

### **Assignment 3 (Individual): Report (20%)**

Assuming you are the business people from Malaysia and meet your counterpart from United States. You are meeting your counterpart for the first time to negotiate and sign the manufacturing contract.

#### *Question:*

- Discuss the potential culture clashes in typical business situations.
- What could go wrong during the negotiation process?
- Explain THREE (3) ways on how to curb with the culture clashes.

#### *Guidance on the Individual Assignment:*

1. Please attach assignment rubric at the end of your assignment for evaluation purpose.
2. The submission date for this assignment is on **Week 10.**

## Rubric: Assignment 3 (Individual): Report (20%)

	CRITERION	80+	70 -79	60-69	50 - 59	REFER/FAIL	1 <sup>st</sup> Marker
1	<b>Presentatio n of assignment (20%)</b>	Shows a polished and imaginative approach to the topics/questions	Carefully and logically organised	Shows organisation and coherence	Shows some attempt to organise in a logical manner	Disorganised / incoherent	
2	<b>Content and range (20%)</b>	Comprehensive/detailed knowledge of topic with areas of specialization in depth and awareness of provisional nature of knowledge	Reasonable knowledge of topic and an awareness of a variety of ideas/contexts/frame-works	Has given a factual and/or conceptual knowledge base and appropriate terminology	Evidence of limited knowledge of topic and some use of appropriate terminology	Lacks evidence of knowledge relevant to the topic and/or significantly misuses terminology	
3	<b>Analysis (20%)</b>	Can analyse new and/or abstract data and situations without guidance using a wide range of techniques appropriate to the topic	Can analyse a range of information with minimum guidance, can apply major theories and compare alternative methods/techniques for obtaining data	Can analyse with guidance using given classification /principles	Can analyse a limited range of information with guidance using classification/principles	Fails to analyse information	
4	<b>Critical reasoning (20%)</b>	Consistently demonstrates application of critical analysis well integrated in the text.	Clear application of theory through critical analysis/critical thought of the topic area.	Demonstrate s application of theory through critical analysis of the topic area.	Some evidence of critical thought/ critical analysis and rationale for work.	Lacks critical thought/ analysis/reference to theory.	
5	<b>Reflection/ Evaluation (20%)</b>	Can critically review evidence supporting conclusions/ recommendations including its reliability, validity and significance and can investigate contradictory information/identify reasons for contradictions.	Can select appropriate techniques of evaluation and can evaluate the relevance and significance of data collected.	Can evaluate the reliability of data using defined techniques.	Limited and only partially accurate evaluation of data using defined techniques.	Fails to evaluate or use techniques of evaluation, or evaluations are totally invalid.	
						<b>TOTAL:</b>	