

CAMBRIDGE INTERNATIONAL EXAMINATIONS  
Cambridge Career Award in Management  
Executive Certificate

**MANAGING INFORMATION**

**4172/01**  
**4245/01**

Core Module

Valid between 1 January 2003 and 31 December 2003

**READ THESE INSTRUCTIONS FIRST**

You should read the assignment carefully

It is important to complete the **Assignment Cover Sheet** when you have finished your work. You must complete the details and sign the declaration to confirm that the assignment is all your own work and your tutor must sign to verify that it is your own work.

The length of the assignment must be between 2000 and 3000 words.

This document consists of **2** printed pages.



## **Executive Certificate Module 4172/C**

### **Managing Information – Core Module**

#### **Title: Researching and Using Information**

1. Select a company or organisation, which operates in a different market from your own. From the information available in the public domain, obtain a selection of business and financial information about the organisation over at least the previous 12 months.

You should use a variety of information sources, including

- company reports
  - articles in the media, including the Internet
  - comments from business and financial analysts
2. Prepare brief notes for each piece of information, explaining why it has been selected and what overall conclusions you can draw about the organisation over the previous 12 months. You may wish to comment on, for example, exceptional under / over performance, identifiable trends, identifiable future risk.
  3. Consider the expected trends and market performance of the sector in which your chosen organisation operates. You should look at:
    - the domestic market, forecasts and trends
    - regional and/or global market, forecasts and trends.
  4. Using this information, prepare a presentation about the company, which you should give to your manager, your tutor or your learning group. The presentation should last no longer than 20 minutes and you should seek feedback on your presentation, the content and style of delivery. Summarise this feedback and state how you will use this feedback in the future.

Your presentation should address at least the following:

- Recent performance of your chosen organisation
- Future prospects for the organisation
- How you used a range of information sources to arrive at your conclusions

Include in your assignment a hard copy of your presentation materials. Copies of the feedback you have received should be included in the appendix.

You must include in your assignment all documentation, notes and materials generated from each stage as shown above, as well as the summaries and reports required.

You should not contact the company directly for information, but use only that which is in the public domain.