

Task

- **An individual assignment.**
- You are required to choose and answer **5 out of 9 questions** provided below on **page 3**.
- The weight of each questions is **20%**.
- The main **requirements**:
 1. Use relevant vocabulary, concepts and methodologies discussed during the course.
 2. Research undertaken.
 3. Consider [TOP TEN TIPS TO PRODUCE A GREAT REPORT](#) (from Moodle).
 4. Use adequate number of supportive images, tables, charts.

Formalities

- Format: **pdf. document, Arial 12,5**.
- Text alignment: **Justified**.
- Word count: **1500 words** minimum.
- The in-text References and the Bibliography must be in the Harvard citation style.

Submission: via Moodle (**Turnitin**).

Deadline: **Week 8 - Sunday, July 26, 2026 (23:59)**.

Weighting: **60% of your total grade for this subject**.

Learning Outcomes

1. Classify the various management functions (planning, organizing, leading, and controlling) and the activities that are performed under each function and their significance within organizations.
2. Explore the interdependence between the organization, its environment, and the choice of organizational structures.
3. Discuss the importance of decision making, business planning and business strategy.
4. Forecast trends covering business management in the future.

Rubrics

	Exceptional 90-100	Good 80-89	Fair 70-79	Marginal fail 60-69
Knowledge & Understanding (35%)	Student demonstrates excellent understanding of key concepts and uses vocabulary in an entirely appropriate manner.	Student demonstrates good understanding of the task and mentions some relevant concepts and demonstrates use of the relevant vocabulary.	Student understands the task and provides minimum theory and/or some use of vocabulary.	Student understands the task and attempts to answer the question but does not mention key concepts or uses minimum amount of relevant vocabulary.
Critical Thinking (35%)	Student critically assesses in excellent ways, drawing outstanding conclusions from relevant authors.	Student critically assesses in good ways, drawing conclusions from relevant authors and references.	Student provides some insights but stays on the surface of the topic. References may not be relevant.	Student makes little or noncritical thinking insights, does not quote appropriate authors, and does not provide valid sources.
Communication (30%)	Student communicates their ideas extremely clearly and concisely, respecting word count, grammar, and spell check	Student communicates their ideas clearly and concisely, respecting word count, grammar, and spell check	Student communicates their ideas with some clarity and concision. It may be slightly over or under the word count limit. Some misspelling errors may be evident.	Student communicates their ideas in a somewhat unclear and unconcise way. Does not reach or does exceed word count excessively and misspelling errors are evident.

QUESTIONS

- Consider requirements and the learning outcomes developing your answers.
 - Choose 5 from 9 questions listed below!
1. List and briefly explain **five** of the main managerial trends in the 21st century!
 2. List and explain why you should make sure as a manager to offer ethical and environmentally friendly products!
 3. Explain why you should periodically develop business plans and strategic plans!
 - Mention at least **five** reasons!
 4. What in your opinion is the goal of the HR department?
 - What typical functions does it take care of, and why?
 5. The mission, vision and values of a company are the main triggers of its business model.
 - Research and explain the mission, vision, and values of **five** out of 10 corporations from the list below!
 - Coca-Cola
 - Pepsi-Cola
 - Red Bull
 - Nestle
 - Amazon
 - Google
 - IBM
 - British Airways
 - Vueling
 - Ryanair
 6. Explain the concept of blue and red ocean, referring to the competitive market scenario!
 - Give **three** examples of red and blue ocean markets, selecting different industries!
 7. What are **five** of the most used management tools to facilitate business planning and strategy?
 - Briefly explain them by essence and provide relevant **visual** elements to support your explanations!
 8. What are the impacts of globalization and its consequences on the management of organizations?
 - Why is globalization increasingly questioned in the last months?
 9. Explain what in your opinion would be the ideal business organization to work for in the 21st century!