

ASSIGNMENT 3 (DUE WEEK 6): DETAILED INSTRUCTIONS

A: Structure of the Managerial Report (Assignment 3)

The managerial report has three parts:

- Prefatory Part
- Main Body
- Appended Part

B: Prefatory Part (with examples and clarification notes)

The elements of the prefatory part of the managerial report are:

- Title Page
- Table of Content
- Executive Summary

Title Page

- Title of the report:

What is the Rationale for Investing in a New BrewPub?

Conceptual Study by the Owner of an Existing Restaurant/Tavern (Based on a running case and a business simulation package)

- Student name: _____
- Course ID: AD715 OL: Quantitative and Qualitative Decision-Making
- Instructor: Dr. Vladimir Zlatev
- Date of release: xx/xx/2013

Table of Contents

1. Introduction

2. Managerial decision making process for selected functional areas of the new business unit

2.1. Selected functional area #1: _____

2.2. Selected functional area #2: _____

3. Application of decision support tools

3.1. Selected functional area #1: _____

3.2. Selected functional area #2: _____

4. Evaluation of the results of the business simulation (for the selected functional areas and the selected decision support tools)

4.1. Selected functional area #1: _____

4.2. Selected functional area #2: _____

5. Summary of the results, recommendations, and conclusions

5.1. Summary of the results

5.2. Recommended strategy

5.3. Implementation plan for the selected strategy

5.4. Conclusions

- List of references
- List of tables and graphs
- List of appendices and exhibits

Executive Summary

[Part of Task 3.1, 2 grading points, one page]

- Preamble
- Major findings
- Conclusions
- Recommendations

NOTE: The executive summary is the part of the report that will be read by the largest number of people. It should be written after the rest of the report has been completed. In the preamble, the researcher is describing the problem, the approach, the research design that was adapted, and other important for the project starting points. The major findings, conclusions and recommendations are 'extracted' from the main body of the report.

C: Main Body

Starting Conditions:

Assignment 3 is based on a Business Running Case and a Business Simulation, called "Strategies and Decision Support in Organizations"

- The purpose of the business running case is to describe the existing starting conditions

- Your role: you are the decision maker (the owner who is evaluating the options to make a new investment) OR a professional consultant who is working for/with the owner
- The purpose of the Business Simulation “Strategies and Decision Support in Organizations’:
 - Based on
 - the conditions that are desired by the researcher (owner, consultant) and
 - the changes of selected by the researcher parameters
 - To produce business outputs (financial statements) for the first three years of operation of the new business unit, and
 - To provide (in form of a simulation dialog and output protocols) options for comparisons of the apparent conditions with the desired conditions

Internal Structure of the Chapters:

1. Introduction:

[Task 3.2, 3 grading points, one page]

- Problem statement
- Overall goals on objectives of the report
- Structure of the report

2. Managerial decision making process for selected functional areas of the new business unit

[Task 3.3, 4 grading points, two pages]

2.1. Selected functional area #1: _____

- Analysis of the starting conditions (based on the running case and the objectives of the owner)
- Targeted characteristics for the first three years of operations of the new business unit
- Application of the business simulation (for the selected functional area)

2.2. Selected functional area #2: _____

- Analysis of the starting conditions (based on the running case and the objectives of the owner)
- Targeted characteristics for the first three years of operations of the new business unit
- Application of the business simulation (for the selected functional area)

3. Application of decision support tools

[Task 3.4, 4 grading points, two pages]

3.1. Selected functional area #1: _____

- Decision support tool #1.1: purpose of the application, achieved results, conclusions
- Decision support tool #1.2: purpose of the application, achieved results, conclusions

3.2. Selected functional area #2: _____

- Decision support tool #2.1: purpose of the application, achieved results, conclusions
- Decision support tool #2.2: purpose of the application, achieved results, conclusions

4. Evaluation of the results of the business simulation (for the selected functional areas and the selected decision support tools) [Task 3.5, 5 grading points, three pages]

4.1. Selected functional area #1: _____

4.2. Selected functional area #2: _____

5. Summary of the results, recommendations, and conclusions [Task 3.6, 3 grading points, two pages]

5.1. Summary of the results

5.2. Recommended strategy (to invest, not to invest, or to request a modification the initial offer)

5.3. Implementation plan for the selected strategy

5.4. Conclusions

D: Appended Part

- Appendices: [Part of Task 3.1, 2 grading points]

Submission of Assignment 3 (uploaded documents):

1. Managerial Report (with references and appendixes, if any), pdf file
2. Electronic files of all simulations cycle(s), used in the report:
 - Selected simulation cycle (excel file)
 - Printouts of the selected cycle (from the Sim-Navigator, last block - 'Submit') pdf
 - SimReport for all cycles (based on the template SimReport), excel file – recommended, not mandatory
 - FinReport, if applicable to your report (excel file)
 - Implementation-Plan in MS Project, if applicable to your report
3. Electronic files of decision support tools and applications, used in this report (different from the decision support tools, directly linked to/from the business simulation), e.g. decision trees, PESTEL, SWOT, MS Project, others