

BPP Coursework Cover Sheet

Please use the table below as your cover sheet for the 1st page of the submission. The sheet should be before the cover/title page of your submission.

Programme	MSc Management MSc Management with Project Management
Module name	Business Project
Schedule Term	
Student Reference Number (SRN)	
Report/Assignment Title	
Date of Submission <i>(Please attach the confirmation of any extension received)</i>	
<p><u>Declaration of Original Work:</u></p> <p>I hereby declare that I have read and understood BPP's regulations on plagiarism and that this is my original work, researched, undertaken, completed and submitted in accordance with the requirements of BPP School of Business and Technology.</p> <p>The word count, excluding contents table, bibliography and appendices, is <input type="text"/> words.</p> <p>Student Reference Number: _____ Date: _____</p>	
<p>By submitting this coursework you agree to all rules and regulations of BPP regarding assessments and awards for programmes. Please note, submission is your declaration you are fit to sit.</p> <p>BPP University reserves the right to use all submitted work for educational purposes and may request that work be published for a wider audience.</p> <p>BPP School of Business and Technology</p>	

MSc Management

MSc Management with Project Management

Business Project

Coursework Assessment Brief

Submission mode: **Turnitin online access**

1. General Assessment Guidance

- Your summative assessment for this module is made up of this **5000 word** submission which accounts for 100% of the marks
You are required to submit all elements of your assessment via **Turnitin online access**. Only submissions made via the specified mode will be accepted and hard copies or any other digital form of submissions (like via email or pen drive etc.) **will not be accepted**.
- For coursework, the submission word limit is **5000** words. You must comply with the word count guidelines. You may submit LESS than **5000** words but not more. **Word Count guidelines can be found on your programme home page and the coursework submission page.**
- **Do not put your name or contact details anywhere on your submission**. You should only put your student registration number (SRN) which will ensure your submission is recognised in the marking process.
- A total of 100 marks are available for this module assessment, and you are required to achieve minimum 50% to pass this module.
- You are required to use only Harvard Referencing System in your submission. Any content which is already published by other author(s) and is not referenced will be considered as a case of plagiarism.
You can find further information on Harvard Referencing in the online library on the VLE. You can use the following link to access this information: <http://bpp.libguides.com/Home/StudySupport>
- BPP University has a strict policy regarding authenticity of assessments. In proven instances of plagiarism or collusion, severe punishment will be imposed on offenders. You are advised to read the rules and regulations regarding plagiarism and collusion in the GARs and MOPP which are available on VLE in the Academic registry section.
- You should include a completed copy of the **Assignment Cover sheet**. Any submission without this completed Assignment Cover sheet may be considered invalid and not marked.

2. Assessment Brief

Introduction

This business project assessment will require a 5000-word consultancy report on your chosen company. Your chosen company is your client who has asked you to provide the consultancy report.

The report should cover the following key areas:

1. Introduction
2. Challenges / problems the client is facing: Identified issues with how this is connected to the current affairs. Plus, an examination of the problem from the consultant's perspectives
3. Purpose of the report
4. Stakeholder analysis – need to analyse how current issues are impacting on stakeholders.
5. Evaluation and analysis with secondary data
6. Recommendations / solutions to the problem.

You are required to show your understanding of the importance of strategy in business. You will also need to discuss how your project would impact stakeholders and provide relevant recommendations or solutions which could be of value to your chosen organisation.

Business Consultancy Report Structure

The following structure reflects a common way of organising final business reports. You are advised to follow this structure, but you can adapt it to reflect the exact nature and details of your project in liaison with in-class supervisors.

- BPP Declaration Page
- Title page
- Table of contents
- List of figures/tables/abbreviations – if required
- Executive summary
- Introduction
- Challenges / problems the client is facing: Identified issues with how this is connected to the current affairs. Plus, an examination of the problem from the consultant's perspectives
- Purpose of the report
- Stakeholder analysis – need to analyse how current issues are impacting on stakeholders.
- Evaluation and analysis with secondary data
- Recommendations / solutions to the problem.
- Harvard references
- Appendices (if required)

The whole report should be 5,000 words. The front cover, table of contents, bibliography, and appendices are not included in this limit.

