



ICON COLLEGE OF TECHNOLOGY AND MANAGEMENT
Pearson BTEC HND in Business (RQF)
Unit Level 4 Managing a Successful Business Project

Assignment Brief February 2018

Programme title	TNA67 Pearson BTEC HND in Business	
Unit number and title	Unit 6	Managing a Successful Business Project
Unit Type	Core	
Unit Level and Credit Value	Level 4	15 Credit
Assessor (s)	Mr Neil Coade, Dr A Akanga, Mr Andrew Appiah, Mr K Barimah, M Antony Dilleen, Mr Bekhzod Klichev	
Issue Date	3 March 2018	
Final assignment submission deadline	11-16 June 2018	
Late submission deadline	18-23 June 2018 The learners are required to follow the strict deadline set by the College for submissions of assignments in accordance with the BTEC level 4–7 submission guidelines and College policy on submissions.	
Resubmission deadline	TBA	
Feedback	Formative feedback will be available in class during the semester. Final feedback will be available within 2 weeks of the assignment submission date.	

General Guidelines	• The work you submit must be in your own words. If you use a quote or an illustration from somewhere you must give the source. • Include a list of references at the end of your document. You must give <u>all</u> your sources of information. • Make sure your work is clearly presented and that you use correct grammar. • Wherever possible use a word processor and its “spell-checker”.
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ICON College of Technology and Management Pearson BTEC HND in Business (RQF)

Unit 6: Managing a Successful Business Project (L4)

Session: February 2018

Coursework

Recommended Word limit: 3,000–4,000

This Unit will be assessed by assignment.

You are strongly advised to read “Preparation guidelines of the Coursework Document” before answering your assignment.

ASSIGNMENT

Assignment Context and Business Scenario

You have been employed as a Business Researcher by an organisation of your choice to investigate the design, development and implementation of a business project in the digital and customer sensitive business environment of 2017 and beyond.

You are required to investigate the market and business environment and to understand and develop a digital strategy that can support the competitive advantage created by a project team. This will include project objectives, structure, size and scope, as well as the impact of the digital strategy on key stakeholders.

KEY QUESTION

HOW BUSINESSES HAVE COPEd WITH THE MAJOR CHALLENGES OF DIGITAL DISRUPTION AND TRANSFORMATION

Digital technology had revolutionised the way we conduct business. Over the last decade it has dramatically changed traditional business models and transformed business activities. The use of digital mobile technology has provided businesses with a wealth of choice and opportunity. This has enabled existing products to become profitable and innovative new products to be developed, leading to increasingly diverse product portfolios. Its impact is evident at the core of all key business systems:

Administration – cloud technology enables effective filing, storage and sharing of information.

Communication – social media and mobile technology allows businesses to connect.

Storage and Distribution – ‘The Internet of Things’ is connecting and integrating systems throughout business structures.

Production – Artificial intelligence and big data analytics are driving innovation and product growth.

However, changes in the way we work are not without their challenges, as businesses have to **adapt and deal with change management**, recruit and sustain creative talent, invest in new technologies and respond to an ever-increasing competitive environment. This project will provide the student with the opportunity to examine the impact of digital technology on how we

conduct business and consider the implications of digital technology in the workplace and how it is shaping the future workforce. It will enable researchers to explore both the challenges and opportunities that rapid technological advances represent for businesses.

Milestones and interim feedback

The purposes of milestones are to monitor the progress of the project and to maintain momentum, making it more likely that the project will succeed. Each milestone should be a clear, achievable activity that the student aims to achieve by a particular time. Students should agree at least two milestones with their tutor. Examples of milestones include:

- Producing a first draft of findings
- completing all primary research

At each milestone, the tutor will liaise with the student to check whether it has been achieved and advise as necessary.

What you must do

The following tasks are required to be carried out:

LO1: Establish project aims, objectives and timeframes based on the chosen theme.

Devise project aims and objectives for a chosen scenario [P1]

Produce a project management plan that covers aspects of cost, scope, time, quality, communication, risk and resources [P2]

Produce a work breakdown structure and a Gantt chart to provide timeframes and stages for completion [P3]

To achieve **M1**, Produce a comprehensive project management plan, milestone schedule and project schedule for monitoring and completing the aims and objectives of the project.

To achieve **D1 (LO1 & 2)** critically evaluate the project management process and appropriate research methodologies applied.

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

Carry out small-scale research by applying qualitative and quantitative research methods appropriate for meeting project aims and objectives. [P4]

To achieve **M2**, Evaluate the accuracy and reliability of different research methods applied.

To achieve **D1, (LO1 & 2)** Critically evaluate the project management process and appropriate research methodologies applied.

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

Analyse research and data using appropriate tools and techniques **[P5]**

Communicate appropriate recommendations as a result of research and data analysis to draw valid and meaningful conclusions **[P6]**

*To achieve **M3**, Evaluate the selection of appropriate tools and techniques for accuracy and authenticity to support and justify recommendations.*

*To achieve **D2** (LO3 & 4), 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.

