

# Final Project for Fundamentals of Management

**Instructions for Students:** Your team of “consultants” is required to write a business report of at least 1500-2000 words on the following topic: “Management Practices” in a company of your choice. Longer reports are acceptable; shorter reports will result in a poor grade.

**Objective:** The objective of this business report is to examine and document in some detail how the theory taught in the course is being applied in practice in a real-life business organization.

**Procedure:** Choose any reasonably sized company/institution (except educational institutions) operating in Pakistan making any product or service, profit or non-profit, national or multinational, public or privately owned. Choose a company employing at least 80-100 employees. The target organization must have proper and formalized operating policies and practices.

You are required to conduct an in-depth managerial analysis of the selected organization. Suggested issues and questions to be addressed include, but are not limited to, the following:

**Company Description:** A short description about the company, its businesses, the markets in which it operates, the products it offers, its business partners, its geographic location, its branches, its owners, its industry, its competitors etc.

## 1. Planning

- Vision
- Mission
- Goals (strategic goals vs. financial goals)
- Plans – strategic vs. operational, long term vs. short term, directional vs. specific, single use vs. standing

## 2. Organizing

- Define the hierarchy from top to bottom in the form of structure – organogram
- Indicate number of employees and departments
- Which of the five forms of departmentalization they have implemented in the company?
- Discuss about the organizational structure – use the six elements to define the structure in the organization
- What type of organizational structure they are following in order to meet organizational goals – mechanistic vs. organic?
- How the structure has been aligned with the external environment? Is it really being responsive to the changing needs of the external market? Justify your answer according to the current situation

### 3. Leading

- What is the role of the leader(s) in order to retain motivated employees to achieve organizational goals?
- What motivational practices are applied within the organization in order to keep the employees energetic and dedicated at all times?
- What kinds of incentives/ bonus/ benefits they are giving to their employees on yearly/semiannual basis?
- Diversity – male/female ratio; cultures, religions and ethnicities they belong to?
- What kind of leadership style they are using – democratic, autocratic, laissez faire, etc.

#### 1. Controlling

- What controlling processes are in place to ensure that goals are achieved consistently?
- How employees' progress is monitored?
- What benchmarking practices are being implemented?
- Other controlling procedures or mechanisms, if any?

For this report, please form teams of 5-6 students. Larger teams are strictly NOT ALLOWED. Smaller teams may be allowed only if some students are left out/withdraw from the course. Such teams must obtain prior approval from the faculty/Course Instructor; otherwise their report will earn an 'F' grade.

Team members are required to prepare a list of questions and obtain prior appointment with a responsible person(s) (preferably manager/senior manager/director level) in the target company in order to arrange an interview or interviews. You will most likely have to meet more than one person in the target company in order to collect data. Important instruction: please mention the name(s) of the person(s) interviewed and/or append their visiting cards, on the top sheet of your report. Visiting card is preferred, but not mandatory. Name(s) and contact details of the person(s) interviewed must be provided on the top sheet otherwise the report will NOT be graded. These person(s) may be contacted for verification of your visit!

Use only the personal interviewing technique for gathering data; avoid using other tools such as survey questionnaires incorporating a Likert scale, observation studies of the employees at work, etc.

Your report should contain information collected from **one** company only. The report should consist entirely of data collected by your team and must be couched in your own words. Keep secondary data about the target company to a minimum such as company's history, vision, mission, organogram, main products/services offered, main departments/divisions, main competitors, business strategies, etc. Secondary data should not exceed 20 percent of the entire report. No handouts provided by the company should be included as appendices.

**Caveat: Plagiarism in any manner, shape or form will result in an 'F' grade!**

**Report Presentation Format:** The final project should be submitted in soft copy on Blackboard as a **group submission**, double spaced, on A-4 sized paper, Times New Roman, font size 12. Pages should be properly numbered. Check your answers for grammar, spelling, punctuation and capitalization errors. Copy of list of questions asked in the interview(s) must be included as an appendix. Check your report for grammar, spelling, punctuation and capitalization errors. Do NOT include a Letter of Acknowledgement/Appreciation or a Letter of Transmittal.

