**This trimester: component 2: Assessment Brief**

* Drawing on appropriate academic models and theories (from modules you have undertaken on your programme), produce a 5,000 word business report that includes a critical strategic appraisal of the placement organisation and devise a plan for a practical intervention for an area of the business to be improved.

**Final Report structure (5,000 words)**

**Title page**

* **Executive summary (not incorporated in word count)**
* **Introduction (approx. 750 words)**
  + Brief contextual information about the organisation
  + Aim and objectives of the report
* **Main body** **(approx. 3,500 words)**
  + Strategic appraisal of placement organisation
  + Project choice and justification, project aim and objectives;
  + Consideration of alternative options
  + Implementation plan including resource issues (put in the appendices)
  + Critical analysis and reflection on the design process and possible implementation of the project linked to the goals and activities undertaken, business improvements achieved and a critique of appropriate underpinning academic models and frameworks that have informed the approaches adopted
  + Critical reflection on your action learning
* **Conclusion** **and recommendations** **(approx. 750 words)**