

THE INSTITUTE OF COMMERCIAL MANAGEMENT

SUBJECT SYLLABUS



Feasibility study project

Overview

Each candidate should undertake a different individual project requiring him/her to perform an in-depth study of a real life problem. The object is to produce a Feasibility Study suitable for presentation to a Board of Directors or Senior Managers.

The project should assess the feasibility of

EITHER the introduction of computers into a new area of the company or organisation
OR the extension of an existing computerised system.

Feasibility Studies based on the introduction and installation of packages into a business are not normally of sufficient depth.

Candidates should assess the costs and benefits of the proposed scheme and provide well-reasoned recommendations whether to go ahead with the project, modify it or cancel it.

STUDENTS FROM THE SAME CENTRE SHOULD SUBMIT DIFFERENT PROJECTS.

Once the project has been selected, prior approval must be sought from the Institute to ensure that it conforms to the required depth. A Feasibility Study Specification form is available which should be submitted by the centre. It will be possible for private candidates to undertake the Feasibility Study module, provided suitable assessors can be found. The candidate will then be expected to submit the form.

Assessment

1. A presentation of about 20 - 30 minutes to a local assessment panel of at least two people. This simulates the presentation to the board. The centre must submit a detailed report on the presentation covering the following:

- Quality of the presentation
- The candidate's presence during the presentation
- The depth of study
- The accuracy of the results
- Correct identification of costs/benefits
- Assessment of the candidate's conclusions
- Details of the assessors and their relationship to the candidate

This should be marked out of 25 by the organisation but will be moderated or adjusted by ICM with regards to the panel's comments and the candidate's report. The panel should highlight both the positive and negative aspects of the presentation. Omissions in the report will be taken as failings in the candidate's performance in that category.

2. A written report supplied by the candidate and assessed by the Institute. This report should not exceed 25/50 sides A4 pages and should constitute the written record of the study undertaken and presentation already given. It must include:

- Clear details of the agreed terms of reference of the initial area of study
- Details of the existing system and its problems
- Details of the study
- Realistic cost/benefits
- Recommendations

This will be marked out of 75 by ICM.

The two parts should be submitted together to ICM for assessment and moderation.

