IMPORTANT NOTE: There are to be no two groups studying the same company. Please inform your instructor as soon as you have decided on your company to 'lock in' your choice at a first-come-best-dressed basis.

ASSESSMENT 2 COMPANY AUDIT / NEW BUSINESS PROPOSAL PRESENTATION EVALUATION CRITERIA

Company/ Business Name:

Group Member Names & ID:

<i>Evaluation Criteria</i>	Fail NN Not shown/ Unacceptable	Pass PA Acceptable	Credit CR Good	Distinction DI Very good	High Distinction HD Outstanding
INTRODUCTION/BACKGROUND					
Project aims and company background (context/industry in which the firm/business is placed, its core offering/s, target market)					
SWOT Analysis					
Competitor Analysis					
Positioning Statement					
AUDIT FINDINGS / NEW BUSINESS PROPOSAL*					
Product & Branding					
Price (& Other User Outlays)					
Place (& Time)					
Promotion (& Education)					
Process(es)					
Physical Evidence/Elements (include samples/mock-ups, where applicable)					
People (HRM & CRM)					
Identification of Key Success Factors					
Depth of Findings					
Appropriateness of Recommendations (substantiated by research)					
Application of appropriate/relevant theories/concepts/models/frameworks throughout report					
Depth of Research (appropriate number of relevant academic and non-academic/business references)					
Quality of Primary Research/Data					
Resources/Budget/Timeline for improvement(s)/expansion/new business launch					
CONCLUSION					
Overall quality of presentation (quality of slides and other visuals, kept to time limit, engaging presentation [attention retention])					

Standards for Grading:

Under 50% - NN (Fail) - indicates unsatisfactory performance, evidence of lack of understanding of course materials/requirements, and/or inadequate (or incomplete/irrelevant) depth and breadth of analysis.

50% to under 60% - PA (Pass) - indicates work at or just above minimum standard; tends to be more descriptive than analytical, and where arguments are not strongly supported.

60% to under 70% - CR (Credit) - indicates above average work demonstrating understanding of the concepts and their application. Good research and application.

70% to under 80% - DI (Distinction) - indicates superior work featuring originality, solid research, good critical analysis and well substantiated argument.

80% to 100% - HD (High Distinction) - indicates outstanding work featuring originality, excellent critical analysis, detailed research and comprehensive coverage of relevant issues.

Comments:

Overall Grade: NN PA CR DI HD

ASSESSMENT 2 COMPANY AUDIT / NEW BUSINESS PROPOSAL FINAL REPORT EVALUATION CRITERIA

Company/ Business Name:

Group Member Names & ID:

<i>Assessment Criteria</i>	Fail NN Not shown/ Unacceptable	Pass PA Acceptable	Credit CR Good	Distinction DI Very good	High Distinction HD Outstanding
EXECUTIVE SUMMARY					
INTRODUCTION/BACKGROUND					
Project aims and company background (context/industry in which the firm/business is placed, its core offering/s, target market)					
SWOT Analysis					
Competitor Analysis					
Positioning Statement					
AUDIT FINDINGS / NEW BUSINESS PROPOSAL*					
Product & Branding					
Price (& Other User Outlays)					
Place (& Time)					
Promotion (& Education)					
Process(es)					
Physical Evidence/Elements (include samples/mock-ups, where applicable)					
People (HRM & CRM)					
Summary of Findings					
Identification of Key Success Factors					
Depth of Findings					
Appropriateness of Recommendations (substantiated by research)					
Application of appropriate/relevant theories/concepts/models/frameworks throughout report					
Depth of Research (appropriate number of relevant academic and non-academic/business references)					
Quality of Primary Research/Data					
Resources/Budget/Timeline for improvement(s)/expansion/new business launch					
CONCLUSION					
Overall quality of report (professional presentation, free from spelling/grammatical errors, use of Harvard referencing)					

*Your goal for the report is to provide in-depth, detailed, rigorous, and thorough research and analysis, accurate application of appropriate and relevant theories/concepts/models/frameworks, as well as substantiated (i.e., relevant and appropriate) recommendations (i.e., logical links between findings and recommendations). This is highly important (i.e., the key) to getting a good result for this assessment.

