MANAGING A SUCCESSFUL BUSINESS PROJECT

MODULE HANDBOOK

<u>BTEC Higher Nationals in Business (RQF)</u>

Module: :   **Unit 6: MANAGING A SUCCESSFUL BUSINESS PROJECT**

Programme Name: **BTEC HNC Level 4**

Unit Code: **A/508/0491**

Lecturer: **Shiva**

Lecture Duration: **3 Hours (Per Session)**

Assignment Handout Date: 1 September 2020

Assignment Deadline Date: 10 December 2020

Unit Aim:

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.

Unit 6: Managing a Successful Business Project

Unit code: A/508/0491

RQF level: 4

Credit value: 15 credits

Aim:
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.

Unit abstract:
This unit is assessed by a Pearson-set assignment. The project brief will be set by the centre, based on a theme provided by Pearson (this will change annually). The theme and chosen project within the theme will enable students to explore and examine a relevant and current topical aspect of business in the context of the business environment.

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.

Lecture Sequence

Sessions	Topic	Teaching Technology
Session 1	Introduction *Project Planning :* • Define a Project • Define Project Management • Explain with the use of examples some of the changing perspectives in Project Management • Principles of Project Management	Power Point Presentation Group Discussion Class activity Questions
Session 2	*Operational Criteria :* • Time Criteria • Cost Criteria • Measurements of Success e.g: to develop project scope Home work- Reading and researching the organisations students have chosen for assignment.	Power Point Presentation Group Discussion Class activity Question
Session 3	Introduce SMART Recap last week notes and more guidance on the Assignment Question. • Work Breakdown Structure • Product Breakdown Structure • Role of the project team	Power Point Presentation Group Discussion Class activity Question
Session 4	Research Methodology Project Life Cycle Models • Concept • Definition • Implementation • Handover	Power Point Presentation Group Discussion Class activity Question
Session 5	Project Planning Revisited • Resource Analysis • Risk Management • Quality Data Collection Methods	Power Point Presentation Group Discussion Class activity Question
Session 6	Research and Sampling Methods: • Qualitative Research • Quantitative Research	Power Point Presentation Group Discussion

		Class activity Question
Session 7	Recap last week notes and more guides on the Assignment Question. • Presenting Data • Communicating the findings • Termination of projects	Power Point Presentation Group Discussion Class activity Question
Session 8	Managing Project's Human Resource • Organisational Structure • Control • Leadership • Performance Review	Power Point Presentation Group Discussion Class activity Question
Session 9	Class Discussion and Student Support • Reflect on the value gained from conducting the project • Reflect on the value of undertaking the research to meet stated objectives. • Evaluate the value of the project management process	Individual Discussion Question
Session 10	CLASS and DISCUSSION and STUDENT SUPPORT Guidance on Task 4 Revision	Individual Discussion Question

ASSIGNMENT BRIEF	
Assessors Name	**Internal Verifier**
Shiva	C Diedericks

Program Title	**Unit No & Title**	**Unit Code**
Edexcel BTEC Level 4 HNC BM (RQF)	Unit 6 Managing a Successful Business Project	A/508/0491

Assignment Title	
Equality and Diversity in Business Organisations	

Hand Out Date	**Submission Deadline**
1 September 2020	10 December 2020

Essential Content (Key Words)	Evidence
LO1 Establish project aims, objectives and timeframes based on the chosen theme	
Project management: What is project management and what does it involve? The key stages of project management. The advantages of using project management and why it is important. *Initiation of the project and project planning phase:* Scoping a project – defining objectives, scope, purpose and deliverables to be produced. Steps and documentation required in the initiation phase. Developing the project plan, including planning for timescales and time management, cost, quality, change, risk and issues. The work breakdown structure. Use of Bar and Gantt Charts for effective planning.	**Produce Report (recommended word limit is 800 -1200 words)**
LO 2: Conduct small-scale research, information gathering and data collection to generate: knowledge to support the project.	
Project execution phase: Selecting appropriate methods of information gathering, data collection and material resourcing. The distinct phases which support a coherent and logical argument. Use of secondary research to inform a primary empirical study. Qualitative and quantitative research methods. *Field work:* Selecting a sample of the consumer market, businesses or individuals (those who meet certain characteristics relevant to the research theme) is used to gather data (qualitative or quantitative). Sampling approaches and techniques, including probability and non-probability sampling. *Ethics, reliability and validity:* All research should be conducted ethically – how is this achieved and reported? Research should also be reliable (similar results achieved from a	**Produce Report** **(Word count: 500 -1000 words)**

