

TERM PAPER RESEARCH-BASED CASE STUDY

In fulfillment of BTEC L5 Diploma in Business awarded by Pearson Edexcel, UK

DESCRIPTION OF THE PROJECT:

Undertaking this project you will learn business and organizational practices and demonstrate organizational development skills in a select enterprise - tourism, health care administration or any other services or product based sector that you have an interest in. The outcome of the assignment is a Business Report.

THE CASE:

You are a Business Development Consultant in a Business Management Firm that helps existing and start-up businesses to solve areas of problem in their operations to build productive, profitable and sustainable businesses.

Your Firm is hired by a small enterprise that is facing myriads of business problems. Your job as Business Development Consultant is analyze the problem in the client's operation, seek solutions by planning, research, consultation and benchmarking good industry practices, and provide effective recommendations to the business arising from your study.

To get started select a type of small business you have interest in - travel, healthcare, accounting, spa etc.) And develop a business profile for a small enterprise. See instructions on page 2.

RATIONALE OF THIS ASSIGNMENT:

- ✚ Gives students the opportunity to investigate a business organization, assess the influence, roles and responsibilities of key people within the organization and other stakeholders, and evaluate the relationship between businesses and the local, national and global environments.
- ✚ Allows students to develop and practice their knowledge, understanding and skills as administrators or managers by examining the administrative functions within organizations.
- ✚ Gives students the opportunity to focus on the processes involved, through change management, of reviewing and improving the performance of a small business enterprise.
- ✚ Allows students to prepare and coordinate operational plans and managing time effectively and developing self to meet the needs of an organization.
- ✚ Provides the opportunity to investigate and participate in the running of a project in which they will take a major role in managing a range of key resources.

LEARNING OUTCOMES:

- Be able to formulate a project
- Understand project management principles
- Be able to apply project processes and procedures
- Be able to present the project outcomes

BUSINESS PLANNING FORM

Business Name	
Business Type: Legal Framework	Sole Trader (<input type="checkbox"/>) Partnership (<input type="checkbox"/>) Corporation (<input type="checkbox"/>)
	For Profit (<input type="checkbox"/>) Not-For-Profit (<input type="checkbox"/>)
Nature Of Business Activities: Describe the Business Activities	
BUSINESS ADDRESS	
Company Mission Statement	
Goals Of The Business	
Vision Statement	
Number Of Departments	
Number Of Staff	
Sector the Business Operates in	
Market Segment: Describe the Customer Type?	
Describe the products and Services Offered	
Business Potential: What makes the Business Competitive And Unique?	
Define Four Major Business Problems that the Business Is Experiencing	

TERM PAPER STRUCTURE AND WORDING REQUIREMENTS

(Each Term Paper has the same requirements)

STEP 1: Create a business profile for the company.

You are a Business Development Consultant in a Business Management Firm that helps existing and start-up businesses to solve areas of problem in their operations to build productive, profitable and sustainable businesses. Select a type of small business you have interest in - travel, healthcare, accounting, spa etc.) And develop a business profile for a small enterprise.

STEP 2: Develop the Introduction Section of your Report.

SECTION 1 – INTRODUCTION

(750 - 1000 Words)

*Unit 8 is 2,500 Words

A. Introduction:

(500 Words)

- i. Purpose of the research
- ii. Background (Provide the description/overview/contexts of the companies and products)
- iii. Scope of the research (you may address the limitations)
- iv. Literature Review (Unit 8 only)

B. 3-5 Research Objectives

C. Methodology:

(250 Words)

Step-by-Step outline of how you collected and intend to manage the information; concepts and theories which underlie the methods; state how you have addressed the research questions, justify with clear reasons the choice of methods and materials you used. What were the limitations?

STEP 3: Undertake The Study and Answer the Questions

SECTION 2 – DISCUSSION AND ANALYSIS OF Findings

(450 - 600 Words per question)

A. Summary of your Findings

(Conduct research and answer the questions. Use theory and case study to answer the questions. Analysis of Trends, Questionnaires and Statistical Data is useful. Do proper in-text and end of text citations using the Harvard Referencing Style)

B. Please write out the Assessment Criteria in full as header for your work.

STEP 4: Produce A Summary Of The Recommendations For Each Study (AC).

Summary of the Recommendations and Conclusion arising from the research methodology and findings.

STEP 5: List of References / Bibliography

- You must properly cite ALL sources included in your work– whether secondary or primary sources – using Harvard Referencing Style.
- All sources cited in-text whether through paraphrasing, summary or direct quotation must be recorded in List of References / Bibliography.

STEP 6: Appendices

(Include questionnaire, interview questions, surveys, feedback, or any raw data etc.)

STEP 7: Include All Relevant Forms

All of the following documents **MUST** be in each Term Paper Submitted. This is exactly how the submission must be organized.

1. Student Assignment Cover Page
 - Student Name:
 - Unit Index:
 - Unit Title:
 - In Partial Completion Of:
 - Date Of Submitting:
 - Name Of Facilitator:
2. Term Paper Assessment Criteria and Declaration of Own Work: Statement of Originality and Authenticity
3. Table Of Contents
4. Section 1: Introduction
5. Section 2: Findings And Discussions
6. Section 3: Recommendations And Conclusion
7. List of References.
8. Appendices: questionnaire and other forms included in your research finding example; the company data sheet created in step 1 ; surveys; interview questions etc.

REMEMBER

- In-text Citation and References are **not** the same!
- Assignments will only be accepted **before** or **on** the due date!
- References **must** be submitted with each Term Paper.
- The word limit for your assignment must be at the **minimum** 10% less than the requirement or at the **maximum** 10% more than the requirement.

PAGINATION:

Please number All pages in your work.
