



Term Project BUSG2002

Assignment 1: Project Integration and Scope

In the BUSG2002 Term Project students are expected to plan and execute their own choice of project selection list provided. This means the group will plan out in detail the project and present it as if seeking approval from a senior management committee. If you are creating a new company, then imagine that you are going to an investor for a loan to start the business.

The term project deliverables are divided into 6 assignments:

- Assignment 1: Project Feasibility, Vision and Charter
- Assignment 2: Project Procurement Schedule
- Assignment 3: Project WBS, CPM, EVM
- Assignment 4: Project Quality control and Resource Plan
- Assignment 5: Project Stakeholder Analysis and Communication Plan
- Assignment 6: Project Risk Management Plan
- Project Report and Project Presentation

Project Choice:

- 1-4 members. You can select to do the project on your own or with 4 other students.
- **Project List:**
 1. Opening a Food Truck or Food Kiosk
 2. Employee health program within a company of more than 500
 3. Covid vaccination campaign directed a college age OR labourers
 4. Organize a public sports tournament at the College of the North Atlantic
 5. Organize the kickoff event for the launch a new product (perfume/cologne)
 6. Develop and launch a new training program (customer service or cybersecurity) for all staff within an organization in Qatar
 7. Planning and organizing a large trade show, such as a Car/Boat/Home show.

Project Group Guidelines:

1. The project must be done within or for an existing organization in Qatar.
2. The project must be new and not have been done before.
3. There is a limit of how many projects of a similar nature can be done within the class. If two project proposals are too similar the instructor will inform you of your options.

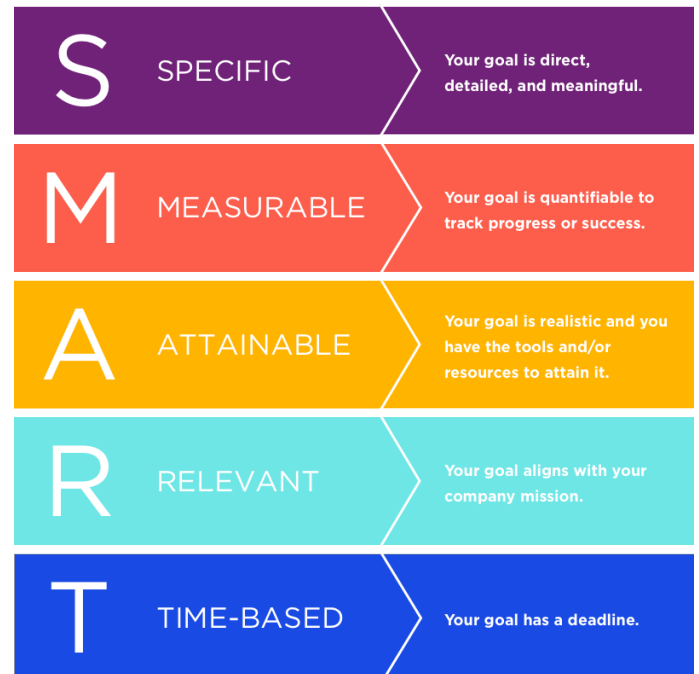
Assignment 1: Project Feasibility, Vision and Charter (5%)

A feasibility study initiation provides an overview of the project focusing on the value of the project and its background. It should give the reader a good understanding of the overall project vision including project definition, any history behind the project, project purpose or justification. The Project Charter is developed from the feasibility study to ensure the best use of your company's resources.

Project Feasibility and Project Charter: 25 marks

This section should give context and justification for the project in a creative format (padlet/report/dashboard/canvas) covering the below criteria.

- What is the project?
 - Give a detailed description of your project
- Why choose this project?
- What is the current context, environment, or process?
 - What is happening in Doha/Qatar or your company to make this project something that should be done.
- What is the history, if any, behind this project?
 - If you want, you can use a little imagination regarding your organization and make up some history that has created the desire to have this project.
- Who is responsible for the initiation of the project and who should be involved?
- Where will this project take place?
- What is the value of this project? Describe opportunity and/or problem that the project aims to address.
 - What will this project do for the organization
- What is the overall goal of the project?
 - Remember that goals should be SMART
 - Specific
 - Measurable
 - Attainable
 - Relevant
 - Time-specific
- What is the strategic alignment to the organization if there is one?
 - How does the project match the overall strategy of the organization? Is the organization trying to grow, expand, be more socially aware, etc?
- What is the budget communicated for the feasibility study?
- When is the proposed deadline for the Project Charter?



