

Fundamentals of Business Economics

Assignment Guidelines:

This task evaluates how business management concepts, economic principles, and the entrepreneur's role drive organisational performance in changing business environments. Students are expected to apply strategic planning tools, organisational frameworks, and decision-making models to address structural and economic challenges in modern corporate and tourism contexts.

Submission Format:

- Type: Practical Analytical Report
- Font/Spacing: Times New Roman, Size 12, Double Spaced
- Word Count: 1500 – 2500 words
- Submission Deadline: To be announced by the respective professors

Assessment Criteria:

- Understanding and application of economic and business management concepts – 20%
- Critical analysis of organisational structures and strategic decision-making – 25%
- Application of relevant business tools, economic data, and industry case studies – 20%
- Strategic insight, environmental adaptation, and quality of recommendations – 25%
- Structure, technical reporting clarity, presentation, and APA referencing – 10%

Mandatory Sections:

- Title Page
- Table of Contents
- Executive Summary
- Introduction
- Environmental & Market Analysis
- Organisational & Strategic Analysis
- Findings & Decision-Making Framework
- Discussion & Business Implications
- Conclusion & Recommendations
- References
- Appendices

Assignment Task – Choose ONE of the following practical research projects:

Option 1: Environmental Adaptation and Strategic Decision-Making in Dynamic Markets

Analyse how contemporary enterprises adapt their internal business management systems to navigate macroeconomic shifts and volatile market conditions. Your paper should:

- Identify and analyse key macro-environmental factors (e.g., inflation, market trends, regulations) that influence decision-making at the firm level.
- Contrast the classic strategic planning process with the contemporary, agile methodologies employed by decision-makers to respond to evolving environments.

- Review case studies (e.g., large tourism operators or service brands) where organisations have successfully re-engineered operations to stay competitive in a challenging economic climate.
- Suggest a practical strategic adaptation model for executives operating in an environment of uncertainty.

Option 2: The Entrepreneurial Role, Value Creation, and Business Model Evolution

Investigate the role of the entrepreneur in driving organisational growth, economic efficiency, and business model transformation. Your paper should:

- Assess theories of economics in entrepreneurship, opportunity detection and value creation in contemporary markets.
- Investigate the structure and critical components (e.g. revenue models, cost structures, core competencies) of viable business models.
- Study examples of disruptive entrepreneurs who have successfully redefined industry markets through novel business model configurations.
- Design a strategic plan for a start-up company to best use its own resources and win market share.

Option 3: Organisational Design, Structural Alignment, and Strategic Planning

Evaluate how corporate organisational structures and governance frameworks are designed to support strategic goals and optimise decision-making efficiency. Your paper should:

- Consider the points of friction between centralised corporate hierarchies and decentralised, flexible organisational designs.
- Assess contemporary management techniques to bring internal processes in line with strategic objectives.
- Review cases of mature firms that reorganised their organisational architecture to eliminate process bottlenecks and enhance decision velocity.
- Offer a holistic roadmap for organisational design that enables structural processes and long-term strategy goals to be linked.