

## **Final year students: Mid-term project – report and presentation**

### **1.0 Introduction**

This project will be your mid-term exam. You should start working on it straight away. The midterm and final project are connected. The information you collect in the mid-term project should be used in the final project.

The broad aims of this project are:

- 1.1 To apply a some of the theory we have learned in class to a real world situation
- 1.2 Practice writing a management report
- 1.3 Make a short presentation in English

### **2.0 Written report**

The management report should explain; the background, your aims, what you did, the results and your conclusions. Please note the following requirements:

- The first page of the *management* report will have:
  - Your names and student IDs
  - The title
  - My name
  - The date
  - Anything else you want to add
- The rest of the report will be in:
  - Font size 10-12
  - Spacing no more than 1.3 lines
  - Top margin 3 cm, right 3 cm, left 3 cm, bottom 3cm
- It can:
  - Include pictures, graphs, tables. But they must be explained so I understand them.
  - Be written using bullet points
- Will include a list of references.
- The report must be uploaded to the web **before** the midterm presentation. Note: a hardcopy is not needed. Format the file name as [yourgroupname].pdf

### 3.0 The presentation

The aim of the presentation is to explain the report. You should imagine that I am a manager from a business. I do not know anything about your project. So you need to explain it slowly, step-by-step. The presentation should:

- Last for about 10 minutes (not more)
- Use Powerpoint. (Do not forget to use *words and pictures*.)
- Be presented by *one or more* of the team.
- Have a clear structure. I have made a suggested structure for you in Powerpoint.

### 4.0 Project option

#### Customer perceptions of service

- *Choice of a firm.* You need to choose a firm that you are all familiar with in your group. It can be big or small. You will use this for the mid-term, final and collection of your customer experiences.
- *Customers' perceptions.* Customers evaluate different aspects of service and the servicescape. Your aim is to gather information about what is important to customers and how they are performing in those areas.
- *Collecting information* Information will come from customers, your own experience, observations, online sources etc. What are theoretical suggestions (i.e., from our class) about collecting this type of data? Move beyond superficial data (e.g., "I like the nice service here"... what does 'nice' mean? E.g., "I find the service a bit troublesome here"... what is 'troublesome'?)
- *Reporting your findings* Is there a pattern in this data? Does it fit with any theory we have learned in class? What should the firm learn from what you have collected?