

ASSIGNMENT 3: DETAILED INSTRUCTIONS (TEAM ASSIGNMENT)

Structure of the Managerial Report: Team Assignment

The managerial report has three parts:

- A: Preparatory Part
- B: Main Body
- C: Appended Part

PREPARATORY PART

MAIN BODY

APPENDED PART

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

- Title Page
- Table of Contents
- Executive Summary

[Task 3.0, 1 grading point per team member]

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 names: _____ (the names of all students, members of the team)
- Course ID: AD715: Quantitative and Qualitative Decision-Making
- Instructor: Dr. Vladimir Zlatev
- Date of release: xx/xx/20xx

New Page:

Table of Contents

1. Introduction

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

- 2.1. Functional area #1: Marketing Management and Decision Making
- 2.2. Functional area #2: Innovation Management and Decision Making
- 2.3. Functional area #3: Operations Management and Decision Making
- 2.4. Functional area #4: Financial Management and Decision Making
- 2.5. Functional area #5: Organizational and HR Management and Decision Making

3. Application of decision support tools

- 3.1. Selected decision support tools for functional area #1
- 3.2. Selected decision support tools for functional area #2
- 3.3. Selected decision support tools for functional area #3
- 3.4. Selected decision support tools for functional area #4
- 3.5. Selected decision support tools for functional area #5

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

4.1. Functional area #1: Comparison based on selected business parameters for two different decision cycles (before and after the application of the selected tools)

4.2. Functional area #2: Comparison based on selected business parameters for two different decision cycles (before and after the application of the selected tools)

4.3. Functional area #3: Comparison based on selected business parameters for two different decision cycles (before and after the application of the selected tools)

4.4. Functional area #4: Comparison based on selected business parameters for two different decision cycles (before and after the application of the selected tools)

4.5. Functional area #5: Comparison based on selected business parameters for two different decision cycles (before and after the application of the selected tools)

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

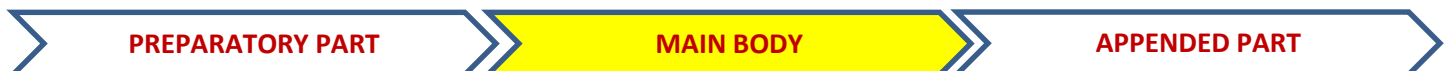
New Page:

Executive Summary

[Task 3.6, 1 grading point per team member, 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.



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, based on a fictitious restaurant/tavern to describe the existing starting conditions

- Your role: you are the decision maker (the owner of the fictitious restaurant/tavern 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 and dashboards) 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 per Chapters:

1. Introduction:

[Task 3.1, 2 grading points/team member, two pages – to be prepared by the entire team]

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

2. Methodological framework: formulate your preparations for a step-by-step decision making process

[Task 3.2, 3 grading points/team member, one page per functional area – to be prepared by the entire team]

2.1. Functional area #1: Marketing Management and Decision Making

- 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. Functional area #2: Innovation Management and Decision Making

- 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)

2.3. Functional area #3: Operations Management and Decision Making

- 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)

2.4. Functional area #4: Financial Management and Decision Making

- 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)

2.5. Functional area #5: Organizational and HR Management and Decision Making

- 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 3.3, 3 grading points per functional area, one to two pages per functional area]

3.1. Selected decision support tools for 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 decision support tools for 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
- 3.3. Selected decision support tools for functional area #3
- Decision support tool #3.1: purpose of the application, achieved results, conclusions
 - Decision support tool #3.2: purpose of the application, achieved results, conclusions
- 3.4. Selected decision support tools for functional area #4
- Decision support tool #4.1: purpose of the application, achieved results, conclusions
 - Decision support tool #4.2: purpose of the application, achieved results, conclusions
- 3.5. Selected decision support tools for functional area #5
- Decision support tool #5.1: purpose of the application, achieved results, conclusions
 - Decision support tool #5.2: 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 3.4, 3 grading points/team member, one to two pages per functional area]**
- 4.1. Functional area #1: Comparison based on selected business parameters for two different decision cycles (before and after the application of the selected tools)
- 4.2. Functional area #2: Comparison based on selected business parameters for two different decision cycles (before and after the application of the selected tools)
- 4.3. Functional area #3: Comparison based on selected business parameters for two different decision cycles (before and after the application of the selected tools)
- 4.4. Functional area #4: Comparison based on selected business parameters for two different decision cycles (before and after the application of the selected tools)
- 4.5. Functional area #5: Comparison based on selected business parameters for two different decision cycles (before and after the application of the selected tools)
5. Summary of the results, recommendations, and conclusions
- [Task 3.5, 3 grading points/team member, five pages for the section]**
- 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



- Appendices:

[Related to all Tasks, max. 4 grading points/team member]

FINAL REMARKS

Submission of Assignment 3 (uploaded documents):

1. Managerial Report (with references and appendixes, if any), pdf file
2. Electronic files of the best simulation cycle, used in the report:
 - Selected best simulation cycle, excel file
 - Printouts of the selected cycle (from the Sim-Navigator, last block - 'Submit'), pdf file
 - Financial Reports for selected cycle(s), excel file
 - Implementation-Plan, excel file
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.