

Business Management Assignment Brief

General Guidance

Where a question is in several parts and a words total is indicated, that is the total for the whole question, not for each part of it. Where a word limit is per part of a question, this will be clearly stated. You will not incur penalty for exceeding the word limit by up to 10% but excessively lengthy and prolix scripts will be penalised.

Whilst it is acceptable to use the internet for legal research, this means proper legal research on sites such as Westlaw, Lexis, Baili, legislation.gov.uk etc; citing Google or Wikipedia and such as authority for any legal proposition is unacceptable.

Paper-based resources will include the materials given to you for this module but you are expected to read more widely and to locate relevant materials beyond the course materials.

Module Guidance

Module Title:	Business Management
Module Code:	Module 3(f)
Assignment Number:	1 VERSION 2
Assignment Type:	Report
Date Set:	28 September 2020
Date Due:	22 November 2020

Module Learning Outcomes

1. Explain and compare different business models.
2. Explain the main functional areas of business management.
3. Explain and evaluate impact of external elements of the business environment on the business.
4. Devise a business plan and objectives.
5. Explain legal expectations of an employee.
6. Understand the importance of management and leadership within the business.
7. Present their answers logically and coherently.

Required Task

Prepare a written response of 3,000 words. You must ensure you meet all requirements to achieve a pass on the assessment.

Please Note: All submissions must be made no later than midnight on 22 November 2020. Work **MUST** be submitted via the online learning environment.

Please also note: All submissions **MUST** be made in word.

Brief

You are a costs lawyer and are required to produce a business proposal that could be presented to a group of fellow costs lawyers. The business proposal is to open a small costs firm in Bradford that specialises in legal project management, compliance and maximising profitability for clients. The firm will also undertake all other normal costs work.

Various sections of the proposal relate directly to specific weeks on the course. The related course weeks are indicated in brackets below (under requirement 2). It should be noted that the sessions in the report do not follow the order of the module. You should also note that any part of the proposal documents could draw on a range of the concepts, models or tools and techniques from across the module and course as a whole. Being able to link the concepts from across the module and course in this assignment will improve the breadth of knowledge demonstrated and will therefore likely attract higher marks.

The word count limit for the report is 3,000 words, although it is recommended that the minimum word count is 2,500 in order to adequately deal with the requirements (although there will be no specific penalty for reports submitted with a lower word count). Any additional information, data or evidence should be included in appendices at the end of the report and referenced in the main body of the assignment.

N.B. You are not required to include **detailed** financials. These would usually be covered in such a proposal but are outside the scope of this module. However, you should consider some financial aspects as set out in requirement 2, below.

Requirements

You **MUST** complete all of the following requirements:

Requirement 1: Presentation (10% of the mark awarded)

- Produce a report of no more than 3,000 words. This excludes headings and sub-headings, the bibliography and any documents included within the appendices.
- Whilst there is no minimum word requirement, it is envisaged that your report will be at least 2,500 words in order to be of a sufficient standard to pass (excluding the items referred to above).
- You **must** include a bibliography (this does not form part of the prescribed word count).
- You should include references to specific sections of legislation, delegated legislation and other authority where appropriate.
- Any additional information, data or evidence should be included in appendices at the end of the report and referenced in the main body of the assignment.
- Present the report in a logical order in paragraphs using appropriate language.
- You **must** include your student number on your submission.
- You **must not** include your name on your submission. Should a name be required to be included, you should use "A. Trainee", "Costs Lawyer" or your student number.
- Your final submissions **must** be in word format and be incorporated within one document.

Failure to comply with the general presentation requirements will impact upon the presentation mark.

Requirement 2: Report (20% of the mark awarded for depth of knowledge, 40% of the mark awarded for application and 30% of the mark awarded for critical analysis)

- ☑ Produce a business proposal, in the format of a report, that could be presented to a group of costs lawyers you are looking to gain investment from in order to open a small costs firm.
- ☑ The costs firm should be based in Bradford and specialise in legal project management, compliance and maximising profitability for clients.
- ☑ You must contextualise your proposal by indicating the current business model of the firm and how the introduction of such a department will align within that model.
- ☑ It should be demonstrated within your report that you have considered the relevant weeks of the module as detailed in brackets below. You are **not** required to include specific reference to the course materials in footnotes or the bibliography.
- ☑ Include relevant information you have learned from the module and course as a whole and link those concepts with this assignment in order to gain extra marks.
- ☑ Include relevant headings and sub-headings considering the information provided below (these do not form part of the prescribed word count).
- ☑ Include additional information, data or evidence in appendices at the end of the report; reference these in the main body of the assignment (these do not form part of the prescribed word count).

