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| Pearson  Higher Nationals in | | |
| Business | | |
| ASSESSMENT BRIEF | | |
| Unit:6 | **Managing a Successful Business Project** | |
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| **January 2019** |  | |

**Assignment Brief**

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| Student Name |  |
| **Unit Number and Title** | **Unit 6 Managing a Successful Business Project** |
| Academic Year | 2018/19 |
| Unit Tutor |  |
| **Assignment Title** | **Successful Business Project** |
| **Issue Date** | 14th January 2019 |
| Submission Date | 19 July 2019 (Performance review; activity log and report for LO2, LO3 & LO4) |
| IV Name & Date |  |

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| Project Topic | “How do multinational companies impact the business environment of the host nation (e.g. a country, region and city)?”. |
| Project Theme | Globalisation |

**The aim of this Assignment:**

The aim of this unit is to offer students an opportunity to demonstrate the skills required for managing and implementing a project. They will undertake independent research and investigation for carrying out and executing a business project which meets appropriate business aims and objectives. On successful completion of this unit, students will have the confidence to engage in decision-making, problem-solving and research activities using project management skills. They will have the fundamental knowledge and skills to enable them to investigate and examine relevant business concepts within a work-related context, determine appropriate outcomes, decisions or solutions and present evidence to various stakeholders in an acceptable and understandable format**.**

**Introduction to the theme:**

The Pearson theme selected by Waltham International College forManaging a Successful Business Project (unit 6) is:

**“How do multinational companies impact the business environment of the host destination. a county, region, city?”**

According to Reyes and Atkinson (2018), “globalization has important effects on local enterprises and workers: some people become richer while others see their slice of the pie reduced. Economists expect that, over time, workers will transition from tumbling firms to soaring ones and that economic gains will be eventually shared more broadly. Yet the transition process is long and could be painful for less skilled workers, and in some cases, may generate anti-globalization sentiments.” In view of this, the multinational companies can have both positive and negative impacts on host nations businesses.

**Scenario:**

You work for a business consultancy firm as a trainee business consultant. The company offers advisory services on a range of issues. Your company is approached by one of its clients who is about to open up a restaurant business in a local area. In prior to start the business, the client wants to find out how McDonald’s operations can impact on its activities. In order to advise your client, you are required to carry out both primary and secondary research to discover the possible ways McDonalds can impact on this new business setup in the local community.

As part of this task, you have to write a project proposal to your line manager to outline how you will carry out the actual study for the client. Once your proposal is accepted, you will have to use relevant research approaches to collect data, analysis it and interpret it and discuss it in your final report to the client.

**Part 1: LO1 evidence to be submitted:** Project Proposal

As part of the whole project, you are required to produce a project proposal for the theme provided by the lecturer. This is the start of the project and the goal of this phase is to define the project at a broad level. You should include the following key elements in your proposal to justify the proposed project is feasible and if it should be undertaken.

* Formulate a project title, aims and objectives based on the provided theme, including rationale for selected research objectives and approach.
* Develop a project plan which covers aspects of cost, scope, time, quality, communication, risk, access and resources needed to support your proposal.
* Produce a work breakdown structure (WBS) and a Gantt Chart to provide timeframes and stages for completion of the proposed project.

(in this task-1, you should focus and demonstrate your skills and understanding of the first stages on the project management process; **Project initiation and Project Planning**

**Part 2: Evidence to be submitted: Research report and reflective statement**

**LO2 (Conduct small-scale research)**

You will need to conduct a small-scale research once your lecturer approves your project proposal. Prior to conducting a small-scale research, selecting appropriate methods of information gathering, data collection and material resourcing are considered as a vital part of the project execution phase.

It is recommended that you should conduct this research by selecting appropriate tools and techniques for survey sampling (probability and non-probability) and approach to data collection. For example, a combination of qualitative and quantitative techniques; apply them to collect, record and organize data that is relevant to your project.

Also, you should demonstrate awareness and avoidance of issues that could affect the efficiency or inefficiency in the use of resources available for the project, such as correct/ incorrect research design or methodological problems, like ethics, reliability, validity, bias and control of variables, etc.

