

4-18-2012

## Research exercise: Flyer For-ex Fund

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# Flyer Forex Fund: Business Study of Communication Practices

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## Recommendations

The following provides recommendations that could be effective:

- Separate and Summarize the Handbook into two separate books.
- More defined structure of communication (general outline that can be built off of throughout course of the semester)
- Enhanced communication during trading times- add additional member to trading teams to promote better communication.

## Abstract:

Over the course of the past 25 years, communication practices have helped shape many organizations. This study examines the Flyer Forex Fund by observing the Forex Fund's communication practices and conducting surveys as well as interviews. The research indicates what practices members of the fund prefer the fund to continue certain practices such as constant e-mail communication to keep members informed of what is happening within the Forex Fund, as well as some problems that they believe can be fixed such as shortening the length of the handbook. Finally, this project proposes recommendations to some of the detrimental communication characteristics, such as separating and summarizing the handbook as well as enhanced communication during trading times.

## What is the Flyer Forex Fund?

The Flyer FOREX Fund (FFF) is a leveraged currency portfolio managed by a student-run proprietary trading group at the University of Dayton SBA.

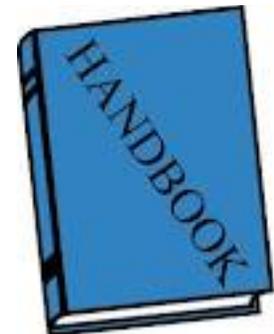


### Flyer Forex Fund Performance

Tuesday, March 13, 2012

| Trading Period           | Gross Return | Net Return |
|--------------------------|--------------|------------|
| 2010                     | 3.81%        | 3.10%      |
| Academic Year 2010-2011  | 15.65%       | 14.93%     |
| 2011                     | 22.13%       | 14.83%     |
| Academic Year 2011- 2012 | 8.32%        | 3.28%      |
| 2012 YTD                 | 3.42%        | 3.42%      |
| Return Since Inception   | 35.63%       | --         |

\*Only expense is the website fee



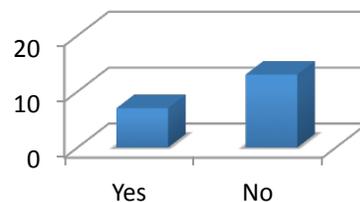
## Methods:

In completing this project, the following data collection methods were used to aid our project:

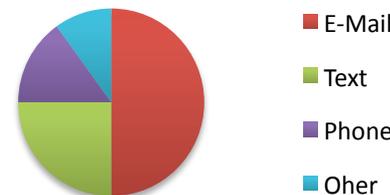
- Surveys
- Person to Person Interviews
- E-Mail Interviews
- Observations
- Handbook Review

## Results of Important Survey Questions

Did you read the entire handbook?



Students' Preferred Method of Communication



## Conclusion:

While this project finds that the Flyer Forex Fund has generally effective communication practices, there is definitely room for improvement, as outlined in some of the recommendations provided above. As evidenced by the survey results, students are pretty mixed on the overall communication practices used in the Forex Fund, and this project's research and recommendations can help improve upon that.