

TRƯỜNG ĐẠI HỌC VĂN LANG  
ĐƠN VỊ: KHOA NGOẠI NGỮ

**ĐỀ THI/ĐỀ BÀI, RUBRIC VÀ THANG ĐIỂM**  
**THI KẾT THÚC HỌC PHẦN**  
**Học kỳ 1, năm học 2024-2025**

**I. Thông tin chung**

Tên học phần:	Tổng quan kinh tế học		
Mã học phần:	Introduction to Economics	Số tín chỉ:	3
Mã nhóm lớp học phần:	241_72ENGL40463_01		
Hình thức thi: <b>Dự án/Đồ án/Bài tập lớn/Tiểu luận</b>	Thời gian làm bài:	<b>90</b>	Phút/ ngày
<input type="checkbox"/> Cá nhân		<input checked="" type="checkbox"/> Nhóm	
		<i>Mã SV_Ho và ten SV_.....</i>	

**I. Các yêu cầu của đề thi nhằm đáp ứng CLO**

Ký hiệu CLO	Nội dung CLO	Hình thức đánh giá	Trọng số CLO trong thành phần đánh giá (%)	Câu hỏi thi số	Điểm số tối đa	Lấy dữ liệu đo lường mức đạt PLO/PI
(1)	(2)	(3)	(4)	(5)	(6)	(7)
CLO1	Vận dụng kiến thức các thuật ngữ thuộc các lĩnh vực tiếng Anh thương mại để xử lý các bài đọc thương mại khác nhau.	THUYẾT TRÌNH	30	1	10	
CLO2	Áp dụng kiến thức về kỹ thuật đọc lướt nắm ý chính (skimming) và đọc nắm ý chi tiết (scanning) khi giải quyết các bài đọc thuộc lĩnh vực thương mại, kinh tế.	THUYẾT TRÌNH	30	1	10	
CLO3	Giải quyết các tình huống (case study) thuộc các lĩnh vực kinh tế, thương mại logic	THUYẾT TRÌNH	20	1	10	

<b>CLO4</b>	Phối hợp làm việc nhóm học tập hiệu quả để đạt được mục tiêu của giảng viên đề ra.	THUYẾT TRÌNH	20	1	10	
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## II. Nội dung đề bài

### 1. Đề bài

#### Case study 1:

#### **XTR Batteries wants to power ahead**

XTR Batteries Ltd was set up five years ago as a private limited company. The business manufactures different types of batteries. The company currently employs 100 workers on its automated production lines, and each one is paid a fixed hourly rate. The company has been successful, but competition has been increasing so the directors now want to increase efficiency and increase its share of the market. They have identified the following two ways the company may achieve this.

#### **Option 1:**

Invest in a new, modern high-tech factory. The investment required to develop the new factory in a new location some 200 kilometers from the existing plant will be \$20 million. An additional 60 production workers will also be required.

#### **Option 2:**

Take over a competitor. The cost of buying all the shares of the rival company is estimated to be \$30 million.

#### **Appendix 1: Memo**

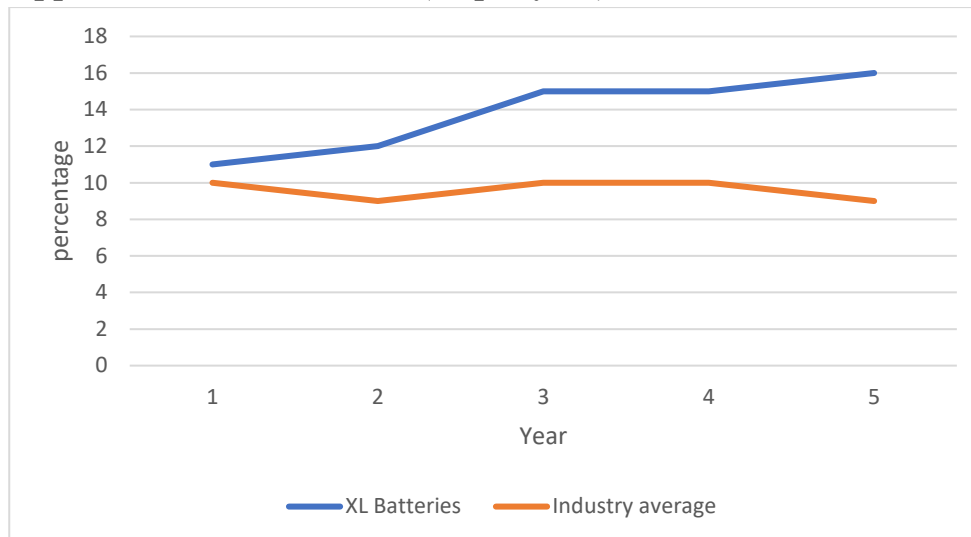
To: Board of directors

From: Kavya Suvina, CEO

We need to discuss our plans and their implications with staff. Option 1 will require employees to relocate. Financial assistance will be available to skilled employees who agree to move, and a redundancy package will be offered to those who do not. Option 2 may also require some redundancies. At our next board meeting I therefore want to discuss how best to consult with and inform our employees of these options.