similar sample) and valid (the research should measure what it aimed to measure). *Analysing information and data:* Using data collection tools such as interviews and questionnaires. Using analytical techniques such as trend analysis, coding or typologies.	
LO 3: Present the project and communicate appropriate recommendations based on meaningful conclusions drawn from the evidence findings and/or analysis *Communicating outcomes:* Consider the method (e.g. written, verbal) and the medium (e.g. report, online, presentation). Both method and medium will be influenced by the project research and its intended audience. *Convincing arguments:* All findings/outcomes should be convincing and presented logically where the assumption is that the audience has little or no knowledge of the project process. Developing evaluative conclusions. *Critical and objective analysis and evaluation:* Secondary and primary data should be critiqued and considered with an objective mind set. Objectivity results in more robust evaluations where an analysis justifies a judgement.	**Produce Report (Word count: 600 – 1000 words)**
LO 4: **Reflect on the value gained from conducting the project and its usefulness to support sustainable organisational performance.** *Reflection for learning and practice:* The difference between reflecting on performance and evaluating a project – the former considers the research process, information gathering and data collection, the latter the quality of the research argument and use of evidence. *The cycle of reflection:* To include reflection in action and reflection on action. How to use reflection to inform future behaviour, particularly directed towards sustainable performance. *Reflective writing:* Avoiding generalisation and focusing on personal development and	**Produce Report (word limit 600–1,000 words)**

the research journey in a critical and objective way.	
Generalisation: Many studies result in generalised findings. Research which has its basis in a specific field such as Human Resource Management (HRM) and in a specific context should avoid generalised conclusions. Outcomes should be specific and actionable.	

The recommended word limit and evidence required for each task is found in the evidence box, you will not be penalized for exceeding the total word count.

All written presentations must be included with reader notes for power point slides and leaflets/ brochures.

All reports must be written in a formal business style. You are required to make use of headings, paragraphs and subsections as appropriate and all work must be supported with research and referenced using Harvard referencing system.

Scenario:

You are employed as an assistant within the professional development team of an organisation [named organisation/an organisation of your choice – your own place of work if appropriate].

You have been asked to conduct a small scale project, in the form of an investigative case study, into the wellbeing of the employees within the organisation which is to be presented as a business case for management on how to improve employee retention through recommended initiatives.

The theme of the project is: How have companies responded to current issues of equality and diversity in the workplace? e.g. gender pay gap, sexual harassment, gender divide in leadership.

The project will involve investigating how the organisation implements wellbeing, investigating good practice within other businesses and collating employee feedback. This will be presented to your line manager as a business case with proposals to implement wellbeing practices, followed by a performance review in which you will need to reflect upon the project in relation to your own personal and professional development.
To ensure the project is managed effectively you will complete an online project logbook as you progress through the project.

* Read the assignment brief carefully to understand the context and scenario within the parameters of the theme.
* The project chosen by you for the selected topic should allow for a sufficient degree of research through adequate background materials and allow for the depth and breadth of study suitable for a level 4 qualification.

TASK 1 (LO1):
Project Management Plan: Establish project aims, objectives and timeframes based on the chosen theme.

Devise project aims and objectives for a chosen scenario.

Produce a project management plan that covers aspects of cost, scope, time, quality, communication, risk and resources.

Produce a work breakdown structure and a Gantt Chart to provide timeframes and stages for completion.

Produce a comprehensive project management plan, milestone schedule and project schedule for monitoring and completing the aims and objectives of the project.
Critically evaluate the project management process and appropriate research methodologies applied.

Format: Report
Word Count: 800 - 1200 words

TASK 2 (LO2): Conduct small-scale research, information gathering and data collection to generate knowledge to support the project.

Note: You should maintain a project logbook for this task.

Carry out small-scale research by applying qualitative and quantitative research methods appropriate for meeting project aims and objectives.

Evaluate the accuracy and reliability of different research methods applied.

Critically evaluate the project management process and appropriate research methodologies applied.

Format: Report
Word Count: 500 – 1000 words

TASK 3 (LO3): Present the project and communicate appropriate recommendations based on meaningful conclusions drawn from the evidence findings and/or analysis.

Present findings and data using appropriate tools and techniques.

Communicate appropriate recommendations as a result of research and data analysis to draw valid and meaningful conclusions.

Evaluate the selection of appropriate tools and techniques for accuracy and authenticity to support and justify recommendations.

Critically evaluate and reflect on changes or developments of the initial project management plan to support justification of recommendations and learning during the project.