(You should demonstrate your skills and understanding of the **Project Execution Phase** of the project management process)

**LO3 (Present the project and communicate appropriate recommendations)**

You will need to set out findings which is meaningful within context and present it logically from your investigation and present it logically from your investigation. You will also need to communicate appropriate recommendations based on the conclusion drawn from your research outcomes and analysis.

In order to achieve this task, you should interpret and analyse the data collected and arrive at conclusion through synthesis of idea that have been justified and propose realistic recommendation as a written report. You should assume that the readers have little or no knowledge of the project process

(You should consider presenting your project on agreed method and medium of communication and should apply Project performance / evaluation skills as part of the project management process)

**LO4 (Performance review)**

In order to achieve this task, you will need to write a reflective statement based on the value gained from conducting the project and its usefulness to support sustainable organisational performance.

For this task you should consider the research process, information gathering and data collection to reflect on the project performance. Use reflection to inform future behaviour, particularly directed towards sustainable performance.

An important factor in the success of your project will be the way in which the project was set up, managed and monitored. It is important that you reflect on these processes to determine any lessons to be learned for you as a project manager.

Consider the following three stage process:

* **Returning to experience** – a detailed recounting of recollection of the events. This will entail you looking back on your project and consider some of the key events and issues.
* **Attending to the feelings, both positive and negative that have been prompted by the experience.** In this area you will consider the barriers and opportunities you faced and think about how well you managed them, for example did some of the barriers cause you to feel frustrated? What surprised you or pleased you about how other people reacted to key issues?
* **Re-evaluating that experience in the light of the first two stages**, for example thinking about what you would do differently with the benefit of hindsight.

**Source: <https://www.nationalcollege.org.uk>**

**Assessment Criteria:**

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| **Pass** | **Merit** | | | **Distinction** |
| **LO1 Establish project aims, objectives and timeframes**  **based on the chosen theme** | | | | **LO1 & 2**    **D1** Critically evaluate the project management process and appropriate research methodologies applied. |
| **P1** Devise project aims and objectives for a chosen scenario.    **P2** Produce a project management plan that covers aspects of cost, scope, time, quality, communication, risk and resources.  **P3** Produce a work breakdown structure and a Gantt Chart to provide timeframes and stages for completion. | **M1** Produce a comprehensive project management plan, milestone schedule and project schedule for monitoring and completing the aims and objectives of the project. | | |
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| **LO2 Conduct small-scale research, data collection to generate knowledge** | | |  |
| P4 Carry out small-scale research by applying qualitative and quantitative research methods appropriate for meeting project aims and objectives. | | | **M2** Evaluate the accuracy and reliability of different research methods applied. |  |
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| **LO3 Present the project and communicate appropriate recommendations based on meaningful conclusions drawn from the evidence findings and/or analysis.** | | | |  |
|  | | | | **LO3 & 4**  **D2** Critically evaluate and reflect on the project outcomes, the decision-making process and changes or developments of the initial project management plan to support justification of recommendations and learning during the project. |
| **P5** Analyse research and data using appropriate tools and techniques.    **P6** Communicate appropriate recommendations as a result of research and data analysis to | | **M3** Evaluate the selection of appropriate tools and techniques for accuracy and authenticity to support and justify recommendations. | |
| draw valid and meaningful conclusions. | | | |
| **LO4 Reflect on the value gained from conducting the project and its usefulness to support sustainable organisational performance** |  | | |
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| **P7** Reflect on the value of undertaking the research to meet the stated objectives and own learning and performance. | **M4** Evaluate the value of the project management process and use of quality research to meet stated objectives and support own learning and performance. | | |  |

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| **Instructions to learners for completion of this assignment** |
| 1. This assessment is designed to assess your achievement of all the Learning Outcomes and associated assessment criteria in the relevant unit of the qualification you are undertaking. 2. The word limit is 1500-2000 for PART 1 (research proposal or LO1), 3000-3500 for part 2 (LO2, LO3 and LO4) and reflective statement must be 500-1000.   2. Your lecturer will advise you about the assignment structure, presentation and assessment dates and tutorials/ support available.  3. You can take the opportunity to submit an unfinished draft or section of your work to your tutors for formative feedback.  4. You should make sure that you plan your work carefully, to ensure that you cover all the requirements of the assignment and complete it within the time limit specified.  5. You must make sure that you acknowledge any sources you have used to complete this assignment, listing reference material and web sites used.  6. You must Harvard referencing format throughout your work.  7. If you require an extension to the submission date for personal, academic or health reasons, please contact your tutor and request the extension in writing. An extenuating circumstances form will be provided for this purpose please refer to the full extenuating circumstances policy for more details.  8. Ensure to add your full name in either the header or footer of your assignment. |