KS

## Appendix 2: Staff turnover (% per year)



### Question 1:

- a. XTR Batteries has a website which gives customers information about the products it sells. Identify and explain **two** other ways that XTR Batteries could use the Internet for business purposes.
- b. The company directors want to communicate with employees about their proposal to move the company to a new location (option 1). Identify and explain **three** suitable methods of internal communication the directors could use to consult with and inform the employees. Recommend the best communication method to use. Justify your answer.

### Question 2:

- a. Production workers at XTR Batteries are skilled in doing just one task on the production line. Identify and explain **two** advantages and **two** disadvantages of workers being skilled in just one task.
- b. The chart of staff turnover in appendix 2 shows that there are a high number of workers leaving the company each year. This is because of poor motivation. Consider **three** different methods that the company could use to increase the motivation of its production workers and recommend which method you think will be the most effective. Justify your answer.

### Question 3:

- a. The directors of XTR Batteries want to increase its market share. Identify and explain **two** other aims the directors might have for the company.
- b. To expand its market share XTR Batteries is also considering the possible takeover of a competitor (option 2). Identify **four** stakeholders of XTR Batteries that could be affected by this takeover. Do you think each of these stakeholders would benefit from the takeover? Justify your answers.

**Question 4:**

- a. If the directors decide instead to relocate to new factory premises, the company may need to recruit new production workers from the surrounding area. The first stage of the recruitment and selection process will be to produce a job description. Identify and explain **four** other stages of the process the company will need to use.
- b. XTR Batteries will also need to train new workers in how to use its machinery. Do you think that on-the-job training will be better than off-the-job training? Justify your answer by considering both the business and the employees.

**Case study 2:****Getting a Head-Start for Hats**

Paolo and Jenny are friends. They used all the savings they had to set up their own business five years ago designing and making designer headwear including hats and caps for men and women. Paolo used to be a designer at a large clothing factory and Jenny had previously worked at an advertising agency. Their business is a partnership and is called Head-Start. During their first year the partners struggled to attract sufficient sales to cover their costs. As a result, business debts mounted and they were both forced to sell their apartments to pay off these debts. However, since then they have successfully grown their customer base and revenues. They are now looking to expand their business into larger premises and hiring some employees to increase output and sales.

Their financial projections suggest profits will initially fall as their business costs rise faster than sales revenues. However, by year 3 following the expansion annual profits could be up to 60% more than their current year profit (see appendix 1).

They will need to raise \$300000 to buy the new premises and equipment. Paolo thinks they should become a public limited company to raise this additional capital. Jenny disagrees, arguing 'This is a very expensive and risky way to raise finance. We should use retained profits to pay for the new premises and equipment even if we have to wait another year or so before we have enough retained profit.'

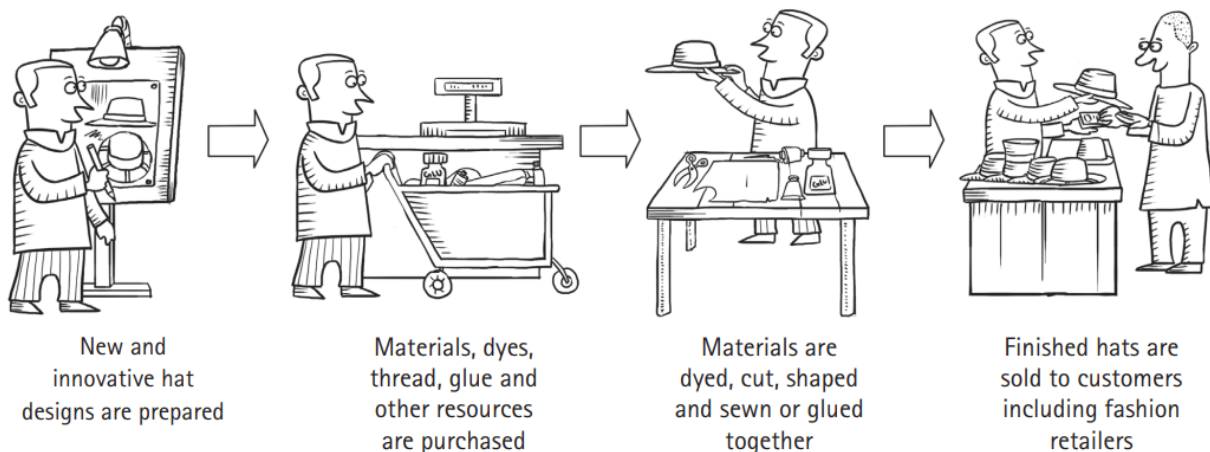
**Appendix 1: Head-Start, financial summary****Current year**

