

# GUILDHALL COLLEGE



## ASSIGNMENT

**Module:** MANAGING FINANCE

**Programme:** PgDipIBM – Level 2

**Awarding body:** University of Gloucestershire

**Issue Date:** Monday, 21 February 2011

**Submission Date:** Thursday, 07 April 2011

**Place of Submission:** Nelson Street (UOG Programme Administration Office)

**Word Count:** 2,000 - 2,500 words, excluding relevant appendices/diagrams

### PLAGIARISM/COLLUSION

Any act of plagiarism or collusion will be seriously dealt with according to the college regulations. In this context the definition and scope of plagiarism are presented below:

**Plagiarism** is presenting somebody else's work as your own. It includes copying information directly from the web or books without referencing the material; submitting joint coursework as an individual effort; copying another student's coursework; stealing coursework from another student and submitting it as your own work.

**Collusion** is working collaboratively with another student to produce work that is submitted as the individual student work.

Suspected acts of plagiarism or collusion will be investigated as both constitute cheating and can result in expulsion from the course and the college. Full reference details should be given in the bibliography. Unacknowledged paraphrasing may also be plagiarism, if in doubt seek advice. For further information, see guildhall college's guidelines on referencing in academic writing.

**This is an individual assignment**

## Scenario

You work for an investment advisory business and produce guidance notes about businesses whose shares might provide suitable investment opportunities.

You are required to analyse the information published by a selected organisation. It should be the one you work for. However if you are not currently employed of the organisation is not sufficiently complex then you will need to agree an organisation with your teacher.

A large number of businesses publish up to date financial information which can be read on-line and downloaded. Two examples include

**J Sainsbury Plc whose accounts can be found at:**

[www.j-sainsbury.co.uk/files/reports/bank\\_ar2010.PDF](http://www.j-sainsbury.co.uk/files/reports/bank_ar2010.PDF)

**and Easyjet Plc whose accounts can be found at:**

<http://2009annualreport.easyjet.com/overview/2009-in-brief.html>

<http://2009annualreport.easyjet.com/financial-statements/independent-auditors-report.html>

In addition you will need to research the organisation, its activities and the market in which it operates in order to have a clear understanding of what it does.

### Required:

Obtain current information about and the current financial statements for a selected organisation and its nearest competitor. Prepare a report to issue to interested parties on the selected organisation in which you:

- Analyse financial statements using relevant techniques to assess the financial viability of the organisation and its competitor
- Carry out a performance audit of the organisation with reference to internal and external factors
- Use appropriate calculations to improve the quality of the financial information used
- Make recommendations on the strategic portfolio of the organisation based on the interpretation of financial and ancillary information

## **Guidance Notes**

### **Submission**

- a. All coursework must be submitted to the programme administrator and a receipt must be obtained. Under no circumstances should other College staff/lecturer accept them.
- b. Without a receipt we will not be held responsible for any loss of assignments.
- c. The copy of the coursework submitted will not be returned to you after marking, though you will have access to feedback.
- d. You must also submit your Final One Page Turn-it-in Report with this assignment.

### **Good practice**

- a. Make backup of your work in different media (hard disk, floppy disk, and memory stick, CD etc) to avoid distress for loss or damage of your original copy.
- b. Make an extra hardcopy of your work submitted for your own reference or later use.

### **Extension and Late Submission**

If you need an extension for a valid reason, you must request one using a coursework extension request form available from the College. Please note that the lecturers do not have the authority to extend the coursework deadlines and therefore do not ask them to award a coursework extension. The completed form must be accompanied by evidence such as a medical certificate in the event of you being sick.

### **Penalties for late Submission**

Coursework handed in after the Submission Deadline will be penalised as follows:

One week late – Maximum Mark 40% and  
No submissions after one week.

Coursework not submitted will be recorded as Fail. Extensions without penalties may be granted, but only in exceptional circumstances e.g. illness, and should be accompanied by written evidence.

**Marking Scheme**  
**MANAGING FINANCE (Coursework)**

<b>Chapters</b>	<b>Available Marks</b>	<b>Maximum Marks</b>
<b>Chapter 1 - Introduction:</b> Background Brief information & Aims and Objectives Industry/Activities	5 5 10	<b>20</b>
<b>Chapter 2 – Information Gathering:</b>	10	<b>10</b>
<b>Chapter 3 – Analysis:</b>	<b>45</b>	<b>45</b>
Analysis	30	<b>40</b>
Comparative Analysis with a competitor	10	
Professional Marks (Discussion)	5	
<b>Chapter 4 –</b> Conclusion, Recommendation and Limitation	10	<b>10</b>
Presentation	5	<b>5</b>
Style and use of English	5	<b>5</b>
Reference (Harvard System)	5	<b>5</b>
<b>Total</b>		<b>100</b>