



VOTRE LIEN AVEC CE QUI COMPTE — CONNECTS YOU TO WHAT MATTERS

Team Project – ADM 1100 / 1300: Introduction to Business Management  
Summer 2018  
Due Date: July 4<sup>th</sup>, 2018 at 7pm.

**Background:**

In teams of 4 to 5 individuals, you will be required to do a complete analysis of a management issue that focuses on all aspects related to the four management functions. You will be required to provide alternatives to remedy the management issue, detail recommendations, as well as possible implementation ideas.

Teams will need to provide a detailed written report of their findings (15% of team project grade). Further, teams will also be required to summarize their findings via way of a creative presentation submission (10% of project grade). The written report will be due in class on July 4<sup>th</sup> and the presentation will be submitted online through Brightspace.

The following is additional information on all aspects of the project.

**Management Issue:**

Teams must select from one of the following broad management issues in the current business environment:

- 1) Recruiting and retaining millennial talent in Canada
- 2) NAFTA negotiation and its impact on Canada (an industry/ company within Canada)
- 3) Accessing and using data available through social media
- 4) The future of business with adoption of AI / machine learning
- 5) Creating entrepreneurship hub opportunities within Ottawa (think companies/ industries at Invest Ottawa)
- 6) Creating a sense of organizational culture within an organization
- 7) Marketing in the 21<sup>st</sup> century – doing more with less
- 8) Other – request must be submitted to the Professor for approval by May 31<sup>st</sup>, 2018. Your request must relate to the course content, be compelling enough and be sufficiently detailed.

From these broad issues, you can then narrow your focus. This would mean focusing on a particular industry or company.

**Key Areas to cover for written report:** (15% of Project Grade)

- 1) Executive Summary of the report (1 page – single spaced)
  - a. Key overview of the entire analysis to follow.
  
- 2) Background on issue (5 pages)
  - a. Give some context to your report through a background of the issue.
  - b. Outline key areas of planning, organizing, leading, and controlling as it relates to your issue and subsequently on the industry or organization.
  
- 3) Problem identification (1 page)
  - a. What is the main problem you see with your industry or company as it relates to this management issue?
  - b. What are key implications to the industry/ company if nothing is changed?
  
- 4) Possible alternatives to solve the Problem (4-5 pages)
  - a. Assess at least two possible alternatives to solve the problem you've identified.
  - b. **Description:** You should provide a description of how the alternative suggested can solve the problem you've identified. Then, this should be followed by a few sentences which contain the theory or concept supporting the chosen alternative. The following sentences should describe how the theory or concept could be practically applied to the particular problem at hand. This will allow you to apply material from the course this real-life business issue.
  - c. **Pros and Cons:** This section is a basic comparison of the advantages and disadvantages of the alternative put forth as a prospective solution to the problem identified.
  - d. **Analysis:** In this section, it is important to weigh the pros and cons, and evaluate the applicable consequences. You must tie the alternative back to the primary problem and the situation presented. You must conclude each alternative presented with a judgement as to whether or not it will solve the problem presented. Is it the most effective way to solve the problem? Will it solve the problem without creating new ones? Are there options available that are more viable or feasible?

- 5) Recommendation(s) (2 pages)
  - a. Select the alternative or combination of alternatives that best solves the problem you have identified.
  - b. Assess why this is the best alternative over other alternatives you have identified.
  - c. Provide a forecasting look at how this solution will help either the industry or organization to which you have focused.
  - d. By explaining how your solution best solves the problem and sets it apart from the viable alternatives that are rejected, you demonstrate that you are a practical and reliable problem solver.
  
- 6) Implementation ideas (2-3 pages)
  - a. Outline how your recommendation(s) theories, concepts and ideas can become a reality.
  - b. Identify times frames including immediate, short-term, and long-term.
  - c. Provide an overview of the potential costs associated with your implementation and who are the key stakeholders where appropriate.
  
- 7) Spelling ,Grammar, and Format
  - a. Please ensure you proofread the report several times before submission.
  - b. The report should be a maximum of 20 pages, using 12pt font, and 1.5 line spacing. Please ensure to include a bibliography.
  - c. Main headings indicated in this guideline should be used.

**Key Ideas for Presentation Submission:**

(10% of Project Grade)

For this part of the submission, you must summarize the findings in the report via way of a presentation. The way you create this presentation submission is up to you. However, it would be drawn from the following options:

- Using presentation software (creating slides) then addressing key elements of your report
- Using presentation software enhanced using voiceovers
- Video creation
- Interviews and presentation slides
- Other method previously approved by the professor

The idea of this part of the submission is to provide information in a succinct way but also make it creative. Both content and creativity will be weighted equally.