Reflect on the value of undertaking the research to meet stated objectives and own learning and performance **[P7]**

*To achieve **M4**, Evaluate the value of the project management process to meet the stated objectives and support own learning and performance.*

Assessment Criteria		
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 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.	LO1 & 2 D1 Critically evaluate the project management process and appropriate research methodologies applied.
LO2 Conduct small-scale research, information gathering and data collection, generating knowledge to support the project.		
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.	
LO3 Present the project and communicate appropriate recommendations based on meaningful conclusions drawn from the evidence findings and/or analysis.		
P5 Analyse research and data using appropriate tools and techniques. P6 Communicate appropriate recommendations as a result of research 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 & 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.
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 research to meet 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.	

Relevant Information

Guide to student

1. Preparation guidelines of the Coursework Document

- a. All coursework must be word-processed.
- b. Document margins must not be more than 2.54 cm (1 inch) or less than 1.9cm (3/4 inch).
- c. The assignment should be in a formal business report style using single spacing and font size 12.
- d. Standard and commonly used typeface such as Arial should be used.
- e. All figures, graphs and tables must be numbered.
- f. Material taken from external sources must be properly referenced using the Harvard referencing system.
- g. You should provide references using the Harvard referencing system.
- h. Do not use Wikipedia as a reference.

2. Plagiarism and Collusion

Any act of plagiarism or collusion will be seriously dealt with according to the College regulations. In this context the definition and scope of plagiarism and collusion are presented below:

Plagiarism is presenting somebody else's work as your own. It includes copying information directly from the Web or books without referencing the material; submitting joint coursework as an individual effort.

Collusion is copying another student's coursework; stealing coursework from another student and submitting it as your own work.

*Suspected plagiarism or collusion will be investigated and if found to have occurred will be dealt with according to the College procedure. **(For details on Plagiarism & Collusion please see the Student Handbook)***

3. Submission

- a. Initial submission of coursework to the tutors is compulsory in each unit of the course.
- b. Student must check their assignments on **ICON VLE** with plagiarism **software Turnitin** to make sure the similarity index for their assignment stays within the College approved level. A student can check the similarity index of their assignment three times in the **Draft Assignment submission point** located in the home page of the ICON VLE.
- c. All Final coursework must be submitted to the **Final submission point** into the unit (**not to the Tutor**). A student would be allowed to **submit only once** and that is the final submission.
- d. Any computer files generated such as program code (software), graphic files that form part of the coursework must be submitted as an attachment to the assignment with all documentation.
- e. Any portfolio for a unit must be submitted as a hardcopy to the Examination Office.
- f. The student must attach a tutor's comment in between the cover page and the answer in the case of Resubmission.

4. Good practice

- a. Make backup of your work in different media (hard disk, memory stick, etc.) to avoid distress due to loss or damage of your original copy.

5. Extension and Late Submission and Resubmission

- a. If you need an extension for a valid reason, you must request one using an Exceptional Extenuating Circumstances (EEC) form available from the Examination Office and ICON

VLE. Please note that the tutors do not have the authority to extend the coursework deadlines and therefore do not ask them to award a coursework extension. The completed form must be accompanied by evidence such as a medical certificate in the event of you being sick.

- b. Late submission will be accepted and marked according to the College procedure. It is noted that late submission may not be graded for Merit and Distinction.
- c. All Late coursework must be submitted to the **Late submission point** into the unit (**not to the Tutor**). A student will be allowed to **submit only once** and that is the final submission.
- d. Only one opportunity will be given for reassessment (resubmission) will be permitted and the assessment will be capped at Pass for the unit. In addition, no resubmission will be allowed in any component of the assessment for which a Pass grade or higher has been achieved.
- e. Repeat Units – A student who has failed to achieve a Pass in both Final/Late submission and in the Resubmission must retake the unit with full attendance and payment of the unit fee. The overall unit grade for a successfully completed repeat unit is capped at Pass for that unit. Units can only be repeated once.

6. Submission deadlines

Submission deadlines	Online to the ICON College VLE
Final Submission date:	11-16 June 2018
Late Submission date:	18-23 June 2018

Glossary:

Analyse: Break an issue or topic into smaller parts by looking in depth at each part. Support each part with arguments and evidence for and against (Pros and cons). Break something down into its components; examine factors methodically and in detail to recognise patterns by applying concepts and making connections to predict consequences.

Apply: Use a particular method/technique to solve a problem

Critically Evaluate/Analyse: When you critically evaluate you look at the arguments for and against an issue. You look at the strengths and weaknesses of the arguments.

Conduct: To do or carry out, to organise and perform a particular activity

Determine: Find a solution by argument, making clear your reasoning (e.g., determine the type of event that has occurred, based on the data provided”) (application) or “Determine the most appropriate course of action for the company, within the given constraints” (higher order skills).

Demonstrate: Show that you can do a particular activity or skill. Provide several relevant examples or related evidence, which clearly support the arguments you are making.

Explain: When you explain you must say why it is important or not important.
Clarify a topic by giving a detailed account as to how and why it occurs, or what is meant by the use of this term in a particular context.

Identify: When you identify you look at the most important points. Establish or indicate the origin, nature or definitive character of something