**Essential Enterprise UCOL 22001**

**Semester 1 Summative Assignment: Structured Business Report**

**Summative report deadline:** Submit before 3pm, Thursday 8 December 2016. **PLEASE NOTE THAT A LATE PENALTY WILL BE APPLIED IF YOUR WORK IS RECEIVED AT 3.01PM, SO ALLOW GOOD TIME TO SUBMIT YOUR WORK.**

**Submit to:** Upload document to assessment submission space in Blackboard

**Introduction to the assignment**

You are to assume that you are writing a report for a business in the UK, which is **planning to improve** one of its **products or services**.

Your assignment task is to undertake a **detailed analysis of an existing product or service**.

Your **analysis of the product, market and technology** will be presented in a **structured** **business report** which will be used by the organisation’s board to make decisions about exactly what to **update and improve** in the next product or service upgrade scheduled to be launched in 2017. (Note: The ‘type’ of product or service must already exist so you are **not being asked to** invent or design anything from scratch!)

**Advice on choosing your product or service**

You should select a **single, specific real product or service** (not a range) **produced/delivered by a specific UK-based business (i.e. its main headquarters is in the UK)**, which is of interest to you. Please select a product or service that you can find detailed information on from a range of high quality and reliable sources. Your analysis of this information will enable you to create a balanced view in your report.

**Please e-mail james.hickie@mbs.ac.uk by 17th October to notify him of your chosen company. You must get agreement from James Hickie before you write the assignment.**

This **summative** assignment requires you to **gather information over several weeks** and produce a professional business report based on your **detailed analysis of the information you collect**. The weekly lecture content will help with this work.

The assignment is **not an essay**. Your report cannot be completed successfully if left to just a few days before the deadline. It is good practice to do some work every week on the assignment to develop your draft. Substantial marks are based on your identification and analysis of appropriate research materials which take time to gather and analyse. Use of relevant diagrams, graphs and tables to help explain your text is recommended.

Your report should use the structure indicated below. The report will be marked using the percentages indicated for each section:

**Introduction 15%**

Briefly introduce the reader to the purpose of your report, precisely identifying your chosen product or service, and the business making or supplying it.

Explain the key operations that the organisation performs to add value to the product or service.

Analyse and describe the benefits which the customer or client currently derives from using/owning the product or service. Summarise these benefits in a clear and logical format.

**External environment 20%**

Analyse the factors that are **beyond the control of the company**, in its external environment, that are likely to have an impact upon it over the next 5 years (e.g. the political, economic, social, technology, legal and environmental influences acting upon it). Your **analysis** must be logical and based on facts that are supported by references from reliable information sources.

**The UK market 20%**

Refer to secondary market or service information, gathered from reliable sources to create your own summary of the current UK market for the product or service which you have chosen to analyse.

Identify the main substitute products or services and other organisations which also serve the same market.

Identify key trends in the market. Give numerical indications of market size/value and segmentation by quoting or extrapolating from your secondary research data.

**Technological and/or service enablers 20%**

In the case of introducing a new product, explain the main technologies that the organisation will need to adopt to enable the new product to be created and brought to market. Use **examples** of technologies that are in use elsewhere to help to explain how the technology could be applied to your proposal. **OR** In the case of introducing a new service, explain the main operational changes that the company will need to adopt to enable the improvement to take place. For example: Will they need to train existing staff? Will they need to recruit new staff with particular skills? Use **examples** of operational changes that have been adopted by other companies to introduce a similar service. **You will find that it may be relevant to discuss both technology and service enablers depending on the particular product or service you have chosen.**

**Improvement Recommendations 25%**

Conclude your report with your recommendations for improvements to the product or service. Recommendations should draw upon all the previous information in your report, (analysis of trends which are influencing the market, the technology and the current user benefits). Improvements to **all aspects** of the **product ownership or service user experience** should be considered. Create a table of **detailed improvements** that you conclude could be made to the current product or service to upgrade it – a suggested number of improvements is 5 but you may identify more or fewer than this. In the table each improvement should be described and the **expected benefit** that each improvement would bring should be fully explained.

**Length**

The assignment length should be **3500 words. Please state the word count on the report. Reports must not exceed 10% above the stated word limit.**

**The 10 credit unit Essential Enterprise MCEL 22001 is assessed by:**

**Individual summative assessment:** contributes 100% of unit total marks

**Deadline:** 3pm Thursday 8 December. **There will be a late penalty applied if your report is received at 3.01pm and afterwards, so make sure you submit in good time.**

**Identify your work**

Your work will be marked anonymously, please indicate the following on the front of your work:

**Student ID Number**

**Course code**

**Course title**

**Title of assignment (as given in the assignment instructions)**

**Word count** (main text only, excluding figures, tables, appendix and reference list)

**Blackboard submission**

In Blackboard, please upload a copy of your printed work in **PDF format**. Your work is marked anonymously so you **must give the work a Submission** **title using your** **student ID**: e.g. **7654321**

**Check** that you are completely happy with your document and that you are

submitting **the correct version** before you submit.

Blackboard will produce an **electronic receipt** with a unique number which you should note and retain for your records, as this is proof of your submission.

Instructions on how to submit your work to Blackboard via Turnitin (the online plagiarism detection software) will be provided in the Blackboard unit space.