

BUSINESS MANAGEMENT

INSTRUCTIONS FOR THE GROUP ASSIGNMENT

2022-2023

1st semester

September 12 - December 16, 2022

Course Responsibility: Prof. Célia Costa Cabral (FCT-UNL), e-mail: ccc@fct.unl.pt

The Assignment has a weight of 35% in the final grade in the continuous assessment regime.

The assignment will focus on one of the companies on the list available in MOODLE – “List of companies for practical work”

In this course, we defend that companies should have sustainable and socially responsible businesses. The contribution to a more sustainable world is valued by the market worldwide.

In this sense, the assignment focuses on sustainability and social responsibility, strategy and marketing and organization and human resources.

The grade of the assignment is attributed individually and not to the group, as a whole, and naturally, there may be different classifications in the same group. Each group must consist of 5 students.

The written version – on which the assessment is based – must have a maximum of 10 pages (excluding the cover and any attachment) written in a word processor (handwritten versions are not accepted) with a font size of not less than 11 pitch (and spacing not less than 1.15). The quality of the oral presentation and, above all, the clarity of the text, the capacity for synthesis and the correctness of the language are elements that influence the assessment.

The written version must be sent by email by all groups by 11:59 pm on 16 October, the weekend before the beginning of the week of the oral presentations for each topic. Each day of delay in the delivery of a work will be penalized with 1 value in the it's grade

All members of the group must be present at the oral presentation and the teacher will ask questions to everyone. Anyone who is not present will be assigned a grade of zero for that work.

The maximum duration of the presentation is 10 minutes, and power-points may be used, or other means deemed necessary. It is recommended that a previous test be carried out for training and control of the time spent.

Participation in classes, particularly in the presentation of work by colleagues (who are not part of the group that presents the work), is also valued; namely in the quality, timeliness and relevance of questions asked, comments made or suggestions.

Reproduction of documents produced by companies and websites is not acceptable. These plagiarism situations are penalized.

These instructions contain all elements that may be present in a job. However, given the restriction of pages, it will not be possible to exhaustively include the entire analysis. Part of the evaluation focuses on choosing the elements that are most relevant. This will certainly differ from sector to sector, from company to company. The quality of the material collected is also valued, possibly through contacts, by email or visit, with the company.

IMPORTANT: A VISIT TO THE COMPANY IS NOT REQUIRED, INFORMATION AVAILABLE ONLINE SHOULD BE ENOUGH.

Contents of the assignment:

A) Introduction

Brief history and current size of the company. Business area
Product/service of the chosen company on which this assignment will focus.

B) Sustainability, Ethics and Corporate Social Responsibility

Do research on the topic of sustainability and your chosen company

Topics:

- Vision and Mission of the company; List two company values.
- Relate the company to one (or at most 2) United Nations Sustainable Development Goals 2030
- Indicate Awards, distinctions and certifications related to sustainability and corporate social responsibility
- Controversy: present a situation in which the company was questioned in terms of its sustainable and/or socially responsible role
- Discuss the topic proposed in the excel document regarding the company in question