Standards for Grading:

Under 50% - NN (Fail) - indicates unsatisfactory performance, evidence of lack of understanding of course materials/requirements, and/or inadequate (or incomplete/irrelevant) depth and breadth of analysis.

50% to under 60% - PA (Pass) - indicates work at or just above minimum standard; tends to be more descriptive than analytical, and where arguments are not strongly supported.

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70% to under 80% - DI (Distinction) - indicates superior work featuring originality, solid research, good critical analysis and well substantiated argument.

80% to 100% - HD (High Distinction) - indicates outstanding work featuring originality, excellent critical analysis, detailed research and comprehensive coverage of relevant issues.

Comments:

ASSESSMENT 3: INDIVIDUAL RESEARCH PROJECT / REFLECTIVE ESSAY

Weighting: 30% of final result

Submission Deadline: 9am 7th February 2022 (two [2] weeks after our final class)

In this individual assessment, you are to choose and complete one of the following two tasks/options:

OPTION 1: KYOTO SERVICE EXPERIENCE ANALYSIS

You are to consume/use a service provided by a service provider based in Kyoto, then document and critically analyse your service experience using relevant theories/concepts/models/frameworks.

For example, theories/concepts/models/frameworks that you may find relevant/useful may include (but not limited to): the SERVQUAL dimensions (to measure/assess service quality), the GAPs model (to identify and pin-point service quality shortfalls), Service Blueprinting/Customer Journey Map (to map out the service experience in detail, and to pin-point service shortfalls and identify areas within the service delivery process/customer journey where changes or improvements can be made), the three-stage model of service consumption (including breaking down and analysing the 'Perceived Risks' and the three stages of the decision-making process experienced in the pre-purchase stage, or the disconfirmation of expectations model of satisfaction applicable in the post-purchase stage, or the application of drama/theatre metaphors to analyse the service encounter stage), etc. You will be assessed based on the depth of your research, analysis, and discussions, and the accurate application of relevant theories/concepts/models/frameworks.

Important Note: The company/service you chose must not be one that is already studied by any groups in Assessment 2 or by anyone else in Assessment 3. Please inform your instructor as soon as you have decided on your company to 'lock in' your choice at a first-come-best-dressed basis.

OR

OPTION 2: REFLECTIVE ESSAY ON 'UNIQUE KYOTO'

You are to reflect on and explore a topic/subject that you find "unique" to Kyoto consumers, Kyoto business(es), and/or Kyoto industry/ies. The topic/focus of your essay should not overlap (too much) with any topics/companies/examples that we have already covered or discussed in depth in class (if in doubt, please double-check with your instructor prior to your write-up). For example, you may choose to research on a few hundred years old Kyoto business that we have never talked about in class (or not in any great depth, besides just a brief mention of it), and present a full study of it – its history, its evolution, its key success factors, etc. (or anything else relevant to their business and marketing). OR, you may choose to delve deep into a particular Kyoto small/relatively unknown/family business and understand this business by interviewing the key members of the business, and then identify what makes this business 'unique' or 'special'. OR, you can compare and contrast a Kyoto business against an existing well-known/accepted theoretical model/framework, and reflect on and discuss why this/these existing theory/concept/model/framework may NOT apply to the Kyoto business(es) you are investigating; thereby highlighting the 'unique' qualities/features about this Kyoto business that you have discovered. OR, you may select a well-accepted (western-culture based?) theory/concept/model/ framework of consumer behaviour, and test it on a sample of Kyoto consumers to see if the theory/concept/model/framework stands. OR, you can reflect on your own experience as a "Kyotoite" (i.e., someone born and/or grew up in Kyoto) and tell your unique stories about the culture you have grown up with that may contribute some insights to our existing understanding of Kyoto consumers/consumer behaviour/business(es). If applicable, you can also reflect on your own personal experiences perhaps from living overseas or travelling/holidaying overseas – were there things that has happened to you as a consumer (or worker) overseas that has surprised you? (You can even interview a friend that may have been in this position and gather insights from their experiences). Ultimately, your aim is to identify the characteristics/qualities (e.g., of consumer behaviour and/or business practices) that seem to be unique to Kyoto. OR, if you have moved to Kyoto from another city/overseas, reflect on your own personal experiences – were there things about Kyoto that you found surprising? Things about Kyoto that you particularly appreciate, or found/find unique? You can compare and contrast your experiences in Kyoto against your hometown, to identify aspects (again, related to consumer behaviour or business management/practices) that seem unique to Kyoto.

