

Colbourne College

Final Year Research Proposal and Business Report Project

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

The Project:

To demonstrate prior learning students will undertake a comprehensive business research in a small business enterprise - tourism or other services or product based sector of choice, and submit a formal Business Report. The outcome of the assignment is;

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1. One (1) Research Proposal (2,000 Words - Group)
 2. One (1) Business Report (18 -20,000 words - Group of 4 Students)
 3. One (1) 15 Minutes Oral Presentation - **Individual**
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Students MUST meet ALL Assessment criteria for the following Units/Chapters;

Unit 1: Business Environment (15 Credits)

Unit 2: Managing Financial Resources and... (15 Credits)

Unit 3: Organisations and Behaviour (15 Credits)

Unit 4: Marketing Principles (15 Credits)

Unit 5: Aspects of Contract and Negligence ... (15 Credits)

Unit 6: Business Decision Making (15 Credits)

Unit 7: Business Strategy (15 Credits)

Unit 8: Research Project (20 Credits)

Unit 17: Marketing Intelligence (15 Credits)

Unit 21: Human Resource Management (15 Credits)

Unit 23: Human Resources Development (15 Credits)

Unit 33: Small Business Enterprise (15 Credits)

Unit 34: Operations Management in Business (15 Credits)

Unit 37: Company Law (15 Credits)

Unit 38: Business Events Management (15 Credits)

Unit 45: Business Ethics (15 Credits)

CASE

You are a Senior Partner in a Business Consultant Firm (your company name). Your firm analyzes existing and start-up businesses, creates solutions to problems, and helps small businesses to develop efficient plans for meeting their goals. (More details will be required on the firm). The Firm is hired by a group of small investors (private partners) purchasing an existing small business enterprise (provide name and details of the business acquiring).

Research Question:

“What are the nature, performance and potential of the small business enterprise you are acquiring?”

Instructions:

- **Apply the balanced scorecard management model to diagnose:** where the organization is heading (it's strategies), what is needed to get there (objectives) and what has to be measured and controlled now to ensure that it stays on course to deliver the desired outcome in the future.
- **Divide the research in 15 Chapters representing the different units of the program.**
- **Meet ALL the assessment criteria of the unit.** (Demonstrate where it is met in your research by providing the page number on the front page/confirmation sheet/grade sheet).
- **Research Proposal:** submit a research proposal to show that the problem you propose to investigate is significant enough to warrant the investigation, the method you plan to use is suitable and feasible, and the results are likely to make an original contribution.

What is the purpose of the Research Proposal and Business Report?

- To save time and money - minimize investment risks and determine what it will cost to run the business and how you will cover your costs.
- To learn more about the needs of the business and its stakeholders and how best to meet these needs.
- To learn where and how to sell the product and/or service
- To learn where and how to produce and distribute the product and/or service
- To optimize returns on investments.

You will use suitable management tools such as SWOT, PESTLE, Balanced Scorecard, and Porter's Five Forces (among others) to:

- Identify strengths, weaknesses, and problems
- Maximize opportunities that exist to grow a small business enterprise
- Create a change capable organization.
- Increase quality and efficiency in personnel, product service and customer care
- Boost profit and create sustainable financial conditions

Rationale of the Project:

- Give students the opportunity to investigate a business organisation, 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 practise their knowledge, understanding and skills as administrators or managers by examining the administrative functions within organisations.
- Give 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 organisation.
- Provide 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.
- Be able to formulate a project
- Understand project management principles
- Be able to manage a project's human resources
- Be able to apply project processes and procedures
- Be able to present the project outcomes



We are here to HELP You

RESEARCH INSTRUCTIONS

1. **COMPULSORY!** The Chapters and their contents are [here](#).
2. You will find the entire syllabus [here](#) for further breakdown on the contents to include.
3. Grading Scheme and the Report Guidelines are [here](#).
4. Sample of a Research Proposal is [here](#)
5. Guideline to develop a Small Business Enterprise is [here](#)
6. Sample of a Business Report is [here](#)
7. Sample of acceptable college level Academic Writing is [here](#) (note the use of evidences and proper citations)
8. Harvard Referencing Guidelines for in-text and end of chapter Citation of Reference is [here](#)
9. Harvard Referencing Generator is here (automatically complete end of chapter referencing) [here](#)
10. Objectives of the Balanced Score Card Management Model is [here](#)
11. Objectives of Porter's Five Forces Model is [here](#)
12. Contact your Research Supervisor for help [here](#)

Assessments:

The projects are marked by a group of Lecturers with the Principal as internal verifier. Samples of the work are verified by the Examination Committee and are collected and marked by BTEC Moderators from England.