• Capital employed	\$280,000
• Sales revenue	\$350,000
• Profit for the year	\$126,000

**Full-year projection, year 3 following expansion**

• Capital employed	\$580,000
• Sales revenue	\$600,000
• Profit for the year	\$210,000

## Appendix 2: Adding value in Head-Start



### Question 1:

- a. Identify and explain **four** reasons why Paolo and Jenny may have wanted to set up their own business rather than work for an employer.
- b. When they started their business Paolo and Jenny decided to form a partnership. They could have formed a private limited company instead. Consider the advantages and disadvantages of these **two** types of business organization. Do you think the two friends were right to form a partnership? Justify your answer.

### Question 2:

- a. Refer to appendix 2. Identify and explain **two** ways Paolo and Jenny could increase the added value of their business.
- b. Paolo and Jenny use the services of a number of tertiary businesses including banks, insurance companies, an Internet provider and advertising agency. Do you think their business could be successful without each of these services? Justify your answer.

### Question 3:

- a. Head-Start is currently described as a small business. Identify and explain **two** ways the size of the business can be measured.
- b. Paolo and Jenny want to expand into larger premises and will need to raise \$300000. Do you think Paolo is right in suggesting that the business should become a public limited company or is Jenny right in suggesting they should use the retained profit of the business? Justify your answer using information in the case study.

### Question 4:

- a. Paolo and Jenny want to expand their business. Identify and explain **two** other possible objectives they might have for their business.
- b. Do you think Paolo and Jenny are right to want to expand their business? Justify your answer.

## 2. Hướng dẫn thể thức trình bày đề bài:

- Sinh viên sẽ làm việc theo nhóm (3-4 thành viên)
- Mỗi nhóm sẽ chọn 1 tình huống vào buổi học cuối của học phần
- Mỗi nhóm sẽ chuẩn bị một bài thuyết trình để giải quyết tình huống (case study) dựa trên các câu hỏi cho trước
  - Hình thức trình bày: Powerpoint
  - Thời gian trình bày: 15-20 phút/nhóm + 5-10 phút hỏi đáp
  - Địa điểm: theo lịch của phòng đào tạo

## 3. Rubric và thang điểm

### Rubric: Đánh giá THI CUỐI KỲ (20%)

Tiêu chí	Trọng số (%)	Tốt (8.5-10 điểm)	Khá (7-8.4 điểm)	Trung bình (5.5-6.9 điểm)	Yếu/Kém (4-5.4 điểm)
Câu hỏi kiến thức	50	Đúng từ trên 80%	Đúng từ 65-79%	Đúng từ 50-64%	Đúng từ 35-49%
Câu hỏi case study	50	<ul style="list-style-type: none"> <li>- Trả lời đầy đủ các câu hỏi của case study.</li> <li>- Các câu trả lời có lời giải thích tốt, hợp lý.</li> </ul>	<ul style="list-style-type: none"> <li>- Trả lời hầu hết các câu hỏi.</li> <li>- Các câu trả lời có đưa các lời giải thích. Tuy nhiên, vài chỗ chưa hợp lý và cần mở rộng thêm.</li> </ul>	<ul style="list-style-type: none"> <li>- Trả lời tương đối đầy đủ các câu hỏi.</li> <li>- Các câu trả lời có cố gắng đưa giải thích. Tuy nhiên, phần lớn lời giải thích không hợp lý.</li> </ul>	<ul style="list-style-type: none"> <li>- Không thể trả lời câu hỏi hoặc chỉ trả lời một phần của câu hỏi.</li> <li>- Các câu trả lời chỉ đưa ra quan điểm cá nhân.</li> </ul>

TP. Hồ Chí Minh, ngày 15 tháng 10 năm 2024

**P. Trưởng bộ môn**



**ThS. Cao Thị Xuân Tú**

**Giảng viên ra đề**



**ThS. Nguyễn Huy Cường**