Structure of the report

You may wish to structure your report in an alternative way and credit will be given to any reasonable format. However, a proposed outline for the report is as set out below. You should have been putting together thoughts, ideas and research throughout the module and the assignment requires you to pull it all together into a coherent, flowing document.

Introduction

This should cover the reason for the report and what it is intended to achieve. It should identify what it is that you are proposing and why you need the person(s) reading the report on board. It should be brief but engage the audience. It should set out a framework for what is to come and grab the audience's interest in the proposal.

You may include any high level, overarching reasons why you are proposing this costs firm be established.

Business Objectives

What do you hope to achieve with the business you are establishing? This should cover some financial as well as other objectives. Consider these objectives in the light of the environmental analysis you have carried out and the competitive market place you are looking to go into. (*Chapter 5*)

Market Opportunity

What is the market you are proposing going into and what are its features, opportunities and threats? This is based on your research and needs to also consider the trends you expect in the market as you are looking to develop a business that will last for some time. *(Chapter 4)*

Business Design

What is the structure that your business will take in order to meet the objectives you have set having regard to the proposed market place? Consider the structure, the scope, how the organisation will function, teams and how communication will take place - amongst other factors. *(Chapter 1, 2 and 4)*

Development and Launch Plan

You have set out the firm that you are planning to establish so now need to evidence to your prospective investors and supporters that you can make it happen. This means outlining a clear business plan, a strategy and some financials using a structured approach. You then need to evidence some thinking about the stages to develop and launch the department. Here some form of project structure, planning and scheduling is required. This does not have to be highly detailed for the purposes of the report, but it does need to evidence that you have a clear plan to go forward with. *(Chapters 5 and 6)*

Management and Leadership Approach

You should demonstrate that you can look to the on-going management and leadership of the department for after it is set up. You need to set out how it will be run.

As well as the plan for being successful, you also need to show that you understand how to look after employees, their expectations and obligations. Part of this will include consideration as to your approach to performance management – this means making sure employees are working in a way that is expected of them in order to make a successful business for everyone involved. *(Chapters 1, 3, 5, 6 and 7)*

Risks

All businesses are risky to some extent and this could be especially so with the proposed new department. You are expected to give thought to the risks involved in your proposal and also to have worked out ways to manage those risks. *(All Chapters)*

Appendices

As required.

Guidance notes and considerations

You will be introduced to a range of resources available and will be given the opportunity to practice researching case authority.

Your work will be marked against the following criteria:

Depth of Knowledge (30%): How well do you show that you know the subject and in what depth and detail.

Application of Theory (30%): How well you can apply the content you have learnt during the course to the brief given.

Critical Analysis (30%): How well you show you have weighed up options, why you have come to the conclusions you have.

Presentation (10%): Your grammar, spelling, punctuation, referencing and following of academic writing criteria at undergraduate level (level 6) and professional level to reflect the standard that is expected by the court, government agencies and your client / office.

