# **BM4004 Assignment 1 Guidance**

Assignment 1 is an individual **report** of **4000 words** +/- 10%.

1. You are to choose 2 business function from 4 listed on the brief, and write a report that addresses the following: -

Ensure the report:

1. compares and contrasts the **two** business functions including an explanation about the interdependence betweenthem. **(30 marks) –** *1200 words*
2. highlights the importance of the **two** functional areas contribution to the business’s success. **(20 marks) –** *800 words*
3. evaluates any challenges and opportunities associated with the **two** functions including any potential consequences. **(40 marks) –** *1600 words*

*Note the marks per point, this can be equated to how much to approximately write.*

*This leaves 400 words for the introduction and conclusion.*

**Follow a report format,** a further **10 marks** are available for a professional presentation**: -**

Please see notes on each section that may help you with this

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|  | **Format** | **Guidance** |
| **1** | **Include the UCLan coversheet at the beginning** | This can be found on the BlackBoard site for BM4004 |
| **2** | **Title Page** | Report Title  Do not include your name here |
| **3** | **Executive Summary** | *State which functions you have compared, summarising any major points you discuss.* |
| **4** | **Contents list with page numbers** | As you would find in any textbook e.g.  **CONTENT Page**  Introduction 1 |
| **5** | **Introduction** | *set out what the reader will find in the report, usually based on the requirements, but you must ensure these are actually found in the report. (Sometimes it is easier to write this after the main body is completed).* |
| **6** | **Main Body** | Separate into different parts that follow the requirements to be included.  Consider the requirement when setting out the structure: -   1. First – Take each of the **two** chosen business functions separately, define the functional area and explain the purpose of each function in an organisation.   Second – Compare and contrast the chosen functions – which areas are similar or different in each function.  Third – Explain the interdependence between the **two** chosen functions – how one function depends on the other – how they work together.   1. First – Discuss why each of the **two** chosen functional areas are important – mention the responsibilities and duties performed by each function.   Second – Highlight how the **two** chosen functional areas contribution to the success of the business – What value do they add? How do they achieve this?   1. First – Indicate any challenges arising in the **two** chosen business functions – this can be anything that is difficult to do, or hard to achieve.   Second – Indicate any opportunities that could be taken advantage of within the functions – maybe to solve a problem or improve something  Third – Discuss the consequences of the challenges or opportunities you have indicated. |
| **7** | **Conclusion** | Summarise what is presented in the report, including any conclusions drawn – do not state any new information here. |
| **8** | **Reference List** | in alphabetical order and in Harvard style. Help to do this at [CITE THEM RIGHT](https://www.citethemrightonline.com/home) and from WISER found here - [Study Skills section of the Student Hub.](https://msuclanac.sharepoint.com/sites/StudentHub/SitePages/Study.aspx)  NOTE: This is not part of the word count. |
| **9** | **Appendix** | Used for tables, graphical data, figures, images, etc. referred to in the body of your work.  NOTE: This is not part of the word count. |

REMEMBER

* You must support the work with **a minimum of 15 academic references** and extras from other available sources in Harvard style,
* Make sure the **presentation** of the report follows the correct format and **professional** language is utilised. **(10 marks)**

Also

* Consider the **marking criteria** at the end of the assignment brief – Where do you wish to be? Make sure you aim to achieve this by following the description closely.