Format: Report
Word Count: 600 -1000 words

TASK 4 (LO4): Reflect on the value gained from conducting the project and its usefulness to support sustainable organisational performance.

Reflect on the value of undertaking the research to meet stated objectives and own learning and performance.

Evaluate the value of the project management process to meet stated objectives and support own learning and performance.

Critically evaluate and reflect on changes on 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.

Format: Report
Word Count: 600 -1000 words

Activity: In order to conduct you project successfully to produce your business case you will need take the following steps :

Step 1 – Project planning

Devise a project management plan to map out how you intend to meet the project objectives:

1. Begin with the scope. What activities and tasks as defined in your project must be done in order to make the project a success? Note the milestones or major events or phases in your project.
2. Provide details of activities to be carried out initiation, planning and execution of the project.
3. Create a work break down structure using a Gantt chart to track the activities to be undertaken.

Step 2 – Conduct primary and secondary research
1. Devise a short questionnaire/ or interview questions to complete with employees within the organisation. Include questions on how they define wellbeing, what the organisation currently has in place to support wellbeing and what they feel could be done better to support their wellbeing.
2. Research at least two other organisations to see what type of wellbeing initiatives they have.
3. Research the value and benefits of addressing wellbeing in terms of improving employee retention.
4. Focus on areas of good practice to build and support your business case.

Step 3 – Present Findings
1. Collate your research and analyse your findings.
2. Produce and present the business case including an evaluation of tools used to gather research and data to justify your recommendations for implementing wellbeing initiatives.

Step 4 – Reflective Practice
1. Complete a performance review with your line manager to critically reflect upon the project plan, process and outcomes in terms of your own personal and professional development. Think about how well you have performed and achieved your project objectives, what obstacles did you have to overcome? What worked well or not well? What have you learnt from completing this project?

The assignment should have four sections presenting the answers for the four tasks in the order given. Minimum total word count 2500 words.

TOTAL WORD COUNT : 2500 – 4200 WORDS

GRADING CRITERIA

Grading criteria must be used in conjunction with the tasks given in scenarios

Pass	Merit	Distinction
LO1 Establish project aims, objectives and timeframes based on the chosen theme		
P1 Devise project aims and objectives for a chosen scenario. **P2** Produce a project management plan that covers, aim and deliverables, 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	**LO1 and LO2** **D1** Critically evaluate the project management process and methods applied for gathering information and data collection
LO2 Conduct small-scale research, information gathering and data collection to generate knowledge to support the project		
P4 Carry out small-scale research applying primary and secondary methods appropriate for meeting project aims and objectives.	**M2** Evaluate the accuracy and reliability of primary and secondary methods applied.	
LO3 Present the project and communicate appropriate recommendations based on meaningful conclusions drawn from the evidence findings and/or analysis		
P5 Present findings and data using appropriate tools and techniques. **P6** Communicate appropriate recommendations as a result of findings and data analysis to draw valid and meaningful conclusions	**M3** Evaluate the selection of appropriate tools and techniques for accuracy and authenticity to support and justify recommendations.	**LO3 and LO4** **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.
LO4 Reflect on the value gained from conducting the project and its usefulness to support sustainable organisational performance		
P7 Reflect on the value of undertaking the project to	**M4** Evaluate the value of the project management process	

meet stated objectives and own learning and performance.	to meet stated objectives and support own learning and performance.	

Additional Evidence Requirements

In addition to the above assessment criteria students will also be required to complete a *project logbook* to record ideas, changes and developments as they progress and complete the project.

GENERAL GUIDANCE

There are no essential or unique resources required for the delivery of this unit.

Many learners are, or have been, employed and will be able to draw on their experience of employment and will have had experience of the nature of the business environment and the ways in which organisations respond to and determine the nature of that environment.

PREPERATION STAGE

▪ Read all Core Material.

▪ Read all the Supplementary Articles.

▪ Consider the range of issues/problems/difficulties/threats that your organization is currently facing.

▪ Understand the questions and expectations of the assignments.

▪ Ideally, discuss them with your personal tutor and present work for feedback (Dates for feedbacks are found in the assessment plan and notice board).

▪ After feedback improve your work and refer to the marking guide for any improvements.

▪ When you have the final feedback from your Personal Tutor and you have made changes to your work checked the work for plagiarism before submitting the final assignment.

▪ Ensure you are aware of the rules on how and when to submit the work.

RECOMMENDED RESOURCES

Textbooks

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.

Journals

International Journal of Quantitative and Qualitative Research

Qualitative Research Journal