MBS0215
Academic Writing and Research Skills for Business

Lecture 2: Introduction to Assessment 1
Aims for this session:

1. Discussion Stemming from the Independent Study Task

2. Focus on the Assessment Question and its Key Requirements

3. Visual Aids Requirements
In small groups, discuss...

What **role** does **social media** **play** in a business?

You will be reporting back on your group discussion to the class.
The functions of social media in a business

‘Different types of social media such as Facebook, Twitter, and blogs have been adopted for marketing functions around business-to-customer brand management and product advertising as well as business-to-business relationship management’

Cao et. al.(2018: 211)

‘Beyond marketing, social media tools are useful for corporate value co-creation and innovation, human resource management, external communications, external relations with customers, suppliers, and partners’

Cao et. al.(2018: 212)
In small groups, discuss...

In a business, who qualifies as a stakeholder?
What is the function of a stakeholder?

You will be reporting back on your group discussion to the class
The term ‘stakeholder’ refers to:

‘...a collection of internal and external groups [...] who are affected by and/or can affect the achievement of the firm’s objectives’

Jones, Felps, and Bigley (2007: 137)
In relation to a business, its stakeholders can be:

- Customers
- Employees
- Suppliers
- Governments
- Competitors

- Consumer advocates
- Environmentalists
- Special interest groups
- The media
- Shareholders

McGrath and Whitty (2017: 723)
Your assessment question

Does stakeholders’ use of social media in relation to a business work to strengthen or destabilise its reputation?

10 minute group presentation (NB groups to be selected randomly by tutors)

Week 8 (in class)
Assessment instructions

You shall:

• research and prepare an academically sound presentation.

• present to your peers in small groups.

• engage the audience with a visual presentation using either PowerPoint or Prezi.
Assessment instructions

You shall:

• explore relevant debates with analysis of the evidence, and within a set context.

• build upon key arguments outlined at the outset of the presentation.

• offer the audience both a clear introduction and conclusion.
Does stakeholders’ use of social media in relation to a business work to strengthen or destabilise its reputation?

For each strength that you can identify consider its effect on the business.

For every weakness that you can list consider its effect on the business.

why?

how?

Cause + Effect

why?

how?
Setting the groups

• Groups of 3-4 students are allocated by the lecturer

• [http://www.transum.org/Software/RandomStudents/](http://www.transum.org/Software/RandomStudents/)
### Recommended Reading for this assignment

<table>
<thead>
<tr>
<th>Title</th>
<th>AQA A level business 1 [ebook]</th>
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<tbody>
<tr>
<td>Authors</td>
<td>John Wolinski and Gwen CoatesBeth Cleall</td>
</tr>
<tr>
<td>Resource link</td>
<td><a href="#">Read me...</a> (click for online e-book)</td>
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<tr>
<td>Standard no.</td>
<td>1471835618</td>
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<tr>
<td>Medium</td>
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<tr>
<td>Imprint</td>
<td>London: Hodder, 2015</td>
</tr>
<tr>
<td>Subjects</td>
<td>Management, Leadership, Business, Marketing, Marketing mix</td>
</tr>
<tr>
<td>Notes</td>
<td>(GEN) To access this ebook, students should use their campus PC login (username - qaxxxxxxxxx, password - QaDDMYY or QaDDMMYYYY); staff - company email address for the username, QAHEstaff - for the password. Do NOT use the Shibboleth, Office 365 or RM Unify options. Please contact the Library, <a href="mailto:library@qa.com">library@qa.com</a>, for all access enquiries.</td>
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<table>
<thead>
<tr>
<th>Title</th>
<th>A dictionary of business and management</th>
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<tbody>
<tr>
<td>Authors</td>
<td>Jonathan Law (ed)</td>
</tr>
<tr>
<td>Standard no.</td>
<td>9780199234899</td>
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<td>Medium</td>
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<td>Management</td>
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<td>Management</td>
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Recommended Reading for this assignment

Business Review/ Economic Review

• Short articles particularly useful for Foundation year students

• Go to http://goo.gl/FtH67i or https://my.dynamic-learning.co.uk/MyDynamicLearning.aspx

Top Tip! Save these addresses on your phone/ computer
My latest work
Time in Dynamic Learning: 19 hours and 10 minutes

My Dynamic Learning
Magazines
Review
Magazine Archive
Business Review Magazine Archive

Select magazine
Browse by volume and issue
Select and read articles

Search for topics
Recommended Reading for this assignment

Guardian

• The only quality UK national daily with all content on free online access.

• Business pages are good for case studies, examples and developing general awareness of the business environment.

• Access: www.theguardian.com/uk/business

• No password required
Recommended reading for this assignment

More advanced texts (accessible through Middlesex online resources from the end of week 3 after students registration is confirmed);


Ji, Yi Grace, and Li, Cong, and North, Michael, and Liu, Jiangmeng (2017) ‘Staking reputation on stakeholders: How does stakeholders’ Facebook engagement help or ruin a company’s reputation?’ Public Relations Review, Vol. 43 Issue: 1, pp.201–210

Li, Zongchao, and Li, Cong (2014) ‘Tweet or “re-tweet”? An experiment of message strategy and interactivity on Twitter’, Internet Research, Vol. 24 Issue: 5, pp.648-667


Visual Aids requirements

- **Title** slide
- **Outline** slide (preview of presentation content)
- **Content** slides (as many as required)
- **Conclusion** slide (presentation summary)
- **References** slide
Visual Aids basics

• **Do not** cut and paste paragraphs from your sources.
• Acknowledge your sources both on the individual slides (in-text citations) and at the end of your PPT/Prezi (reference list).
• Be consistent when you format your slides (font, style, colours, organisation, parallel writing).
• Write in a font which contrasts with the background (e.g., a dark font on a light background).
• Include only essential pictures/graphs/tables to reinforce your message.
• Use different font sizes for main and secondary points.
• Use bullet points.
• Use phrases or words instead of sentences.
• Use three to five points per slide.
• Use a large font size.
• Include a section and slide title on each slide.  

(Theobald, 2016)
Look at the following slides, and in pairs discuss what could be improved in each. You will be reporting back to the class.

### Financial Value

- Data brokers industry generates an estimated $156 billion (USD) annually
  
  (Rodrigo, Wilfried and Tommaso, 2018)

- Personal data reflect individual’s characteristic
  
  (Himalatha, Kokila and Krithika, 2016)

### The contribution of Big Data for bank’s CRM

**A:** Achieve customer centered business model

- Track customers’ behaviors
- Identify consumers’ needs
- Supply personalized services
- Improve the loyalty of clients

(Hofacker, Malthouse and Sultan, 2016)
A case study: Trump and Facebook

Positives
• Clear title
• Reference under the visuals

To improve
• Are these pictures necessary?

STRATEGY 3
Alternative water supply—rain water harvesting

Why use rain water?
• without treatment
• no harmful minerals and salt
• reduce surface runoff
• prevent soil erosion

Positives
• A clearly signposted slide

To improve
• Colour (grey on grey)
• Could have used parallel writing
• No in-text citation
3. Advantages

- Easy to collect
- Need little complex technology support to apply
- Need less funding supply

Feasible Suggestions

- Data Securities
- Unemployment

Positives
- Use of bullet points
- Easy to read

To improve
- Could have used parallel writing
- No in-text citation

Positives
- In-text citations
- A clear title

To improve
- Organisation
- Clarity
References


Questions?
Group study task

Before next week’s lecture, meet up at least once as a group.

Discuss which rules and deadlines you intend to set for yourselves so as to help you complete this assessment.

Be prepared to share points from your discussion with the class.