Full Marking Scheme: Business Management Assignment 2020

	Requirement 2: Depth Of Knowledge (30 marks or 30% of overall grade)	Requirement 1: Application Of Theory (30 marks or 30% of overall grade)	Requirement 2: Critical Analysis (30 marks or 30% of overall grade)	Requirement 3: Presentation (10 marks or 10% of overall grade)
Fail	Not making sense and showing little or no knowledge of subject matter OR Demonstrates no knowledge, or only superficial knowledge, of how to prepare a report based on the instructions provided.	No evidence of application of theory to specific requirements of assignment OR Demonstrates very little evidence of application of theory to specific requirements of the assignment.	No analysis of any value OR Demonstrates little real analysis of any value.	Not making sense, very poor use of grammar and spelling OR Some sense but difficult to follow.
Borderline Fail 12+ Marks	Largely superficial, but with some areas of depth. Attempts to demonstrate knowledge of the formation and management of a new department within an existing business. Some knowledge of regulatory requirements demonstrated and some evidence of an ability to analyse the external market.	Small amount of evidence of application which may take the form of applying models from the course materials.	Some attempt at analysis with a reasonable depth of understanding demonstrated.	Poor use of grammar and English leads to poor coherence. There will be spelling and grammatical mistakes. Some attempt at the structure of report writing.
Pass 15+ Marks	Good knowledge demonstrated of most of the main areas. Demonstrates knowledge of the formation and management of a new costs department within an established business. Some knowledge of regulatory requirements. Some evidence of an ability to	Several good examples of evidence of application provided including reference to authority and the inclusion of opinion, albeit this may be largely superficial. Applied some knowledge of relevant models, albeit this may be largely superficial.	Some solid and well-founded analysis of the internal and external environment of a business. Able to identify strengths and weaknesses in any strategy.	Good grammar and report structure. Some good paragraphs and sentence structure. There will be spelling and grammatical mistakes without detracting from overall meaning. For a pass mark for academic rigour, the report

	<p>identify appropriate models to analyse the external market and appropriate management techniques in respect of any opportunities and threats identified. Able to show an understanding of what to include in the report having regard to the instructions provided.</p>		<p>Some evidence that risk management has been considered and suggestions advanced as to how that risk may be managed.</p>	<p>must be well-structured and should set out the purpose of the report, the nature of the proposal and what is required from the intended audience, albeit there may be some weakness in doing so.</p>
<p>Merit 18+ Marks</p>	<p>Good analysis of knowledge gained to date viewed from some different perspectives. Detailed inclusion of the relevant points including good reference to documentation as included in appendices. Demonstrates good knowledge of the formation and management of a new costs department within an established business. Good knowledge of regulatory requirements demonstrated. Good evidence of an ability to identify appropriate models to analyse the external market and appropriate management techniques in respect of any opportunities and threats identified. Able to show a good understanding of what to include in the report having regard to the instructions provided.</p>	<p>Range of opinions /authority appropriately included and applied well. Applied knowledge of a number of relevant models with at least some in-depth application.</p> <p>Used appropriate models to identify opportunities and threats and formulate and propose a clear logical strategy.</p> <p>Applied knowledge of risk management and made suggestions as to how a process may be implemented.</p>	<p>+ Critical evaluation of analysis undertaken of the internal and external environment of the business.</p> <p>+ Some critical analysis of the strengths and weaknesses of the proposed strategy.</p> <p>+ Some critical evaluation of the risk management process proposed.</p>	<p>Good grammar and report writing skills. Good use of paragraphs, sentence structure, grammar and spelling, but some mistakes without detracting from overall understanding.</p> <p>Good report writing and good use of language and writing style.</p>

<p>Distinction 21+ Marks</p>	<p>+ Areas of deep knowledge demonstrated as to what to include in the report. There will be good knowledge demonstrated of how to project manage.</p>	<p>+ Good range of authority and models considered and appropriately applied.</p> <p>Application will be in-depth and the report will be largely fit for purpose.</p> <p>Able to show where a clear competitive advantage may be gained.</p> <p>Good application of project management skills.</p>	<p>+ Relevant reflections showing synthesis, learning AND critical evaluation.</p> <p>Demonstrates the ability to synthesise ideas beyond those delivered within the course materials for this module; shows analysis of learning across the course as a whole.</p>	<p>Coherent and fluent answer throughout, but may have few very minor grammatical or spelling mistakes which do not detract from the flow of the report at all.</p> <p>Excellent structure, but some weakness in one area only.</p>
<p>Distinction (Higher) 24+ Marks</p>	<p>+ Knowledge gained is critically evaluated. Sources cited are considered.</p> <p>There will be very good knowledge demonstrated of how to project manage.</p>	<p>+ Excellent range of sources and authority considered and appropriately applied in all cases.</p> <p>Application will be in excellent depth and the report will be fit for purpose.</p> <p>Very good application of project management skills.</p>	<p>+Inspired development of highly original idea(s).</p>	<p>Coherent throughout and excellent report writing skills.</p> <p>Excellent use of paragraphs and sentence structure. Excellent structure. For a mark of 9 or 10 there must be no spelling or grammatical mistakes and it must be wholly clear what the purpose of the report is, the nature of the proposal and the identity of the audience.</p>