Word Count Breakdown

Your total word count for the business project is 5000 words. It is important that you ensure you cover each section thoroughly. In order to do this, it is recommended that you allocate an approximate word count to each section of the project. Below is an example you could use:

Section of the report	Approximate word count
Executive summary	500
Section 1. Introduction	300
Section 2. Challenges / problems the client is facing	500
Section 3. Purpose of the report	100
Section 4. Impact of research on stakeholders	600
Section 5. Evaluation and analysis of secondary data	2000
Section 6. Recommendations and conclusion	1000
Total	5000

Please note that the above word count is an approximation and should only be used as a rough guide.

Breakdown of Marks

This business project will be marked out of a total of 100.

The table below shows the mark breakdown for each section. Each section is assessed based on the Marking Criteria which can be found at the end of this assessment brief.

Section of the report	Marks breakdown
Executive summary	10
Section 1. Introduction	5
Section 2. Challenges / problems the client is facing	10
Section 3. Purpose of the report	10
Section 4. Impact of research on stakeholders	15
Section 5. Evaluation and analysis of secondary data	30
Section 6. Recommendations and conclusion	15
Presentation, grammar and punctuation, referencing style and reading	5
Total	100

Guidelines

Executive Summary

You are expected to write one page (approximately 500 words) of an executive summary. The executive summary is not to introduce your report but should be a summary of the whole report. You will therefore need to write this after you complete your report.

It should include what your identified issues were, and what your purpose of the report was. You are required to discuss how your report would impact on main stakeholders. You should also summarise your critical evaluation results.

Your executive summary should be concluded by any recommendations, making up the final part of your executive summary.

Your readers should be able to understand the focus of your project just by reading the executive summary.

Introduction

You could write this section with three different areas. The first area can be used to explain the context of your consultancy report.

The second part could be used to briefly discuss the current issues in your selected company. This area will be the summary of next section but you need to set the scene here.

The final part of this section will need to include how the report will be structured, and what your readers can expect to take from your report.

Challenge / problems the client is facing

You could discuss existing or potential future issues caused by current affairs.

If you decide to discuss current / existing issue(s), you would need to evaluate why your chosen company [client company] has been facing these issues and connect these issues to current affairs.

If you would like to discuss possible future issues which might occur because of the current affairs, you would need to discuss, as consultant' perspective, why your client company might face challenges in future because of current affairs.

Purpose of the report

You would need to state the purpose of the report. You could explain why you are evaluating specific issues and how this would benefit your client company. Your purpose of the report should be justified by the identified issues established in the section 2. Your purpose of the report will form the question you later evaluate and suggest recommendations for.

Impact of Research on Stakeholders

In this section, you will firstly need to identify who your internal and external stakeholders are in relation to your report. You will also need to discuss how your project is connected to different groups of internal and external stakeholders, and finally evaluate how your project would impact these stakeholders.

Evaluation and analysis with secondary data for your purpose of the report

This section is to show your critical evaluation skills.

You would need to collect secondary data and analyse the data to answer your purpose of the report. You could include tables or charts using existing data you have collected if you wish to. You should ensure that sources of data are referenced correctly.

For the critical evaluation, you may be able to use theoretical frameworks or evaluate data you collected without specific frameworks. However, you need to remember that you would need to compare and contrast different data and discuss how different data shows different perspective for your purpose of the report.

Recommendations and Conclusions

Your recommendations should be justified by the results of your analysis and critical evaluation, and you must also ensure that these recommendations are connected to your purpose of the report. It may be helpful for your readers if you remind them in this section what your purpose of the report was, and how this has been answered by your recommendations.

For the conclusion, you will need to address the key issues you have evaluated and how you have answered the purpose of your report. You should use evidence from the previous sections to support your conclusion.

Presentation

You should use the Harvard referencing system throughout the report and make sure there are no errors in spelling or grammar. You will need to use academic writing and your language should be clear and precise.

