



Prifysgol Cymru
Y Drindod Dewi Sant
University of Wales
Trinity Saint David

Management and Organisational Behaviour - Assignment Workshop

HOSPITALITY
AND
TOURISM
MANAGEMENT



Man Geni Addysg Uwch yng Nghymru
Where Higher Education Began in Wales



Prifysgol Cymru
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Friday
15th
May

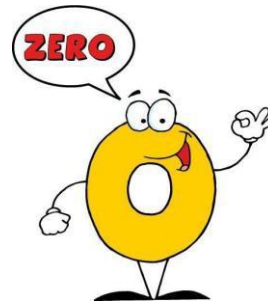


due by
23:59pm

UP TO A WEEK LATE:



MORE THAN A
WEEK LATE:



Assignment Business Report



WARNING



Step 1:
**RESEARCH WIDELY
BEFORE
YOU ATTEMPT TO
ANSWER THE
QUESTIONS**



Top Tips:

- Know the ORGANISATION before you begin your case study analysis
- Give yourself enough time to write the report. You don't want to rush through it.
- Be honest in your evaluations. Don't let personal issues and opinions cloud your judgement.
- Be concise and analytical
- Do not describe – write critically
- Proofread your work!



How to do it?



- Investigate and analyse
- Gather relevant information – key definitions/theories
- Key books/articles/databases
- Analyse your findings
- Compare the organisation with the theories
- Which theories best help to explain the theme? Why?
- Analyse your conclusions
- Answer the questions set

Remember to write a Report

- **Not an essay**
- 3,000 words
- Report structure needed



How to write a Report?

- It is essential that you plan your report before you start writing it!
- Remember to decide on:
 - Definition of the aim
 - How your ideas and findings will be presented
 - How you will structure the document.

Typical report structure:



- ☐ Title/ Cover page
- ☐ AI Acknowledgement Statement
- ☐ Executive Summary
- ☐ Content table
- ☐ Introduction
- ☐ Main body (*with all the individual subheadings*)
- ☐ Conclusion
- ☐ Recommendations
- ☐ Reference list

*The sections highlighted in **yellow** are not included in the word count.

Report Front Page



- ✓ Report title: Business Report
- ✓ Your name
- ✓ Student number
- ✓ Name of the recipients of the report (lecturer)
- ✓ Date of the report (submission date)
- ✓ Module code & module name

Basic Acknowledgement Format of AI Tool Use

I acknowledge the use of [AI Tool] [(AI Tool url)] on [Date] to [Purpose my work]. I used the prompt(s):

1. [Prompt]
2. [Prompt]
3. [Prompt]

I confirm that I have not presented any AI generated text as my own work. I confirm I have copies of my drafts, notes, and other resources I used before, and after the use of AI tools which I may be asked to provide in evidence.

Example

I acknowledge the use of Adobe Express (<https://www.adobe.com/express/>) on 20th March 2026 to edit photographic material:

1. Remove background from Figure 1.

I confirm that I have not presented any AI generated materials as my own work. I confirm I have copies of my drafts, notes, and other resources I used before, and after the use of AI tools which I may be asked to provide in evidence.

If you have NOT used AI

If you have not used AI tools, whether because it is not allowed or because you have chosen not to use AI tools at all, you need to include the following acknowledgement:

I confirm that I have not used any AI tools in the research and creation of this assignment. I confirm that I have not presented any AI generated materials as my own work. I confirm I have copies of my drafts, notes, and other resources I used, which I may be asked to provide in evidence

Please refrain from creating your own version of the above statement. You MUST use this template.



Executive Summary

- A short summary of the whole report in a few paragraphs.
- Give the reader a basic understanding of the whole report, including its conclusions.
- Imagine that the person reading this has just a few minutes to read the report before an important meeting.
- This section should give them all the key information they need.
- Although this section is placed at the beginning of the report, it is recommended that you write it **last**.

