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| **ASSESSMENT TASK 3 BRIEF:** | |
| Subject Code and Title | BUS202 Business Law |
| Assessment | Board Paper |
| Individual/Group | Group (2 or more) |
| Length | 5 minute presentation |
| Learning Outcomes | This assessment addresses the following Subject Learning Outcomes |
| a) Explain what law is and the role law plays in doing business internationally. |
| c)       Differentiate the multiplicity of laws and the conflicts they may present when doing business internationally. |
| d)      Construct recommendations to management on specific legal implications of doing business. |
| e) Examine the obligations, rights and remedies available to parties in business relationships. |
| Submission | Week 12 |
| Weighting | 40% |

**Context**

Doing business in another country will require an Australian company to ensure it complies with any relevant domestic laws in place in that country. In some cases, it may be difficult, to determine what the applicable law is i.e. a conflict a law may arise.

It will be necessary for the company to select a suitable business structure in order to conduct its business operations. This assessment builds on Assessments 1 and 2 where students chose a country and researched the legal system and contract law. This assessment allows students to consider the most appropriate business structure for doing business in the chosen country and to consider the relevant employment and intellectual property laws that must be complied with. Relevant international treaties will also need to be considered.

Successful completion of this assessment will require students to work in a group of two (2) or more to reflect upon and justify a decision to their company’s Board of Directors, whether to proceed with business operations in the chosen country or not.

**Instructions**

Your learning facilitator will allocate you to a group and advise you of the students you are working with. Your group will consist of students who have all researched the same chosen country.

Your group will prepare a 5-minute presentation for the Board of Directors regarding one (1) of the business opportunities identified by students in Assessment 2. You must decide as a group what business opportunity you are going to focus on.

Your presentation must be no more than five (5) minutes in length and all members of the group must be included in the presentation. Your groups Board Paper presentation must cover the following:

* state the chosen country
* explain briefly the nature of business of the company and the business opportunity
* describe and explain the business structure that would be most suitable to conduct the relevant business in the chosen country
* identify and explain any treaties or international conventions that are relevant to doing business in the chosen country
* identify any intellectual property that requires protection and analyse the options for best protecting this property in the chosen country
* explain how the company will resource this business opportunity, in terms of labour, including an analysis of the labour laws and the industrial relations system operating in the chosen country
* identify any potential for conflict of laws arising from the business opportunity and an explanation of the nature of such conflict and how such a conflict may be resolved
* identify and discuss any potential difficulties that may arise in relation to doing business in the chosen country
* provide a recommendation, together with justifications as to whether the company should proceed with the business opportunity.

**Submission Instructions:**

(1) Creating your video presentation

• Create a short video presentation, length: 5 minutes

o Be specific and clear, as you will be assessed on originality and authenticity

• Your presentation must be in video format (mp4, MOV, etc.) for uploading into Moodle

(2) Uploading your video presentation

• After uploading your video presentation, retain a copy in a safe place.

**Assessment Rubric**

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| **Assessment Attributes** | **Fail (Unacceptable) 0-49%** | **Pass (Functional) 50-64%** | **Credit (Proficient) 65-74%** | **Distinction (Advanced) 75 -84%** | **High Distinction (Exceptional) 85-100%** |
| ***Global Perspective***  Percentage for this criterion  **30%** | Limited knowledge, skill and/or experience in global perspectives | Identifies objectives and strategies of international business in the context of global competition.  Identifies appropriate elements of the legal principles in the country as applicable to business transactions. | Analyses impact of entering new international markets.  Analyses market segmentation in attractive international markets.  Identifies appropriate elements of the legal principles in the country as applicable to business transactions. | Identifies cultural differences; international trade policies and institutions.  Notes legalities surrounding direct investment.  Identifies appropriate elements of the legal principles of the country as applicable to business transactions. | Introduces clear global perspectives into the analysis.  Recommends international commercial and legal arrangements.  Is sensitive to regional economic integration.  Identifies current international business trends and developments. |
| ***Application of Knowledge***  Percentage for this criterion  **30%** | Limited understanding of the internal and external business environment.  Lacks a global perspective for potential markets and trends.  Uses a limited range of information as the basis | Understands the internal and external business environment including commercial context and market forces.  Understands local and global market trends.  Accesses relevant information.  Synthesises and | Understands the impact of financial, social, political, environmental issues on the business.  Demonstrates commercial awareness of product development/service provision.  Understands the business. | Understands the impact of financial, social, political, legal and environmental issues on the business, as they relate to different countries where the business may operate.  Demonstrates commercial awareness of product development/service | Demonstrates cultural sensitivity. Understands the impact of financial, social, political, legal and environmental issues on the business, as they relate to different countries where the business may operate.  Demonstrates commercial fluency with product |

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|  | for recommended practice. | evaluates information from a variety of sources.  Gathers and uses competitor knowledge | Can prepare and present business cases and proposals. | provision and cost relationships.  Understands the business and its risks.  Can prepare and present business cases and proposals | development/service provision and cost relationships.  Understands the business and its risks.  Assesses the impact of information and communication systems on the operations of the business.  Demonstrates currency with legal implications of entering a foreign market place for businesses. |
| ***Knowledge and skills demonstrating Creativity and Initiative***  Percentage for this criterion  **20%** | Limited understanding of required concepts and knowledge.  Key components of the assignment are not all addressed. | Demonstrated knowledge or understanding of the field of law.  Key components of the brief are addressed.  Often conflates/confuses assertion or personal opinion with information substantiated by evidence from the research/course materials. | Thorough knowledge or understanding of the field of law.  Supports personal opinion and information substantiated by evidence from research.  Explores the limits and strengths of current knowledge.  Demonstrates capacity to explain and apply relevant concepts | Highly developed understanding of the field of law.  Discriminates between assertion of personal opinion and information substantiated by robust evidence from research and extended reading.  Evaluates the limits  & strengths of current knowledge. | A sophisticated understanding of the field of law.  Systematically and critically discriminates between assertion of personal opinion and information substantiated from research and extended reading.  Extends the limits and strengths of current knowledge |

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|  |  |  |  | Well demonstrated capacity to explain and apply relevant concepts. | Masters concepts and application to new situation and further learning. |
| ***Effective Communication***  Percentage for this criterion  **20%** | Difficult to understand for audience, no logical/clear structure, poor flow of ideas, argument lacks supporting evidence.  No effort is made to keep audience engaged; audience follow the line of reasoning. | Information, arguments and evidence are presented in a way is not always clear and logical.  Attempts are made to keep the audience engaged, but not always successful. Line of reasoning is often difficult to follow. | Information, arguments and evidence are well presented, mostly clear flow of ideas and arguments.  The audience is mostly engaged, line of reasoning is easy to follow. | Information, arguments and evidence are very well presented; the presentation is logical, clear and well supported by evidence.  Engages the audience, demonstrates cultural sensitivity. | Expertly presented; the presented is logical, persuasive, and well supported by evidence, demonstrating a clear flow of ideas and arguments.  Engages and sustains audience’s attention in the topic, demonstrates high levels of cultural sensitivity. |