SUBMISSION DEADLINES:

1. **May 15** – Deadline to Submit the Research Proposal
2. **July 15** – Deadline to submit first draft of the Business Research Project.
3. **August 01** – FINAL DEADLINE for both the soft and hard copy of the assignment submission. YOU MUST include the Plagiarism Report through turnitin, and the signed cover sheet/testimony of own work.
4. **NO WORK WILL BE ACCEPTED LATE!**

ASSIGNMENT 3: Business Presentation (Viva Voce)

- a. Present the research outcomes and defend your recommendations.
- b. Discuss own role and participation to the group to achieve the outcome.
- c. You must use suitable presentation techniques.
- d. Use suitable software and techniques to disseminate information effectively.
- e. Organise your attire, staging and equipment to suit your delivery methods and needs.
- f. Final Presentation will take place in Kingston on August 8. Select Members of the Faculty, governors, Staff, Business Community and Student Body will be assessing the Business Presentation. Be prepared to field questions from the Panel of assessors and one from the audience.

Organize the **oral presentation** into the following sections:

Attire and Format



Dress Smart. Keep Smiling. Be Confident. Speak confidently. Keep eye contact with the different sections of your audience. Don't Read. Discuss.

Know your product. Discuss your product with enthusiasm and passion. Moderate your voice projection. Engage the audience in the discussion by asking questions.

"The basic format of your presentation should follow the "Tell them what you're going to tell them," "Tell them," and "Tell them what you told them" format. This includes an overview, the presentation and a recap."

Pop Quiz

To get attendees to buy into your message, administer a "pop quiz," asking them questions about the product, the pricing, the competition, the target customer and other topics you'll cover in your presentation. Tailor the questions so that the attendees give you the information you will soon be presenting, creating a stronger belief in what you're selling.

Present Research

Don't ask attendees to rely on your word or opinion. Use statistical data and research to introduce objectivity to your presentation. Visit the websites of trade associations in the industry or profession that serves your client, customer or your business, if you are making an in-house presentation. Find research reports that provide market trends, consumer preference or demographic shifts, sales numbers and other data. Provide historical data from the customer or your company to give an overview of its sales trends.

Use Visuals

Don't rely on the spoken word or simple text on an overhead or chalkboard. Use photos of the product alongside competitors' to let attendees see the differences. Use graphs to show sales growth or decline across specific time periods. List the various media you are recommending be used for advertising and those that won't be chosen and use bar charts to compare readers and costs. Show pictures of the magazines and websites you're recommending. Always have product samples in the room, if possible.

Create Mock-Ups

Let attendees see samples of the ads, brochures, direct mail pieces, websites banners and billboards you plan to use. Let them see your application of the consistent brand and benefits messages. Explain why you chose the typography you did and the graphics you used."

Marketing Presentation Ideas (Samuels D, n.d), Retrieved from

<http://smallbusiness.chron.com/marketing-presentation-ideas-43086.html>

How we develop our students to match the required competencies of the Programme?

- Lectures, with Trained Educators providing relevant history, theories, concepts and how they will apply.
- Tutorials, designed to match experienced Industry Specialists with the subject areas.
- Present real cases in the classrooms to stimulate critical thinking about the subject, and solve problems through research and application.
- Field Study to familiarize students with the systems and operations of the Industry.
- Faculty Support.
- Research Supervisor.
- Course Assessment: Midpoint and End of Semester assessments.
- Access to computers and online library.
- Seminars and Guest Speakers
- Students engage in investments and business decisions through opportunities created on Campus (learn about our the 'new world entrepreneurs' – a Self Employment Program with over \$1, 500,000 available to students from their tuition for investment in select business activities at the start of each school year, starting fall 2013).