**End of assignment**

**Sources:**

Brookins, M. (2018) *Impact of Technology on Small Businesses.* https://smallbusiness.chron.com/impacts-technology-small-business-2190.html (Accessed: 09/09/2018)

COSTLEY, C., ELLIOT, G. and GIBBS, P. (2010) *Doing Work Based Research: Approaches to Enquiry for Insider-researchers.* London: SAGE.

FLICK, U. (2011) *Introducing Research Methodology: A Beginner’s Guide to Doing a* *Research Project.* London: SAGE.

GRAY, D. (2009) *Doing Research in the Real World.* 2nd Ed.

London: SAGE. SAUNDERS, M., LEWIS, P. and THORNHILL, A.

(2012) *Research Methods for*

*Business Students.* 6th Ed. Harlow: Pearson.

Joseph, H. (2012) *Fundamentals of project management.* 4th ed. New York: American Management Association

Williams, M. (2008) *The Principles of Project Management.* 1st ed. Victoria: Site Point Pty. Ltd.

**Journals**

*International Journal of Quantitative and Qualitative Research. Qualitative Research Journal.*

**Links**

**This unit links to the following related units:**

*Unit 8: Innovation and Commercialisation*

*Unit 11: Research Project*

*Unit 16: Operations and Project Management*

**Harvard Referencing System**

We expect students to use the alphabetical or name-date method known as the HARVARD system. There are two parts to this system:

Citation within text or body of the report:

In this, the author's surname and year of publication are cited in the text, e.g. (Bond, 2004).

**Reference List:**

A reference list (of these citations) is included at the end of the assignment, in alphabetical order by author. The reference list also includes additional details such as the title and publisher. A bibliography lists relevant items that you have used in the preparation of the assignment but not cited in your text. A bibliography should also be in the Harvard style and the inclusion of such a list shows that you have read widely beyond the items you have cited.

**Examples of citation within text or body of the report:**

• Cormack (1994, p.32-33) states that................

• ............ This view has been supported in the work of Cormack (1994, p.32-33).

• Jones (1946) and Smith (1948) have both shown……

• Corporate Author: 1st citation: Royal College of Nursing (RCN), 2007

2nd citation: RCN, 2007

**Examples of listings in the reference list:**

1. Books with one author: Redman, P., 2006. Good essay writing: a social sciences guide. 3rd ed. London: Open University in assoc. with Sage.

2. Books with two, three or four authors

The required elements for a reference are Authors, Initials., Year. Title of book. Edition. Place: Publisher

• Kirk, J. & Munday, R.J., 1988. Narrative analysis. 3rd ed. Bloomington: Indiana University Press.

3. Books with more than four authors

For books where there are more than four authors, use the first author only with surname and initials followed by ―et al‖.

The required elements for a reference are: Author, Initials., Year. Title of book. Edition. (only include this if not the first edition) Place: Publisher

• Grace, B. et al., 1988. A history of the world. Princeton, NJ: Princeton University Press.

4. **E-books**

For e-books the required elements for a reference are: Author, Year, title of book. [type of medium] Place of publication: Publisher

• Fishman, R., 2005. The rise and fall of suburbia. [e-book]. Chester: Castle Press.

If available at website:

• Fishman, R., 2005. The rise and fall of suburbia. [e-book]. Chester: Castle Press.

Available at: libweb.anglia.ac.uk / E-books [accessed 5 June 2005].

5. **Journal articles**

Author, Initials., Year. Title of article. Full Title of Journal, Volume number (Issue/Part number), Page numbers.

• Perry, C., 2001. What health care assistants know about clean hands. Nursing Times, 97(22), p.63-64.