The list goes on, and on, and on... Be as creative as you want. The key to a good grade is an in depth discussion that reflects careful thought and consideration in deriving what you think are unique characteristics/features/qualities about Kyoto businesses and/or consumers.

The recommended word count for this assessment is approximately 1,500 to 2,000 word. Please submit your report electronically via Turnitin.

Late submissions will incur a 10% deduction from the final mark of the assessment per day it is overdue.

Please use Harvard style referencing.

ASSESSMENT 3 INDIVIDUAL RESEARCH PROJECT (KYOTO SERVICE EXPERIENCE ANALYSIS) EVALUATION CRITERIA

Student Name & ID:

<i>Evaluation Criteria</i>	Fail NN Not shown/ Unacceptable	Pass PA Acceptable	Credit CR Good	Distinction DI Very good	High Distinction HD Outstanding
Clear explanation of the service experience					
Comprehensiveness of analysis of the service experience					
Comprehensiveness of theory application					
Accuracy of theory application					
General presentation of the report (professional presentation, quality of diagrams, grammar/spelling, layout)					

Standards for Grading:

Under 50% - NN (Fail) - indicates unsatisfactory performance, evidence of lack of understanding of course materials/requirements, and/or inadequate (or incomplete/irrelevant) depth and breadth of analysis.

50% to under 60% - PA (Pass) - indicates work at or just above minimum standard; tends to be more descriptive than analytical, and where arguments are not strongly supported.

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70% to under 80% - DI (Distinction) - indicates superior work featuring originality, solid research, good critical analysis and well substantiated argument.

80% to 100% - HD (High Distinction) - indicates outstanding work featuring originality, excellent critical analysis, detailed research and comprehensive coverage of relevant issues.

Comments:

Overall Grade: NN PA CR DI HD

ASSESSMENT 3 INDIVIDUAL REFLECTIVE ESSAY (ON 'UNIQUE KYOTO') EVALUATION CRITERIA

Student Name & ID:

<i>Evaluation Criteria</i>	Fail NN Not shown/ Unacceptable	Pass PA Acceptable	Credit CR Good	Distinction DI Very good	High Distinction HD Outstanding
Clear articulation of topic and aims					
Identification of characteristics/features/qualities "unique" to Kyoto (Kyoto consumers, Kyoto business(es), and/or Kyoto industry/ies.)					
Evidence of in depth research					
Evidence of thoughtful reflection and consideration					
General presentation of the essay (easy to read/follow, free from grammar/spelling errors)					

Standards for Grading:

Under 50% - NN (Fail) - indicates unsatisfactory performance, evidence of lack of understanding of course materials/requirements, and/or inadequate (or incomplete/irrelevant) depth and breadth of analysis.

50% to under 60% - PA (Pass) - indicates work at or just above minimum standard; tends to be more descriptive than analytical, and where arguments are not strongly supported.

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80% to 100% - HD (High Distinction) - indicates outstanding work featuring originality, excellent critical analysis, detailed research and comprehensive coverage of relevant issues.

Comments:

Overall Grade: NN PA CR DI HD



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