Table of Contents



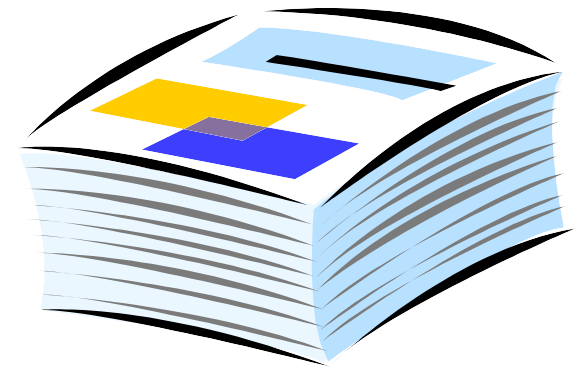
- Acts as an ‘at-a-glance’ view of content and where information is located
- List all section headings, heading numbers and the page number on which each item features
- Microsoft Word can do some of this for you

Introduction



- Detail the topic to be covered
- Include aims and objectives
- ‘Set the Scene’: ‘This report will...’ + summarise the questions set
- Keep it RELEVANT, FACTUAL AND BRIEF.

Main Body



- Findings/Analysis
- Develop your ideas
- Well-structured and follow a logical sequence – Keep it simple and clear
- Clear headings and sub-headings (include graphs etc. in this area)
- Move from ‘descriptive’ to ‘analytical/evaluative’ –

Not just WHAT was found (how, when, where, who, why)

Sections

Your audit must focus on the following three areas:

1. **Organisational Structure, Culture, and Goals**
2. **Recent Change Initiatives: Impact and Management**
3. **Strategic Direction and Current Business Performance**

Things to Consider

- ☐ **What is the organisational structure of the hotel group?**
- ☐ **What is the perceived organisational culture?** How does it reflect the theory you have read/ learnt about?
- ☐ **What are the hotel group's goals, visions, or aims?** *Be specific, these could be overall business aims but also specific goals such as 'to be net zero by...' or 'to increase room occupancy by....'*
- ☐ **Provide details of the hotel groups' change strategies or initiatives** – *what changes are they planning to implement? Why are they making these changes? What is driving these changes?*
- ☐ **What is the hotel group's current business performance and strategic direction?** *Provide an evaluation of their current performance, e.g. you could do a SWOT.*

Critical Thinking – Definitions

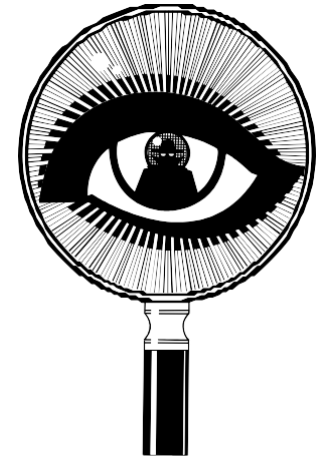


Critic:

- ✓ One who pronounces judgement on a thing, or a person
- ✓ Someone who assesses the quality of something
- ✓ One who rigorously discriminates
“...reviews or judges the merits” (what’s good, what’s not so good)



Being Critical



- ✓ Analysis – not description
- ✓ Evidence of thought and reflection
- ✓ Arguments supported by evidence
- ✓ Discussion of issues and ideas – not just a reporting of facts
- ✓ An understanding of why the topic is significant and interesting
- ✓ An attempt to relate the topic to broader issues – to see the bigger picture

Assessing and Evaluating

- Judge the quality and strength of your argument/viewpoint
- Judge the quality and strength of the opposing argument/viewpoint
- COMPARE – CONTRAST!!!



Critical Analysis

- **Back up** criticisms and evaluation with evidence
- **Make** your own biases, assumptions and stance clear
- **Make** any biases, assumptions or stances by others clear:
 - ‘X states that...
 - Y, however, argues against that idea....’
 - X appears to assume that...
 - Y, on the other hand, puts forward another point of view....’
- **Be concise** – avoid long-winded explanations
- **Be relevant** – don’t go off on a tangent; make sure criticisms and evaluation are relevant to your purpose

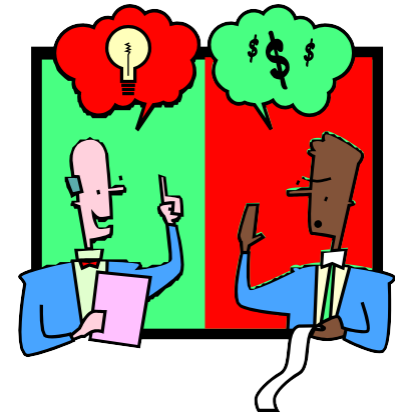
Conclusion

- Drawn from the analysis
- Clear and concise
- NO NEW INFORMATION
- What have you deduced about the situation