6. **Newspaper articles**

Author, Initials., Year. Title of article. Full Title of Newspaper Day and month before page numbers of article.

• Slapper, G., 2005. Corporate manslaughter: new issues for lawyers. The Times, 3 Sep. p.4-5.

7. Journal articles from an electronic source

• Boughton, J.M., 2002. The Bretton Woods proposal: an in depth look. Political Science Quarterly, [online]. 42 (6), Available at: http://www.pol.upenn/articles (Blackwell Science Synergy) [accessed 12 June 2005].

8. **Internet**

• National electronic Library for Health. 2003. Can walking make you slimmer and healthier? (Hitting the headlines article) [Online]. (Updated 16 Jan 2005) Available at: http://www.nhs.uk.hth.walking [accessed 10 April 2005]. The title of a web page is normally the main heading on the page.

9. **E-version of annual reports**

• Marks & Spencer, 2004. Annual report 2003-2004. [Online]. Available at: http://www-marks-and-spencer.co.uk/corporate/annual2003/ [accessed 4 June 2005].

# Templates for Evidence Collection

The logbook template and performance review questions are examples of what can be used, but tutors can devise or use other appropriate resources if they wish to do so.

## Project Logbook Template

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| **Name:** |
| **Project title:** |
| **Date:** |
| **Update on weekly research/tasks achieved**  **Points to consider:**  What have you completed?  Did you fulfil task requirements?  Are you on track and within deadlines set?  Did you need to make any changes to your project management plan? |
| **Any risks and/or issues identified?**  **Points to consider:**  Did you identify risks/issues with a lack of skills required for undertaking research/tasks?  Did you identify any additional risks/issues that have an impact on the project management plan? |
| **Problems encountered**  **Points to consider:**  What barriers did you face?  How did you overcome them? |
| **New ideas and change of project direction** |

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| **What have I learnt about myself this week?**  **Points to consider:**  How did I feel when I had to deal with tasks/problems? Did I find it useful to complete the tasks?  How well have I performed? What did I contribute? What can I improve on next week?  How might this learning apply in the future? |
| **Tasks planned for next week**  **Points to consider:**  Which tasks are priority?  Have you set aside sufficient time for completion? |
| **Project plan status to date (on, ahead, behind)** |
| **Supervisor comments to address** |

## Performance Review Template

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| **Performance Review**   * What was the project supposed to accomplish? * Did the project succeed in its aims? How do you know? Specifically, please outline any evaluation and assessment undertaken. * What things do you think worked well and why? Evaluate all aspects of the project (e.g. initial inception, project activities and project outcomes) from a range of perspectives. * What problems emerged during the project and how were they tackled? Was there timely identification of issues and resolution during the project process? * What did you learn from undertaking the project? * How would you rate your performance as Project Manager? * What strengths and weaknesses of your performance did you identify? * How will this inform and support your continuous professional development? |

## Guidance for Students

You should read this information before starting on your project. You should refer to these instructions as you complete work for this unit.

* Read the brief and think about what the project brief is asking.
* Research what the project brief is asking. How can you approach the problem, opportunity, hypothesis and requirements being posed?
* Apply a range of secondary research sources to plan/scope and support the project and its findings. Secondary research sources may include textbooks, journal articles, newspapers and magazine articles (not factual accounts).
* Develop your project plan based on the deliverables of the project, the constraints of the project and the assumptions made.
* Conduct your project according to your stated project plan and meet with your tutor to receive a sign-off at each stage of the project process.
* Primary research sources may include original first-hand accounts, legal and historical documents, results of experiments and market research data collection. Apply both qualitative and quantitative research methods to evaluate data collected from primary research.
* Keep notes of your progress throughout the project in your logbook. This is an important record of your work and must be used to record the development of your ideas and your progress through the project. The **logbook** should include:
  + A record of what you did, when and what you were thinking.
  + A record of where things went wrong and what you did to overcome any unexpected results.
* You will be asked to reflect on the success of your project and your own performance in a **personal performance review** at the end of the project. This is a written reflection of around **500 words**.
* Set out below, is an example of a project brief. Your centre will set the topic for the brief based on a theme released by Pearson in the first week of June of every year.

You must complete the project in order