

FM REPORTS

FMGT 2910

1. PURPOSE :

The purpose of the FM Reports is to give the student :

- a) An opportunity to analyze an organization first hand by visiting that organization , talking to key personnel and seeing the actual production of its product or service.
- b) An opportunity to see how organizations apply the theory learned in the classroom to actual situations.
- c) Practice in obtaining information from an organization necessary for the preparation of a report.
- d) Practice and experience in analyzing the functions of an organization.
- e) Practice in operating as a team of consultants analyzing an organization.
- f) An opportunity to make a formal oral presentation before a large group.
- g) Experience in designing a formal presentation using audio/visual equipment and techniques.

2. PROCEDURE :

- a) Each set will form three groups of between 5 to 8 members. Each group will be called a syndicate.
- b) From each set one student will be selected to become a member of the overall FM Reports Coordinator Group.
- c) Each group will select an appropriate organization , preferably a business firm to analyze. This selection should be chosen very carefully since the choice is crucial to the presentation. The selection should be presented to the Coordinator Group at the earliest possible opportunity since there is no duplication allowed and the scheduling will probably be arranged according to the date that the selection was presented to the Coordinator Group. In any case, submission of your organization to the Coordinator Group must be made no later than January 30th.
- d) Once all the organizations have been approved by the

Coordinator Group , the scheduled dates of the presentations will be finalized . The resulting schedule is final.

e) The oral presentations should be between 20 and 30 minutes duration . Because timing is so important the presentation must be rehearsed.

f) The oral presentation should involve all members of the group.

g) An audio visual presentation should be an integral part of the whole presentation. It should complement, not dominate the presentation.

h) No formal written report is required, however groups should retain presentation materials for possible presentation to 1994 Financial Reports students.

i) Each group should publicize their presentation in order to encourage full attendance.

3. SUPPLIES :

It is suggested that a slide show be incorporated into the presentation and therefore the groups will have to purchase 35mm slide films. The total cost of all supplies for this course should not exceed \$20. to \$30. per student.

No supplies will be provided by the B.C.Institute of Technology.

Slide projectors , tape recorders, movie projectors etc. may be borrowed from the a/v department at B.C.I.T. Obtain borrow slips from your Coordinator.

The cost of any a/v equipment not returned to the Institute by the student group will be charged to that group.

4. PRESENTATION COVERAGE :

The presentation should cover the following areas:

- i) history of the organization
- ii) organization structure
- iii) financial background
- iv) tracing of the product or service from start to finish
- v) scope and diversity of operations of the organization
- vi) marketing/advertising handled by the company

5. MARKS:

The marks for the project are 100 . These are allocated as

follows :

-Oral presentation 100
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Breakdown :

a) Use of a/v in presentation	20
b) Coverage of topic :	20
- history	
- organization structure	
- product/service "story"	
- financial aspects	
c) Speech	10
d) Presentation	20
e) Marketing	10
f) Audience participation	10
g) Follow up	10

6. ORGANIZATIONS TO BE ANALYZED :

It is suggested that the organization to be analyzed be a small to medium sized organization, rather than a large and complex one. The size and complexity of a large organization make it difficult to analyze. You should be very careful about the selection process. If you are turned away by one or two firms, don't let it deter you. A good method for analyzing the firm before you enquire, is to use a grid. On one side put the presentation coverage, history etc., on the other side rate these (good, fair, poor). If you do this for several types of firms, you will be able to see in advance some of the difficulties you may encounter.

7. CONTACTING THE ORGANIZATION

Contact a senior member of the organization and ask permission to do the study. Insure that the organization has not been previously done within the last year. A list of organizations presented last year are as follows:

Macdonalds	Mushroom Studios
B.A. Blacktop Mobile Data International	
Olympic Fitness	Molson's
Neon Works	Vancouver Canucks
B.C. Transit	KSFN 97
Granville Island Brewery	
IKEA	Canski
B.C.A.A.	
B.C. Lions	TIR Systems

When you have decided on an organization, submit a study proposal to the firm. This is good public relations and shows that you are well organized.

8. USING AUDIO VISUAL:

A person from the A/V department will give a demonstration on A/V equipment use early in January. It is important that you do not make extensive demands on the people in the A/V department. When you need help, be prepared and well organized.

