**VX402: Managing a Business  
Summer 2018**

**Individual Report**

Following are the requirements for your assignment. Please read these requirements carefully before you commence your assignment and then again when you have completed your assignment to ensure that it meets the requirements.

### Value:

* 50% of your overall course mark.

### Due Date & Lodgement:

* submitted by hand at the start of the Week 8 Tuesday class

### Mode:

* To be undertaken individually.

### Assignment Requirements:

Write a report of no more than 2000 words that:

* Explains the chosen company (in consultation with the Professor) in the context of Business Functions (Marketing, Finance, Accounting, Operations, HR, Strategy etc.) and analyses one major business problem in-depth.

The main idea of the report will be based on a real business. The report can be of one the following types:

* Summary of all the business functions (as discussed in the lectures) of a real company
* In-depth analysis of a business problem with an organisation you are/were involved. This needs to be done in consultation with a company supervisor
* Analysis of a business problem based on data available from secondary sources (in consultation with Pradeep Ray or Jerry Zhu)

Your explanation and discussion should be based on an investigation of the current academic, professional and trade literature.

One must use examples to illustrate the points. The report should be presented in a simple language suitable for a business person.

You are expected that in preparing your report you will make appropriate use of the both the academic and practitioner literature.

### Sources of Information:

* The database of most use are ABI/Inform, IEEExplore and Science Direct
* A note of caution on using Wikipedia as a source – Wikipedia is not considered appropriate as primary references because the entries often lack attribution (ie you can’t tell who wrote them). This doesn’t mean that you should not use them – they can be a very good primer to get you up to speed – most Wikipedia entries provide a list of references, and these should be useful to you.

### Length:

* The maximum word length of the assignment is 2000 words
* Note that coversheet details, tables, the bibliography and any appendices you may care to attach are excluded from the word count.

### Format:

* The report should be in the format of a business report and of a standard suitable to be read by senior management.
* Do not bind the reports, simply staple them in the top left hand corner
* Feel free to make whatever use of tables, figures and diagrams that you believe appropriate.

### Referencing & Bibliography:

* You are expected to make use of the academic and practitioner literature in completing this assignment.
* A bibliography must be included. The bibliography is not included in the word count for your assignment. Your bibliography must reference all websites used in the assignment.
* The bibliography can only include the papers / websites cited in the report.

### Late Lodgement & Extensions:

* Late assignments (without approved extensions) will attract a penalty of 10% of the maximum marks per day of lateness.
* Extensions are only granted in exceptional circumstances and documentation is required where an extension is sought on medical grounds.
* You should note that extensions are not usually granted for computer-related problems or heavy workloads (at either your job or University).
* All applications for extension should be made to Pradeep Ray

### Marking Criteria:

The following criteria will applied to marking the assignment:

* Company business functions with illustrations (30%)
* Depth of Analysis Provided (50%)
* Makes appropriate use of the literature (properly formatted references) to support the main points (10%)
* Quality of Presentation(10%)

Marks will be awarded for the quality of the presentation of the report. In judging the quality of the presentation of a report, the marker will consider to extent to which the report:

* + Is written in clear and concise language and is free of grammatical errors, typographical mistakes and unnecessary hyperbole.
  + Follows a logical structure
  + Has consistent formatting that it is easy to follow