**Please remember that you are expected to write a business report, NOT a research thesis.** For tips on writing a business report please consult:

<http://grammar.yourdictionary.com/style-and-usage/report-writing-format.html>

**Submission Deadline:** The deadline for submitting the project in soft copy on **Blackboard** is 23 August 2023. Make sure that you submit the project in group as a group submission and each member is signed up in the group. The marks will be posted before the commencement of the final examination. Late projects will NOT be accepted under any circumstances.

If you still have any questions, please feel free to contact me in person in my counseling hours or can reach me via email at [burhan@iqra.edu.pk](mailto:burhan@iqra.edu.pk)

**Presentations:** Team presentations on term reports will be held during the last teaching session(s). Any member of the team may be called upon at random to present! All team members will be awarded the same grade for the report.

If you still have any questions, please feel free to contact the faculty/Course Instructor in or outside the class.

**Grading Criteria:** Your report will be graded on the following criteria: comprehensive investigation of the topic(s), originality of information, clear and logical presentation of ideas, worded in simple English (no jargon or company-specific terminology, please), use of correct grammar, spelling, punctuation and capitalization. Students are advised to use active voice throughout.

## Marking Rubric for Fundamentals of Management assignment

Key Components	A Grade 88 % - 100 %	B+ Grade 81 % - 87 %	B Grade 74 % - 81 %	C+ Grade 67 % - 74 %	C Grade 60%-66%	F Grade Fail <60%	Weightage
Understanding of course content that is used as the basis for	The student has demonstrated an exceptional conceptual understanding of basic concepts of management and	The student has demonstrated an excellent conceptual understanding of basic concepts of management and	The student has demonstrated a good conceptual understanding of basic concepts of management and how they are	The student has demonstrated a fair conceptual understanding of basic concepts of management and how they are	The student has demonstrated a poor conceptual understanding of basic concepts of management and how they are	The student has demonstrated absolutely no conceptual understanding of basic concepts of management and	30

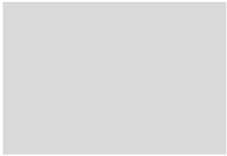
writing the assignment.	how they are actually being applied in a real-life business organization.	how they are actually being applied in a real-life business organization.	actually being applied in a real-life business organization.	actually being applied in a real-life business organization.	actually being applied in a real-life business organization.	how they are being applied in a real-life business organization.	
Quality of investigation of HR issues in the target organization.	The report reflects that the student has made an exceptionally comprehensive investigation of the management issues in the target organization.	The report reflects that the student has made a highly comprehensive investigation of the management issues in the target organization.	The report reflects that the student has made a moderately comprehensive investigation of the management issues in the target organization.	The report reflects that the student has made a below average investigation of the management issues in the target organization.	The report reflects that the student has made a poor investigation of the management issues in the target organization.	The report reflects that the student has made absolutely no attempt to investigate the management issues in the target organization.	20
Originality of information	The report reflects that the student has presented entirely original information in the report. There is absolutely no attempt to plagiarize.	The report reflects that the student has presented original information in the report for the most part. There is a tolerable degree of plagiarism.	The report reflects that the student has presented original information in the report to some extent. There is a barely acceptable degree of plagiarism.	The report reflects that the student has presented a mixture of original and plagiarized information in the report. There is a slight preponderance of original information.	The report reflects that the student has presented largely plagiarized information in the report. There is very little original information.	The report reflects a very high degree of plagiarism and is therefore unacceptable.	20
Organization of the report.	The report is exceptionally well organized. The information is presented in a very clear and logical manner.	The report is extremely well organized. The information is presented in a very clear and logical manner.	The report is very well organized. The information is presented in a clear and logical manner.	The report is moderately well organized. The information is presented in a reasonably clear and logical manner.	The report is partly organized and partly disorganized. Some information is not presented clearly and coherently.	The report is disorganized for the most part and is therefore unacceptable. Information is all jumbled up and incoherent.	10
Communication and presentation style	Highly developed communication and presentation skills.	Well-developed communication and presentation skills.	Good communication and presentation skills.	The report is presented with a basic structure and presentation. The communication skills are adequate.	The report is presented with a barely acceptable structure and presentation. The communication skills are poor.	The report is largely lacking in structure. The communication skills are extremely poor to the point of being unacceptable.	10
Writing	The quality of language is exceptional. The rules of grammar,	The quality of language is excellent. The rules of grammar,	The quality of language is good. The rules of grammar, spelling,	The quality of language is fair. The rules of grammar, spelling, punctuation and capitalization	The quality of language is poor. The rules of grammar, spelling,	The language is atrocious! The rules of grammar, spelling, punctuation and	10

