

Assignment Brief

Assignment 1- Due Thursday the 12th of June

You are tasked with composing a consultancy report of 2000 words. This document must be of high quality, typed, and bound, suitable for presenting findings to the client professionally. The report should include the following components:

- i) an executive summary,
- ii) a comprehensive description of the brief and its context,
- iii) the methodology employed,
- iv) the research and work conducted,
- v) the results obtained,
- vi) conclusions drawn, and
- vii) recommendations provided.

You might want to contemplate these questions: What is the status of the company? What objectives and goals do the company aim to achieve? What aspects could be enhanced, and what methods could facilitate this improvement?

You must include Academic referencing to back up your arguments. Therefore, this is not simply a piece of writing listing what you have done, it needs to be set against Academic principles and needs to reference your experiences within and using the Academic frameworks.

In your report, you must reference your work by providing both in-text citations and a reference list containing a minimum of **20 references**. You should follow IGM's UWTSD Harvard Referencing Guide, which is available on Moodle under the Module Information tile.

Structure – Report:

Cover Page You must present your report with a cover page, this to include:

• **You should write in report format and include the following.**

- Title/ Cover page
- Executive Summary (not included in word count)
- Content table (not included in word count)
- Introduction
- Main body (with all the individual subheadings)
- Conclusion
- Recommendations

Including images, graphs, and other visual aids will add depth to your report.

List of References (Not included in word count)

Your placement module lecturer will meet with you bi-weekly to review your progress.

Upon completion of your placement, you will be required to upload your completed assignment to the Turnitin link provided in Moodle. You are expected to submit in a timely manner, according to the university guidelines, and the required dates will be posted in the Turnitin Link.

Points for Consideration:

- **Evidence-Based Analysis:** Use practical and academic evidence from academic research and your industry placement to support your analysis. Ensure your sources are up-to-date and relevant.
- **Theoretical Frameworks:** Reference relevant consultancy models and theories within your report.
- **Recommendations:** Provide recommendations for the future development of the business, keeping the business and its team at the core of your recommendations.