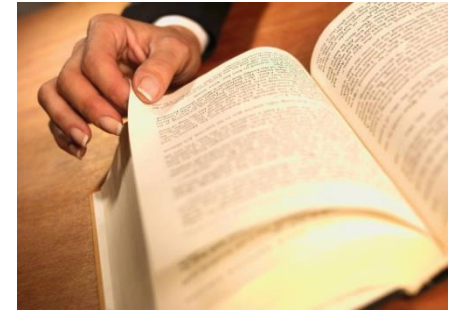


Recommendations

- Suggested actions
- Based on your findings
- State any further investigation



Reference List



- Alphabetical order
- List of authors/sources quoted in report
- Meet at least the minimum required
- Relevant and peer reviewed
- UWTSD Harvard referencing
- In-text citations: essential to avoid plagiarism

Appendices

- Additional to the report
- Optional reading to support main body
- 2 maximum, labelled, listed in contents page

Presenting your report



- Arial or Times New Roman font size 12
- 1.5/double-spaced
- Informative heading for each section reflecting content
- Numbered pages
- Referenced correctly using Harvard
- 3000 words
- Word limit +/- 10%
- All graphics labelled
- Check draft thoroughly – get someone to proofread
- Correct spelling/grammar

Automated Translation Tools

Automated translation tools, often known as machine translation (MT) tools, are software applications that use AI to automatically translate text or speech from one language to another.

Examples:

- **Google Translate:** Uses neural networks and can handle text, speech, images, and live video in over 100 languages.
- **DeepL:** Known for high-quality translations in European languages.
- **Microsoft Translator:** A tool integrated with Microsoft products that also offers speech and text translation.

Allowable Uses of Automated Translation Tools

You **are allowed** to use automated translation tools to:

- Support your study and understanding of course materials. This includes the translation of lecture notes, lecture recordings and transcripts, books, articles and other materials.

You **are not allowed** to use automated translation tools to:

- Translate any text or materials for submission as part of assessment for any module.

Key skills being tested

- Knowledge
- Comprehension
- Application

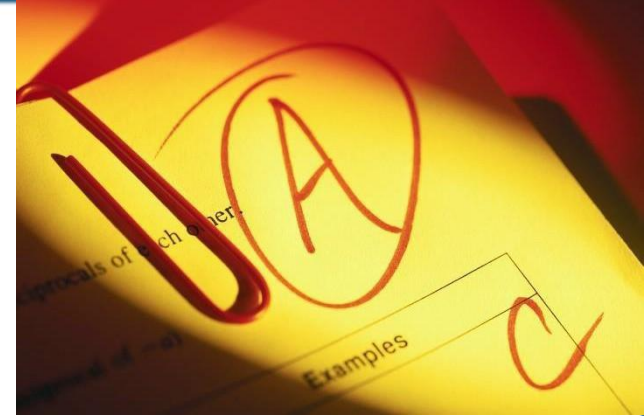
= PASS

- Analysis
- Synthesis
- Evaluation

= HIGHER

MARKS

For better marks....



- ✓ Be critical and analytical
- ✓ It could be argued that.....
- ✓ Get a debate going – on the other hand....
- ✓ Critique the theory (journals, books)
- ✓ Show evidence of wider reading
- ✓ Read the grade descriptors in the brief for guidance
- ✓ Use essential reading in references

Tips for theories

- Relevant theories for each section
- Don't try to apply them all – be selective

Which theories best help to explain the section?

- Review lecture material on Moodle carefully
- Use textbooks (e.g. Mullins) – no wacky websites!!!
- Be aware that subjects have linkages – don't view them in isolation

Review of Drafts

- Send me a draft by email before 30th April (end of day) for live feedback to be discussed on 5th May
- l.bassler@uwtsd.ac.uk

**TODAY IS AN
OPPORTUNITY
TO GET
BETTER.
DON'T
WASTE IT.**
WWW.LIVELIFEHAPPY.COM

Theory -> Application -> Analysis -> Example -> Evaluation

