FEEDBACK TUTORIAL LETTER

2ND SEMESTER 2020

ASSIGNMENT 1

SMALL AND MEDIUM ENTERPRISE STRATEGY

(BES712S)
ASSIGNMENT 01:

Based on the knowledge that you have acquired from the above mentioned chapters (3 – 6) in the prescribed text book, discuss exactly how you would perform a comprehensive (internal and external) environmental analysis for a small or micro enterprise in the TOURISM industry in your region/district. Your answer should include a realistic range of specific variables associated with current conditions in the mentioned industry.

100 marks

TOTAL: 100 marks

Your answer to the above mentioned assignment has been assessed as follows:

- Application and reference to the relevant theory contributes a 40% weight to the final mark;
- Your discussion should not have been merely listing, naming or providing the facts from other sources, but should have been well and uniquely argued. This discussion contributes an extra 10% of the mark obtained for the relevant theory discussion in point one above to the final mark;
- Use of your own words in your answers or discussion contributes an extra 5% of the mark obtained for the relevant theory discussion in point one above to the final mark;
- Use of practical examples to clarify or further explain the concepts in your answer contributes an extra 10% of the mark obtained for the relevant theory discussion in point one above to the final mark;
- When you refer to certain sources in your answers, you should have applied the APA House style referencing technique. Correct referencing in your answer contributes an extra 5% of the mark obtained for the relevant theory discussion in point one above;
- The correct use of the English language, grammar, spelling and syntax in your answer contributes an extra 5% of the mark obtained for the relevant theory discussion in point one above;
- Your final mark was lastly adjusted according to the indicated Turnitin similarity % on a sliding scale. If the indicated similarity % is less than 20%, you were credited with an additional 25% of the mark obtained for the relevant theory discussion in point one above. A sliding scale have been applied if the indicated similarity % is higher than 21% as follows: an extra 20% of the mark obtained in point one above was added if your similarity % is between 21 – 30%; an extra 15% of the mark obtained in point one above was added if your similarity % is between 31 – 40%; an extra 10% of the mark obtained in point one above was added if your similarity % is between 41 – 50%; an extra 5% of the mark obtained in point one above was added if your similarity % is between 51 – 60%; If your similarity % is higher than 60%, you have received no additional marks added to your final mark.
The following rubric was applied to assess your answer:

<table>
<thead>
<tr>
<th>Criteria</th>
<th>Weight</th>
<th>No performance Factor 0</th>
<th>Almost no performance Factor 1</th>
<th>Poor performance Factor 2</th>
<th>Less than average Factor 4</th>
<th>Average performance Factor 5</th>
<th>Better than average Factor 6</th>
<th>Good performance Factor 7</th>
<th>Excellent performance Factor 8</th>
<th>Almost perfect Factor 9</th>
<th>Perfect performance Factor 10</th>
</tr>
</thead>
<tbody>
<tr>
<td>Theory</td>
<td>40%</td>
<td>No reference to relevant theory provided</td>
<td>Almost no reference to relevant theory</td>
<td>Poor reference to relevant theory</td>
<td>Less than average reference to relevant theory</td>
<td>There is an average reference to relevant theory</td>
<td>There is a better than average reference to relevant theory</td>
<td>There is good reference to relevant theory</td>
<td>The reference to relevant theory is excellent</td>
<td>Reference to relevant theory is almost perfect</td>
<td>Reference to relevant theory is perfect</td>
</tr>
<tr>
<td>Discussion</td>
<td>10%</td>
<td>No discussion included versus only naming/listing or provision of relevant facts</td>
<td>Almost no discussion included versus only naming/listing or provision of relevant facts</td>
<td>Poor discussion included versus only naming/listing or provision of relevant facts</td>
<td>Less than average application of discussion in the text</td>
<td>There is an average application of discussion in the text</td>
<td>Better than average application of discussion included in the text</td>
<td>A good discussion was presented</td>
<td>Excellent discussion presented</td>
<td>Almost perfect discussion presented</td>
<td>Perfect discussion presented</td>
</tr>
<tr>
<td>Own words</td>
<td>5%</td>
<td>No use of own words in discussion</td>
<td>Almost no words used in discussion</td>
<td>Poor use of own words in discussion</td>
<td>Less than average use of own words in the discussion</td>
<td>There is an average use of own words in the discussion</td>
<td>Better than average use of own words in the discussion</td>
<td>A good use of own words was included in the discussion</td>
<td>Excellent use of own words in the discussion</td>
<td>Almost perfect use of own words in the discussion</td>
<td>Perfect use of own words in the discussion</td>
</tr>
<tr>
<td>Examples</td>
<td>10%</td>
<td>No use of appropriate examples in the discussion to clarify/justify arguments</td>
<td>Almost no use of appropriate examples to clarify/justify arguments</td>
<td>Poor use of appropriate examples in the discussion to clarify/justify arguments</td>
<td>Less than average use of appropriate examples to clarify/justify arguments</td>
<td>There is an average use of appropriate examples to clarify/justify arguments</td>
<td>Better than average use of appropriate examples to clarify/justify arguments</td>
<td>Good and appropriate examples were presented in the answer</td>
<td>Excellent use of appropriate examples were presented to clarify/justify arguments</td>
<td>Almost perfect use of appropriate examples were presented to clarify/justify arguments</td>
<td>Perfect use of appropriate examples were presented to clarify/justify arguments</td>
</tr>
<tr>
<td>Sources</td>
<td>5%</td>
<td>No quoting of sources in APA House Style referencing technique throughout text</td>
<td>Too few sources quoted in APA House Style referencing technique throughout text</td>
<td>Poor quoting of sources in APA House Style referencing technique throughout text</td>
<td>Less than average quoting of sources in APA House Style referencing technique throughout text</td>
<td>Average application of APA House Style referencing technique</td>
<td>Better than average application of APA House Style referencing technique</td>
<td>Good mastery of APA House Style referencing technique</td>
<td>Excellent application of APA House Style referencing technique</td>
<td>Almost perfect application of APA House Style referencing technique</td>
<td>Perfect application of APA House Style referencing technique</td>
</tr>
<tr>
<td>English</td>
<td>5%</td>
<td>Flawed application of English Language/grammar/spelling/syntax throughout text</td>
<td>Almost no correct application of English Language/grammar/spelling/syntax throughout text</td>
<td>Poor application of English Language/grammar/spelling/syntax throughout text</td>
<td>Less than average application of English Language/grammar/spelling/syntax throughout text</td>
<td>Average application of correct English Language/grammar/spelling/syntax throughout text</td>
<td>Better than average application of English Language/grammar/spelling/syntax throughout text</td>
<td>Good use of English Language/grammar/spelling and syntax in text</td>
<td>Excellent use of English Language/grammar/spelling and syntax in text</td>
<td>Almost perfect use of English Language/grammar/spelling and syntax in text</td>
<td>Perfect use of English Language/grammar/spelling and syntax in text</td>
</tr>
<tr>
<td>Similarity%</td>
<td>25%</td>
<td>A similarity % exceeding 60% is unacceptable</td>
<td>A similarity % between 56 and 60% is extremely poor</td>
<td>A similarity % between 51 and 55% is poor</td>
<td>A similarity % between 46 and 50% is acceptable at less than average level</td>
<td>A similarity % between 41 and 45% is a average and acceptable</td>
<td>A similarity % between 36 and 40% is better than average and acceptable</td>
<td>A similarity % between 31 and 35% is excellent and acceptable</td>
<td>A similarity % between 26 and 30% is almost perfect and acceptable</td>
<td>A similarity % of 20% or less is perfect and acceptable</td>
<td>A similarity % of 20% or less is perfect and acceptable</td>
</tr>
</tbody>
</table>
Half of the theory marks should be accredited to an answer that refers to the relevant underlying theory and half of the marks should be accredited to an answer that refers to specific TOURISM industry activities (not only mentioning generic terms).

The maximum marks could be allocated for the underlying theory if the answer has similar meanings or explanations to support the context and arguments or key words/sentences contained in the list of components supporting the facts and arguments as presented in the list provided below:

- Internal environmental variables: people; structure; strategy; functional management domains; location; business model; corporate governance; culture; leadership; performance, etc...
- External environmental variables: market; customers; suppliers; competitors; social environment; technological environment; economic environment; politico-legal environment; natural environmental sensitivity; etc...

The maximum marks could be allocated if the answer integrates the specified industry, TOURISM, properly. The answer will be evaluated based on the level of similar meanings or explanations to support the logistical industry context and arguments or key words/sentences that describes specified elements/activities that could be associated with elements in the value chain of activities of the logistical industry. The list of elements provided below, guides decision-making in the allocation of marks:

- Tour consultant activities
- Travelling agencies which include (air; road; sea; railway transportation)
- Accommodation enterprises (hotels through sizes to self-catering apartments)
- All types of leisure activities at the tourist destination
- All types of professional activities at the tourist destination
- Restaurants
- Etc...