Due Date

Week 5, Saturday Midnight, D2L Dropbox. Only 1 member of the team to submit the assignment

Marking Scheme:

Please see the rubric attached for how the project will be marked.

| <i>Expectations for Format</i> | Professional | Very Good | Acceptable | At Risk | Unacceptable |
|--|--|--|---|---|--|
| | 5 | 4 | 3 | 2 | 1 |
| Assignment Content (10) | <ul style="list-style-type: none"> All assignment requirements are fully met: <ul style="list-style-type: none"> Project Feasibility, Vision, Charter is clear and concise Project Justification is compelling, detailed and multifaceted. Demonstrates a clear understanding of the <ul style="list-style-type: none"> Attribution is given All required content is fully developed No irrelevant content | <ul style="list-style-type: none"> Assignment requirements are adequately met: <ul style="list-style-type: none"> Project Feasibility, Vision, Charter is clear and/or concise Project Justification is compelling, detailed and/or multifaceted. Demonstrates an understanding of the organization Content is adequately developed | <ul style="list-style-type: none"> Some development of assignment requirements, but not fully met: <ul style="list-style-type: none"> Project Feasibility, Vision, Charter is stated Project Justification is stated Demonstrates limited understanding of the organization Some content is not fully developed May contain some irrelevant content | <ul style="list-style-type: none"> Minimal development of assignment requirements: <ul style="list-style-type: none"> Project Feasibility, Vision, Charter is unclear Technical details Attribution Conclusion Content is insufficient and/or irrelevant | <ul style="list-style-type: none"> Little or no development of assignment requirements: <ul style="list-style-type: none"> No Project Feasibility, Vision, Charter included correctly No Project Justification No demonstrated understanding of the organization Minimal content and/or irrelevant content throughout |
| Assignment Format and Sections (5) | <ul style="list-style-type: none"> Wordcount met Format is correct and professional throughout Bulleting is used effectively | <ul style="list-style-type: none"> Minimum Wordcount is met and overage is within 5% Format is mostly correct and professional, with some errors Bulleting is used effectively | <ul style="list-style-type: none"> Minimum Wordcount is met and overage is within 10% Some format errors such as unprofessional margins or spacing. Bullets used but do not bring clarity or efficiency | <ul style="list-style-type: none"> Minimum Wordcount is met Weak, unprofessional format. | <ul style="list-style-type: none"> Wordcount is not met No attempt at appropriate formatting |
| Fluency and Tone (5) | <ul style="list-style-type: none"> Ideas are logically arranged Paragraphing is skillfully managed, with natural transitions Sentences flow seamlessly and naturally Tone is professional throughout | <ul style="list-style-type: none"> Ideas are mostly logically arranged, well enough to allow reader comprehension Paragraphing is adequately managed, with some errors/awkwardness Sentences flow but lack seamless, natural quality of level 5 Tone is mostly professional, with some errors in register | <ul style="list-style-type: none"> Some ideas are logically arranged Paragraphing is poorly managed, possibly lacking in transitions Sentences flow somewhat awkwardly Tone is often unprofessional, with many errors in register | <ul style="list-style-type: none"> Few ideas are logically arranged Appropriate paragraphing is largely absent, with no transitions Sentences feel disjointed and awkwardly linked Tone is mostly unprofessional, often too casual and conversational, possibly with slang | <ul style="list-style-type: none"> No logical organization of paragraphs or sentences Difficult to follow ideas No paragraphing Sentences very and difficult to read Tone is slangy and unprofessional throughout |
| Grammar (5) | <ul style="list-style-type: none"> A wide range of structures used Consistently correct Superior style, with impactful phrasing Less than 3 spelling, grammar or punctuation errors | <ul style="list-style-type: none"> Some variety of structures Generally correct; minor errors do not affect clarity or readability Adequate style, with some impactful phrasing Less than 5 spelling, grammar or punctuation errors | <ul style="list-style-type: none"> Somewhat limited variety of structures Errors are more frequent and somewhat affect clarity and readability Unimpactful style Less than 7 spelling, grammar or punctuation errors | <ul style="list-style-type: none"> Little variety; structures are repetitious Errors are very frequent and limit clarity and readability. No demonstration of style More than 7 spelling, grammar or punctuation errors | <ul style="list-style-type: none"> No variety; student demonstrates no knowledge of sentence structure and connectives Sentences are consistently incorrect and seriously distort clarity Spelling, grammar, and punctuation errors throughout the document |
| Total /25 marks | | | | | |

Term Project Assignment 1 Rubric