

Unit 4

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There are three Assignments due this unit, one of which is participation in the Team Simulation.

Assignment (Ongoing): Team Simulation Quarter 3 (View the team participation [grading rubric](#).)

Continue to participate in the business simulation exercise as part of a team process. In this unit, you will complete Quarter 3 of the simulation. Use the Team Area (below Unit 6) to collaborate on ideas for your Team Simulation.

Assignment 1: Paper on the importance of market research (Review the Unit 4 Assignment 1 grading rubric below.)

You will be conducting an interview with a market research professional or a company representative. Use the results of your research to make **specific** recommendations on how market research can be applied to the Marketplace Simulation. Submit your 3- to 4-page APA-formatted paper to the Unit 4 Assignment 1 Dropbox by the end of the unit.

In your Marketplace simulation game play in this unit, you will be concentrating on growth options and using market research to help you in your decision-making. Bont and Hamersveld (2007) put it this way: “Today, organisations, when making key decisions, are mindful of the importance of ensuring that they understand the views and opinions of current and potential customers and know what competitors are doing in the marketplace” (p. 3). Understanding the role of market research and the many methods for conducting market research will be valuable for your work in this class and others in your program.

Learning from subject matter experts (SMEs) in market research is the focus of this week’s Assignment and Discussion. View some ideas for [identifying a market research professional or company](#).

Reference

Bont, C., & Hamersveld, M. (2007). The market research process. In *Market research handbook* (Chap. 4; pp. 99–128). Chichester, West Sussex, England: John Wiley & Sons.

For this Assignment you will be:

- Reviewing the information in this week’s Reading and sources you identify in your own research.
- Identifying areas about market research that are particularly interesting to you or that you would like to know more about.
- Creating a set of 3–6 questions using the information you have learned in your reading and research that will help you gain a greater understanding of these areas.
- Identifying a market research professional or a company where a representative can talk to you in more detail about the market research process. View some ideas for [identifying a market research professional or company](#).
- Conducting an interview with a market research professional or a company representative.
- Using the results of this research to make **specific** recommendations on how it can be applied to the Marketplace simulation.

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You will post the results of your work in a 3-4 page APA-formatted paper, not including title and reference pages, to your Unit 4 Discussion Board by Saturday night. Your peers will be commenting on your work, and you should use this feedback to improve your paper in anticipation of its final submission to the Unit 4 Assignment 1 Dropbox by Tuesday night.

Assignment 4 Grading Rubric

Criteria	Maximum Points
1. Provide an overview of market research using this week's readings and at least two other academically credible sources you identify in your own research.	15
2. Identify at least two areas of market research and/or data gathering/analysis techniques that you want to learn more about. Describe why these are of interest to you. You will use this information as the basis for your interview with the subject matter expert (SME).	15
3. Create a set of questions to use in an interview using the results of your research and reading. One of your main goals is to get more information on the data gathering and analysis techniques you identify in section 2.	15
4. Identify a market research professional or a company where a representative can talk to you in more detail about the market research process.	10
5. Complete the interview and write up the results.	15
6. Conclude by providing specific recommendations on how you can apply this information to increase your success in the Marketplace simulation.	10
7. Writing style, grammar, and APA format and citation style compliance.	20
Total	100

Assignment 2: Peer Evaluation Process Instructions

Teams in the contemporary business environment need to be effective quickly. Musselwhite (2007) states: "People must work closely together, wear many hats, and work effectively across the organization to get tasks accomplished quickly enough to remain competitive" (para 2). Factors that aid in this effectiveness are self-assessment and timely and accurate feedback to team members and leaders.

In the fast-paced game play of the Marketplace simulation, as well as when working on your Team Introduction Paper and Final Team Presentation, each team member must be able to give objective feedback, receive this feedback in a spirit of continuous improvement, and make changes to increase team effectiveness.

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There will be three times when formal feedback is required for all team members: Units 2, 4, and 6.

The evaluation process rarely takes more than 10 minutes to complete, and it provides comprehensive and targeted feedback to each team member. The evaluation survey will ask you questions in these areas and will be used to help evaluate team performance in the simulation and the Final Team Presentation.

Part I How does this person work on the team?

Part II How does this person work with you?

Part III How helpful has this person been to the team?

Part IV Has this person's behavior weakened the performance of the team?

Part V Please offer comments about teammate's performance, including his or her strength as a team member and areas for improvement. **In your comments, please include information on all team-related activities, not just simulation game play.**

Evaluation Process

1. Your instructor will create an evaluation, and you will receive an email from your instructor through Marketplace when it is available. You will be able to complete the evaluation the next time you log into the Marketplace simulation. You must complete the evaluation by **Tuesday night at 11:59 ET. Please do not complete the evaluation prior to the end of the unit so you can provide complete and comprehensive data.**
2. The welcome screen will take you through each step of the process, which includes confidentially evaluating all team members and yourself.
3. The scores will be tabulated, and you will receive a report that contains the information collected from the evaluation.
4. **Note: You cannot see your scores until you have completed all of your Peer Evaluations.**

Grading

You will receive points for completing the online Peer Evaluation during Units 2, 4, and 6. In addition, the three Peer Evaluations that you complete will help the instructor assess the participation grade in the Unit 6 Final Team Presentation.

Reference

Musselwhite, C. (2007, January 1). *Building and leading high performance teams*. Retrieved from <http://www.inc.com/resources/leadership/articles/20070101/musselwhite.html>