



## Corporate Policy Case Study Topic Approval Form

### Case Study Report

Corporate Policy is examined by means of a Case Study Report. Students undertaking this subject are required to conduct Research **on a topic agreed with ICM** and to submit a Report to the Institute, based on that Research. The purpose of the Research and the Report is to establish that students have the ability to identify, analyse and recommend solutions to an **identifiable management problem or situation** within a company, corporation, government or other department.

Please complete this section and post or email this page to the Institute. We will review your proposed topic and advise you if it is acceptable.

Surname/Family Name: \_\_\_\_\_

Christian/Given Name: \_\_\_\_\_

Postal Address: \_\_\_\_\_  
\_\_\_\_\_

Name of ICM Approved Centre: \_\_\_\_\_

My Student Number is: \_\_\_\_\_

My email address is: \_\_\_\_\_

I propose to produce a Report dealing with the following:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

The title of my Report will be:

\_\_\_\_\_

See guidelines below.

## Corporate Policy – The Case Study/Research Project

No business or industry is ever static and every organisation is subject to continual change. This change provides challenges, problems, threats and opportunities. It is these challenges, threats and opportunities which managers are required to deal with and which provide the ultimate test of management ability. In order to conduct the Case Study/Research Project students will need the co-operation of their current employer. If they are not currently employed the onus will be on them to find a company which will co-operate with them.

Students should contact their own, or another employer and explain that they are required to:

- a Identify a problem area, threat or opportunity within the business
- b Analyse the problem, threat or opportunity
- c Produce a Report suggesting ways of dealing with the situation

There are numerous areas for students to explore and their Research could cover, for example, activities within any one of the following areas: Personnel, Sales, Marketing, Production, Finance, Quality Control, Purchasing, Transportation, Administration or Management.

The Report	The Report must exceed 4,000 words in length (20-25 pages is an ideal length) and must be typed and bound. Two copies should be produced; one copy is to be submitted to the Institute, the other should be retained.
The Report Layout	The Report should be produced as if it were to be presented to Senior Management. A suggested layout is as follows:
<i>Introduction</i>	This will cover the company, organisation or the department which is the subject of the report. The Introduction must detail the nature of the organisation's/department's activities and structure. Where possible, information about the historical, current and future activities should be given. If there is a problem with confidentiality students should obviously not name the company and should seek advice from the company on this.
<i>The Problem Area or Situation</i>	This must explain the area and nature of the problem, threat or opportunity in as much detail as possible and should include appropriate graphs, figures and statistics.
<i>Recommendation/s</i>	In this section students should detail their suggestions and solutions to the problem/situation.
<i>Appendix</i>	Depending on the nature of the Report, it may be appropriate to list any reference material or other sources of information referred to in the main body of the Report.
Previous Reports.	<p>The following are titles of Reports produced by former managers and students. The titles give an idea of the types of areas covered. Please remember that each of the following Reports refer to a specific problem within a named company, corporation or government department:</p> <ul style="list-style-type: none"><li>☉ Improving the Profitability of Rural Bus Services</li><li>☉ Reducing Housekeeping Labour Turnover Rates</li><li>☉ Developing a Quality Control System to Reduce Waste</li><li>☉ Product Training for Telesales Staff</li><li>☉ Introducing Financial Incentives for Line Managers</li><li>☉ Developing a Corporate Policy Team</li><li>☉ Restructuring the Research &amp; Development Department</li></ul>