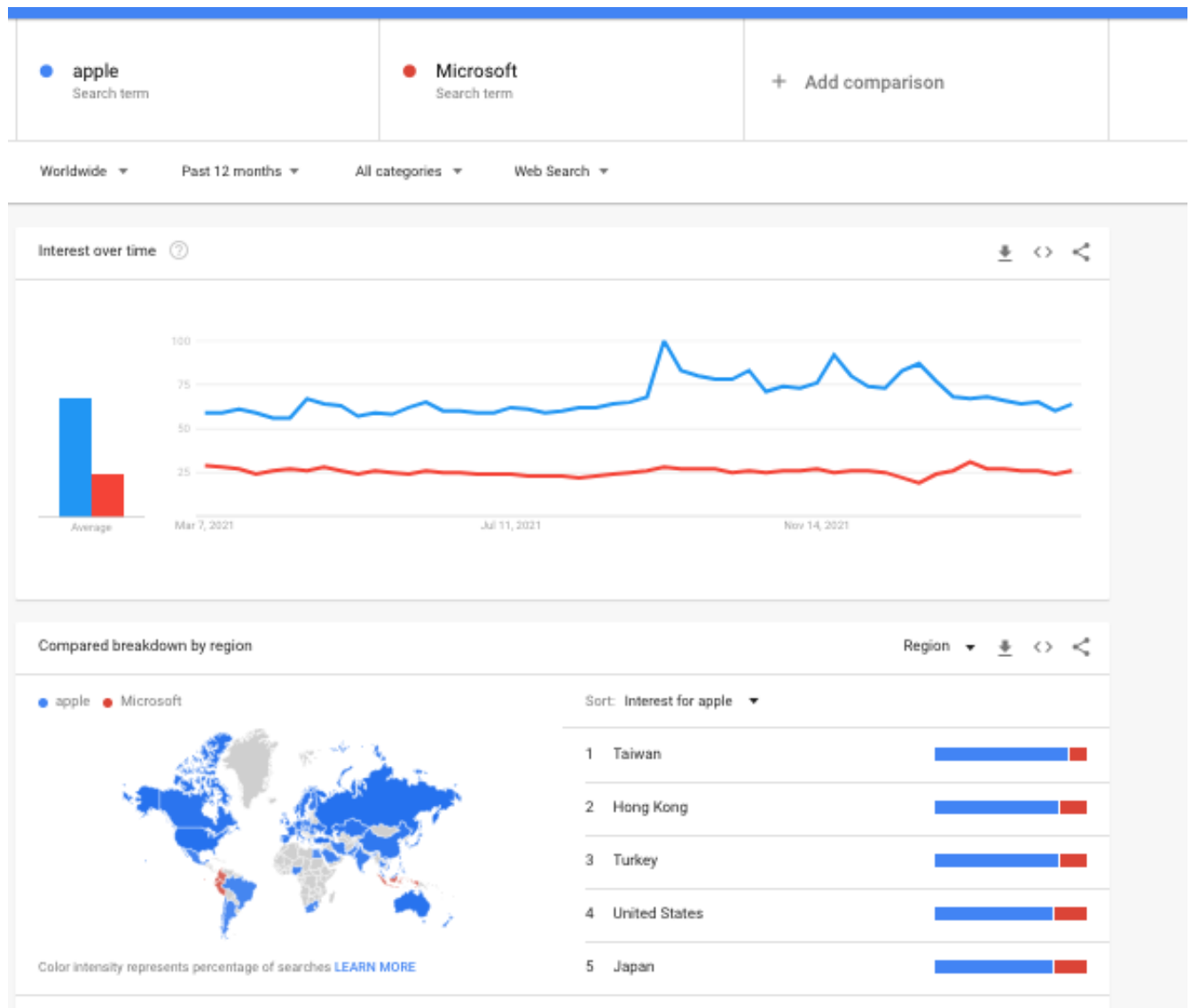
C) Strategy and Marketing

Refer to the information contained in the slides of this chapter

Topics:

- Business Environment: The broad environment; Stakeholders
- TOWS matrix (fill in all fields, but need not be exhaustive)
- Market segmentation for the chosen product/service – criteria; Target market; competitive positioning
- BCG Business Matrix indicating where the chosen product/service is classified. Explain why this was classified in the quadrant it is in.
- Marketing Mix of the chosen product/service; don't forget to discuss the communication policy mix
- Digital Marketing – does the company use digital marketing? Explain and give an example
- Google trends: Search the company name on Google trends and compare with a competitor. comment.

Illustrative example:



D) Organizational Structure

It should be noted that the underlying subject of this part of the work is that which appears in the references indicated in the respective slides.

Topics:

- Organizational Chart.
- Type of organizational structure.
- Determinants of the type of structure

E) Human Resources Management

It should be noted that the underlying subject of this part of the work is that which appears in the references indicated in the respective slides.

Topics:

- Recruitment – preferred type of recruitment and reasons
- Training and Development – brief note type of training (organizational-functional-individual) Do you consider that these training and development actions have an impact on the productivity and/or motivation of employees? Explain.
- Performance appraisal – how is it done and why should it be done?
- Employee motivation: identify the company's strategies to motivate its employees. If you think there were changes in the post-pandemic period, identify them.