Your report must use a consistent approach to headings, tables and graphs. Pages should be clearly numbered, and this should correspond to the page numbers provided in the table of contents.

You will need to show a broad range of reading including academic journal articles.

Marking Guideline for Students

Assignment part	Distinction	Merit	Pass	Fail
Executive Summary	<p>Excellent summary of entire report.</p> <p>Readers can understand the entire report including the recommendations.</p>	<p>Good summary of entire report.</p> <p>Readers can understand what the report is about including recommendations however some points have been missed.</p>	<p>Basic summary from the report.</p> <p>Part of the Executive Summary is included in the introduction.</p>	<p>There is no Executive Summary.</p> <p>A repeat of Introduction.</p>
Introduction	<p>A detailed introduction which not only sets out what the business project aims to achieve but also provides a clear sense of direction.</p> <p>A comprehensive and detailed outline of the planned approach for the research and a clear rationale of why they have chosen to conduct this research project.</p>	<p>A solid introduction which includes explaining what the business is aiming to achieve and some basic information regarding how this will be achieved.</p> <p>A good rationale justifying why this is a credible research proposal should be included.</p>	<p>A basic induction has been provided introducing the business project but lacks depth and a lack of focus for the project.</p> <p>A basic rationale justifying the research proposal should be included.</p>	<p>Basic introduction provided to the business project but not enough information to set the scene.</p> <p>Limited to no rationale provided to support the research proposal.</p>

Assignment part	Distinction	Merit	Pass	Fail
Challenge / problems the client is facing	<p>Clear issues identified with supporting evidence and analysis.</p> <p>Excellent discussion and evaluation to identify issues which client is facing or might face in future with supporting references.</p> <p>Excellent critical evaluation to prove the connection between current affairs and issues company is facing/would face and all argument is supported by appropriate references.</p>	<p>Issues identified well with supporting evidence.</p> <p>Good discussion and evaluation to identify issue which client is facing or might face in future.</p> <p>Good evaluation to show the connection between current affairs and issues company is facing / would face.</p>	<p>An attempt to identify issues but there are no clear issues identified.</p> <p>Basic discussion to identify issues.</p> <p>Attempted to connect to current affairs but there is flaws in the argument.</p>	<p>No challenges or problems the client is facing or will face was discussed.</p> <p>Unclear challenges /problems were discussed.</p> <p>No connection between issues and current affairs.</p>
Purpose of the report	<p>Excellent purpose of the report which has been fully justified with identified issues.</p> <p>A very good connection between purpose of the report and identified issues has been demonstrated.</p> <p>Excellent discussion why the purpose of the report should be answered.</p>	<p>Good purpose of the report which has been partly justified with identified issues.</p> <p>Good discussion why the purpose of the report should be evaluated. However, still one or two objectives are unclear.</p>	<p>An attempt to design a purpose of the report but it is vague, general or too broad.</p> <p>There is a clear purpose of the report but not justified with identified issues.</p> <p>Unclear why the purpose of the repor should be evaluated,</p>	<p>No purpose of the report.</p> <p>Inappropriate or random purpose of the report.</p> <p>Inappropriate purpose of the report.</p>

