

EBU5402 ENTERPRISE MANAGEMENT COURSEWORK 2018

Submission dates:

First Submission: Part A (25%) ONLY - by **Friday 2nd November 2018** by 23.55 (electronic submission via QM Plus, 1 submission per group, late submission will not be marked).

Second Submission: Complete final report (75%) ALL Parts - by **Friday 14th December 2018** – (electronic submission via QM Plus, 1 submission per group, penalties apply for late submissions.)

SING UP INTO A GROUP

- a) Create one coursework group of **5 members** (all the members should be students of the same class group), and choose your group leader.
- b) Each group has to select one coursework group number from the **EBU5402 Company List 2018** available on QM Plus.
- c) Each student has to visit the **EBU5402 Coursework Group Sign-Up sheet** on QM Plus and to register into to his/her group.
- d) Visit the file **EBU5402 Company List 2018** available on QM Plus to find a technological organisation which corresponds to your coursework group number

INTRODUCTION

“Artificial intelligence is a type of computer technology which is concerned with making machines work in an intelligent way, similar to the way that the human mind works. The abbreviation AI is also used” (www.collinsdictionary.com/dictionary/english/artificial-intelligence). *“AI systems will typically demonstrate at least some of the following behaviors associated with human intelligence: planning, learning, reasoning, problem solving, knowledge representation, perception, motion, and manipulation and, to a lesser extent, social intelligence and creativity”* (www.zdnet.com/article/what-is-ai-everything-you-need-to-know-about-artificial-intelligence/)

Your group has been asked to carry out an investigation for the above topic for the technical organisation you have been allocated to examine. Particularly, the organisation has built a strong business based on its current range of activities but would like to use the technical and commercial expertise it has, and its strong brand image, to move into a new product or service area using the AI technology.

Note: Your focus will be on the new **Division**, you are not looking at the details of specific **products or services** in this exercise, other than briefly describing possible products/services that this new Division might be responsible for. You'll lose marks if you just look at a **product or service**. You're more concerned with the viability of a completely new area for the company and with the steps needed to create that Division.

For example, a company that currently builds smartphones might see an opportunity of setting up a Division to produce wearable electronic devices. A company that runs a mobile phone network might see an opportunity for providing satellite navigation services with added real time information features.

COURSEWORK TASKS & MARKS BREAKDOWN

In your groups you need to carry out an investigation into the technical organisation and to produce a report containing the following main areas of investigation:

Part A: External Analysis

- 1) Consider the external factors, both macro and micro, that your organisation faces and how these will influence any decision to diversify into a new area of products or services. **[05 marks]**
- 2) For each of the factors given to you in the lecture notes and in the core text, provide an evaluation of a) how these factors have influenced your organisation over the last 18 months and b) how they will affect your desire and ability to move into a new product/service area.

You should ensure that you include both a theoretical analysis and specific examples for your organisation. **If specific examples are not given, you may deduct marks [16 marks]**

- 3) Based on this analysis, choose a new area of products or services for your organisation to move into (in addition to its current activities). Briefly justify your choice. **[04 marks]**

Part B: Strategic Analysis

- 4) Using the information you gathered and created in Part A above, consider the business strategy tools described in EBU5402:
 - a) Choose the appropriate strategic tools and, **[05 marks]**
 - b) Carry out a full analysis using these tools to plan the organisation future strategy in order to ensure success of the new product area or service area you identified in section 1.3. Remember that you are now considering the future 2 years of trading for this organisation. **[17 marks]**

You should NOT repeat those elements you gave in Part A above, but further analysing it. **[03 marks]**

Part C: Marketing Plans

- 5) Provide a description of how the organisation could use the marketing mix (4Ps) to ensure that diversification into this product area or service area is successful. **[20 marks]**
- 6) Get the right balance across the marketing mix for this product and mentioning additional Ps.

[05 marks]

Part D: Conclusion

- 7) This should summarise your findings and make very clear 5 key suggestions for your organisation's future strategy in diversifying into this new product area or service area. **[20 marks]**

Quality of the overall report

All reports should include a brief introduction of the report and a list of references. Also, you will be marked on the quality of English and evidence of proof-reading etc. **[05 marks]**

FURTHER COMMENTS

- Clear writing comes from clear thinking. Your report should be clear, concise and uncluttered. The report must be no more than **3000 words** (**NOT** including Cover page, Summary of Responsibilities, Table of Contents, List of References) and it is acceptable to use figures, diagrams and tables where relevant. 1 mark will be deducted for every 100 words over the word limit until all 5 marks have been deducted.
- Your report **MUST** follow the template provided, which includes a brief introduction to your work, and a conclusion that summarises all the main sections mentioned above.
- Your report must have **in-text citations** and full **List of References** using Harvard referencing style (www.harvardgenerator.com/references/website). You should look for information on the Internet, in newspapers, in books, journals etc. – ensure that you access as many sources of information as you can, but you **MUST** reference them properly. A document on how to reference correctly using Harvard referencing style can be found on QM Plus.
- Create your OWN work. DO NOT plagiarise! Your report will be tested thoroughly and if you are found to have plagiarised, you may have your work awarded a mark of zero.
- Marks awarded AS A GROUP! You are required to list each member's contribution according to the template. Work should be split equally between your group members. Each group member will receive the same mark and therefore must contribute the same amount.
- You are expected to work effectively as a team, play different roles and allocate work among yourselves. You are expected to complete the coursework in a timely fashion – this is very good preparation for industry when you will be expected to work in teams focusing on a certain project.
- You are also expected to demonstrate good time management skills, hold regular and meaningful discussions, brainstorming and manage any disputes that may arise in your group.

SUBMISSION GUIDELINES

First Submission: Part A (25%) ONLY - by **Friday 2nd November 2018** by 23.55 (electronic submission via QM Plus, 1 submission per group, late submission will not be marked).

- a) Use the report template provided, include Cover page, a brief Introduction to your work, Summary of Responsibilities, External Analysis, List of References. Your report should not exceed 1000 words (**NOT** including the words for Cover page, Summary of Responsibilities, Table of Contents, List of References).
- b) Submit your report as a Word file
- c) Remember to restrict your file size to 1MB so that you can upload the file easily to QM Plus.
- d) Your Group Leader must submit your **report**:
 - as a Word document, **not** as a PDF, to QM Plus EBU5402 web page; file name: 'EBU5402_Group XXX_Company Name'

Second Submission: Complete final report (75%) ALL Parts - by Friday 14th December 2018 –
(electronic submission via QM Plus, 1 submission per group, penalties apply for late submissions.)

- a) Use the report template provided, include Cover page, a brief Introduction to your work, Summary of Responsibilities, External Analysis, Strategic Analysis, Marketing Plans, Conclusion, List of References. Your report should not exceed 3000 words (**NOT** including the words for Cover page, Summary of Responsibilities, Table of Contents, List of References).
- b) Submit your report as a Word file
- c) Remember to restrict your file size to 1MB so that you can upload the file easily to QM Plus.
- d) Your Group Leader must submit your **report**:
 - as a Word document, **not** as a PDF, to QM Plus EBU5402 web page; file name:
'EBU5402_Group XXX_Company Name'
- e) Every group member should fill and submit the **Group Process Form**:
 - as a Word document, **not** as a PDF, to QM Plus EBU5402 web page; file name:
'EBU5402_Group XXX_ Student FullName_Group Process Form'
 - A copy of the form can be found on QM Plus