

PMA Decision Modelling (50%)

You should prepare a business plan report minimum 15 pages on an idea of your choice:

Your aim is to research this topic area widely by using resources available in the library, from course reading materials and on-line sources. Students wishing to score highly on this business plan should aim to read *as widely* as possible, since a better appreciation of the existing business models and business opportunity/ies will be reflected in your business plan. It is recommended that the students should study various existing business models.

REQUIRED:

1. The students are required to submit the hard copy in the form of report along with the CD in a CD Cover. The CD must contain the soft copy of the business plan including MSWord File, MS Excel File, and MS PowerPoint File.

Your business plan should include:

- a. a brief introduction
- b. main body discussion
- c. a conclusion which summarizes the main argument/findings
- d. a reference list
- e. an appendix (if desired)

A reference list should be provided at the end of your business plan, which refers only to those sources, books, articles and website addresses you have actually used in writing your essay. The reference list is not included in the word count. AURO has adopted the Harvard system of referencing.

IMPORTANT: Plagiarism is a SERIOUS ACADEMIC OFFENCE. Please ensure you appropriately acknowledge the source of your ideas and attribute quotations as appropriate, as these coursework will be routinely checked for plagiarism using plagiarism software.

DEADLINE:

This piece must be word processed in Microsoft Word and submitted in both soft and hard copy. The deadline for submission will be in the 4th week after the class ends in this semester. Exact date and time will be latest before 10 AM. **Please Note: late mark penalties will be applied if both hard & soft copies of your group's piece are not submitted by the deadline.** The hard copy *must contain* a signed coursework declaration sheet. Please ensure your name is included on the hard and soft copy of your business plan.

Please note: The University reserves the right to adjust coursework marks after course work has been returned to students in order to ensure that the coursework marks have an appropriate distribution.

NOTE:

Some specific guidelines about the Harvard system of referencing:

- a) When making the reference list at the end of your essay/report, use left alignment and make the author's name stand out by using indentation of the text.
- b) The parts of other work e.g. chapters of books, articles in newspapers, reports in journals, parts of a websites: give in plain font.
- c) Complete works e.g. books, government reports, newspapers, journals, stand-alone articles: give in italics
- d) If you can't find an individual author, use the name of the organization instead.
- e) For printed work, give the place of publication if possible, then the publisher. Note the punctuation in the reference.
- f) For internet sources, as well as the author (or organisation if there is no clear author) and year, give the date you accessed it and the full URL along with the details of the material e.g. the title of the article, the name of the newspaper etc.
- g) For a news report, give the exact date, not only the year. Check that the link you give actually works in that it would take your reader directly to the exact source if she wanted to read it for themselves. Giving a broad website such as 'www.bbc.co.uk' is not enough.
- h) If the same author has more than one publication in the same year, use *a*, *b*, *c*, etc.
- i) Always make sure that the correct edition is referred to as pagination often differs.

Some examples follow:

(For a book source)

Horngren, C.T. (1972) *Cost Accounting, A Managerial Emphasis*, 3rd Edition, Englewood Cliffs, N.J.: Prentice-Hall.

(For a press release source)

Baker, S. (2003) "Environment Agency Press Release: Repeat Offenders Take the Shine Off Pollution Reductions," Environment Agency, 30/7/2003.

(For a journal article)

Bloggs, J. (2006) "Accounting is a Wonderful Subject," *Journal of Accounting Education*, Vol. 20, No.4, pp. 653-685.

(For a report)

Severn Trent Pic (2003a) *Water and Waste*. Birmingham: Severn Trent Pic.