Assignment part	Distinction	Merit	Pass	Fail
Research impact on Stakeholders	<p>Identified all internal and external stakeholders with excellent evaluation.</p> <p>Showed critical evaluation on how the report would impact each stakeholder.</p> <p>A full and extensive stakeholder analysis is included.</p>	<p>Identified internal and external stakeholders with good evaluation but some stakeholders are missed.</p> <p>Evaluated how the report would impact on some of the stakeholders.</p>	<p>Identified internal and/or external stakeholders without appropriate evaluation of impact.</p> <p>Basic stakeholder analysis has been demonstrated.</p>	<p>No stakeholder analysis presented.</p> <p>Attempted stakeholder analysis but not relevant to the report</p>
Evaluation and analysis with secondary data for your purpose of the report	<p>Excellent level of data collection and analysis which includes both breadth and depth.</p> <p>Data / information directly links to the purpose of the report.</p> <p>Extremely strong and consistent argument that convincingly addresses issues including uncertainties and conflicts in the critical evaluation.</p> <p>The discussion should be critical in nature and</p>	<p>A good level of secondary data and information which links to the report.</p> <p>Evaluation and discussion demonstrate a good connection to the purpose of the report.</p> <p>Precision, accuracy and clear reasoning throughout the analysis, synthesis and/or evaluation addressing all issues appropriately.</p> <p>Evidence of an argument that is generally convincing with good internal consistency and addresses</p>	<p>Evidence shows that some data was used.</p> <p>Some discussion has been attempted however this is basic in nature providing little critical discussion and little connection to the rest of the report.</p> <p>It shows the lack of connection to the purpose of the report with the data collected.</p> <p>Evidence of an overall convincing argument but may have weaknesses, gaps or inconsistencies.</p>	<p>The student has provided no data or discussion which attempts to achieve the aims and objectives of the project.</p> <p>Lack of consistency or structure in the argument.</p> <p>Serious weaknesses in the integration of evidence and/or no awareness of the limitations or weaknesses of the report/</p> <p>There is a lack of discussion throughout which adds little or no value to the project.</p>

Assignment part	Distinction	Merit	Pass	Fail
	<p>provides a good evaluation on the findings.</p> <p>The student should also include limitations as part of the data collection process. This could include lack of time or access to participants etc.</p>	<p>most issues. Very good use of information gathered to support the argument.</p>	<p>Broad levels of precision, accuracy and reasoning in analysis, synthesis and/or evaluation, and addresses all key issues.</p>	<p>Evidence of a consistent argument but may have weaknesses, significant gaps or be unconvincing.</p> <p>Clear use of information gathered but may not be sufficient to sustain the argument.</p>
Recommendations and conclusion	<p>Very well written conclusion without errors.</p> <p>Purpose of the report would be answered well in the conclusion.</p> <p>Each recommendation is realistic and well justified by the results of evaluation.</p> <p>Recommendations would resolve all issues identified at the beginning of the report and will address the purpose of the report well.</p>	<p>Good conclusion is provided without repeating previous contents.</p> <p>Recommendations are realistic and demonstrates the connection to the results of critical evaluation.</p> <p>Recommendations would resolve some of the business issues identified.</p>	<p>Student has provided some recommendations and conclusion but is basic in nature.</p> <p>They do not fully address the purpose of the report or research objectives and do not fully close the project.</p> <p>Suggested recommendations are realistic but would not answer the purpose of the reports or resolve identified issues adequately.</p>	<p>Student has provided no recommendations or concluding comments.</p> <p>Unrealistic recommendations provided.</p> <p>Students has provided weak a conclusion.</p> <p>Recommendations are provided but there is no connection to the analysis / evaluation.</p>
Presentation, Grammar, Spelling	<p>Excellent structure and presentation.</p>	<p>Good structure and presentation</p>	<p>Adequate structure and presentation. There may be some errors in formatting</p>	<p>Poor structure and presentation.</p>

Assignment part	Distinction	Merit	Pass	Fail
	<p>Precise, full and appropriate references – no errors in referencing.</p> <p>Precise use of language expressing complex thought with clarity, accuracy and precision which furthers and enhances the argument.</p> <p>There is evidence of extensive independent reading and research.</p> <p>Wide, broad and comprehensive reading list which includes use of academic journals and articles.</p>	<p>Full and appropriate references and notes with minor or insignificant errors.</p> <p>Clear and precise use of language allowing a complex argument to be easily understood and followed. Evidence of wider reading and research.</p> <p>Used a good range of academic sources – academic articles and journals.</p>	<p>and presentation, but the report is reasonably professional in appearance.</p> <p>Good references with minor or insignificant errors or omissions.</p> <p>Limited reading and main reliance is on internet sources, such as Wikipedia, blogs or Google searches.</p>	<p>Poor references and notes with multiple inconsistencies, errors or omissions.</p> <p>Generally understandable use of language but significant errors in expression affecting overall clarity.</p> <p>Extremely limited reading and heavily reliance on internet sources, such as Wikipedia, blogs or Google searches.</p>