9. COORDINATION GROUP

The Coordination Group consists of one student from each set:

The responsibilities of this group are as follows:

i) to establish a schedule of presentations under the guidance of the instructor responsible for the Workshop.

ii) to approve the organization submitted for approval by each group. No duplication is allowed i.e. no two groups doing the same organization.

iii) signout slips for a/v equipment are to be handed out to the group through the Coordination member.

iv) These slips will be available from the instructor.

v) the Coordination Group will work with the instructor in designing an equitable marking scheme. The Coordination Group will mark the presentations in the method they consider fair, under the guidance of the instructor responsible for the Workshop.

During the presentations each member of the Coordination Group should locate in various parts of the lecture theatre to ensure that presenting groups were similarly effective throughout the entire theatre.

The Coordination Group members should use copies of the FM

Reports presentation Assessment for assessing the presentations.
See Appendix # 2.

Approximately every two weeks, a marks meeting should be held to discuss presentations and determine marks. After all marks are listed by each member, the lowest and highest in each category should be discarded in order to eliminate bias. The remaining marks should be totalled and averaged.

The Coordination Group may find it useful to use a partial mark or decimal system i.e. 1 1/2 (1.5) etc.

An initial mark for each group is to be awarded using the system referred to above. marks are not to be returned to any group or student but are to be kept in strict confidence and submitted to the instructor for final adjustments and disposition.

vi) The Coordination Group is responsible for insuring that the schedule of presentations is adhered to and any change to such schedule must be approved by the Coordination Group. In any case all presentations must be completed by the end of the scheduled period.

vii) The Coordination Group must ensure that each group has returned borrowed equipment when the presentation is complete.

viii) The Coordination Group is responsible for mediating problems within and among groups.

ix) The Coordination Group will make a presentation after all other presentations have been made. It should be of the same length and cover the "highlights" of the presentations during the term. Awards may be given for such things as:

- most humorous presentation
- most effective presentation
- most original presentation

x) The coordination Group will submit a report to the Instructor responsible for the Workshop. The report should include:

- a) problems encountered during the Workshop
- b) recommendations for improvement
- c) other topics the group wishes to include.

xi) The Coordination Group should insure that a thankyou letter is sent to each organization from the presenting group.

xii) The Coordination Group should insure that all posters are removed and that the presentation theatre is cleaned up after each presentation. Marks will be deducted from a group that does not do this follow up.

APPENDIX # 2

FM REPORTS PRESENTATION ASSESSMENT

DATE: ----- ASSESSOR: -----

ORGANIZATION PRESENTED: ----- SET: -----

GROUP MEMBERS: 1. ----- 2. -----
3. ----- 4. -----
5. ----- 6. -----
7. -----

MARKS BREAKDOWN:

1. AUDIO VISUAL 20
 - 1) RELEVANCE
 - 2) CLEARNESS
 - 3) PROFESSIONAL QUALITY
 - 4) ORGANIZATION
2. SPEECH 10
 - 1) CLARITY
 - 2) PACE
 - 3) VOLUME
 - 4) QUALITY
 - 5) SMOOTHNESS OF SPEAKER CHANGEOVER
 - 6) ARTICULATION
3. TOPIC 20
 - 1) INTERESTING
 - 2) INFORMATIVE
 - 3) CONTENTS :
 - HISTORY
 - FINANCIAL INFORMATION
 - ORGANIZATIONAL STRUCTURE
 - PRODUCT OR SERVICE
 - MARKETING AND DISTRIBUTION
 - SCOPE AND DIVERSITY, ETC.
 - 4) CONTINUITY
4. PRESENTATION 20
 - 1) UNIQUENESS
 - 2) USE OF PROPS
 - 3) BACKDROP
 - 4) LIGHTING
 - 5) ORGANIZATION OF MATERIAL
5. MARKETING 10
 - 1) POSTERS , ANNOUNCEMENTS
 - 2) PROGRAMS
 - 3) GENERAL PROMOTION

6. FOLLOW UP 10
- 1) LETTER OF INTRODUCTION
 - 2) THANKYOU LETTER
 - 3) POSTER REMOVAL
 - 4) THEATRE CLEANUP

7. AUDIENCE PARTICIPATION 10