mechanics	spelling, punctuation and capitalization have been religiously followed.	spelling, punctuation and capitalization have been followed very well.	punctuation and capitalization have been followed reasonably well.	have been followed to some extent. There are quite a few errors.	punctuation and capitalization have been largely ignored. There are a very large number of errors.	capitalization have been blatantly ignored. The number of errors is uncountable!
Total						100

## Marking Rubric for Class Presentation

Key Components	A Grade (4 marks)	B Grade (3 marks)	C Grade (2 marks)	F Grade (0 marks)	Weightage
Content of Presentation	The student has demonstrated an excellent command of the subject matter. The presentation is very interesting and illuminative.	The student has demonstrated good command of the subject matter. The presentation is quite interesting and illuminative.	The student has demonstrated an average command of the subject matter. The presentation is partly interesting and somewhat illuminative.	The student has completely failed to demonstrate command of the subject matter. The presentation is anything but interesting!	20
Organization of Presentation	The student has presented information in a very coherent and logical manner.	The student has presented information in a reasonably coherent and logical manner.	The student moves from one point to another without explaining connecting links between the points.	The organization is extremely poor. The points are all jumbled up and presented without any logical sequence.	20
	The student has presented the points with great vigor and	The student has presented the points with	The student has presented the points with a mixture of	The student has presented the points with a high	

Enthusiasm	enthusiasm throughout. The audience was enthralled!	moderate enthusiasm. The audience was quite engaged.	enthusiasm and negativism. The audience was bored at times.	degree of negativism. The audience was bored stiff and disgusted!	10
Elocution	The student has presented with a clear voice audible to everyone in the room. His/her pronunciation is excellent.	The student has presented with a reasonably clear voice audible to almost everyone in the room. His/her pronunciation is good.	The student's voice is not clear at times. It is inaudible to back benchers. He/she mispronounced several words.	The student's voice is not at all clear. It is audible only to front benchers. His/her pronunciation is appalling!	10
Stress Management	The student is relaxed, poised, and very confident. There is absolutely no sign of stage fright.	The student is quite relaxed, poised, and reasonably confident. There are few signs of stage fright.	The student is quite tense at times and shows lack of confidence now and then. There are noticeable signs of stage fright.	The student is a nervous wreck!	10
Eye Contact and Facial Expressions	The student maintains excellent eye contact with all audience members. He/she shows highly animated facial expressions	The student maintains good eye contact with most audience members. There is some reading of notes and/or slides. His/her facial expressions need improvement.	The student is lacking in eye contact with some audience members. There is too much attention towards notes and/or slides. His/her facial expressions need a lot of improvement.	The student is completely lacking in eye contact with the audience. His/her entire attention is towards notes and/or slides; shows a blank expression.	10
Body Language	The student makes excellent use of gestures and posture that enhance articulation.	The student makes good use of gestures and posture. Body language is occasionally inappropriate or poor.	The student's body language needs a lot of improvement. Gestures and posture are noticeably lacking or inappropriate.	There is no movement of hands. Posture shows lack of confidence.	10
Use of Visual Aids	Excellent use of visual aids.	Good use of visual aids. There are a	Use of visual aids needs improvement. There are a large number of	Very little or no use of visual aids. The	10



There are no misspellings or other errors.

few misspellings or other errors.

misspellings or other errors.

number of errors is uncountable.

Total = 100