

Assignment 2: Project Motorcycles

Due Week 4 and worth 250 points

You are a project manager for a medium-sized manufacturer of motorcycle cruisers. The engines in motorcycle cruisers, like the ones you manufacture, are usually categorized by size rather than the number of cylinders. In the past, your company has successfully manufactured and marketed the best-selling of these fuel-efficient cruisers that occupy the middleweight class. The rather nebulous middleweight class comprises motorcycles broadly ranging in engine size from 500 cubic centimeters, or cc, to 1000 cc.

Executives at your company are now interested in motorcycles with larger motors and would eventually like to produce motorcycles in the touring class, specifically designed to excel at covering long distances with motors larger than 1100 cc. The proposed target market for these larger motorcycles consists of males between the ages of 35 and 60 in global markets. Price points for the larger motorcycles cover income ranges from \$55,000 to \$100,000. Management has decided that your company will meet the objectives stated herein within the next five (5) years. During the proposed changeover, the company will continue to manufacture the middleweight cruisers to serve its existing clientele.

Write a six to eight (6-8) page paper in which you:

1. Select one (1) of the types of project organization that would suit the development of the larger touring class motorcycles. Outline the process steps that your company would take in order to develop the motorcycle. Provide a rationale for the response.
2. Recommend one (1) strategy to the senior executives that the organization might use to balance short- and long-term needs. Specify the crucial resources that you would need as a project manager to run the existing business interests at the same time that the business changes to the production of touring class motorcycles.
3. Suggest the project management leadership style that is most conducive to overseeing the operation of the business growth plan.
4. Recommend at least three (3) risk mitigation strategies to address project plan details that might be forgotten or overlooked. Justify the selection.
5. Use at least three (3) quality references. **Note:** Wikipedia and other Websites do not qualify as academic resources.

Your assignment must follow these formatting requirements:

- Be typed, double spaced, using Times New Roman font (size 12), with one-inch margins on all sides; citations and references must follow APA or school-specific format. Check with your professor for any additional instructions.
- Include a cover page containing the title of the assignment, the student's name, the professor's name, the course title, and the date. The cover page and the reference page are not included in the required assignment page length.

The specific course learning outcomes associated with this assignment are:

- Design an organizational structure, staff a project office, and establish a communications system to effectively manage projects.
- Analyze the role of executive management in the life of a project.
- Apply the project manager's critical skills, in terms of project leadership, team building, time management, conflict management, and effective communication with executive sponsors, peers, team members, and project clients.
- Use technology and information resources to research issues in project management.

- Write clearly and concisely about project management using proper writing mechanics.

Grading for this assignment will be based on answer quality, logic / organization of the paper, and language and writing skills, using the following rubric.

Points: 250		Assignment 2: Project Motorcycles			
Criteria	Unacceptable Below 60% F	Meets Minimum Expectations 60-69% D	Fair 70-79% C	Proficient 80-89% B	Exemplary 90-100% A
1. Select one (1) of the types of project organization that would suit the development of the larger touring class motorcycles. Outline the process steps that your company would take in order to develop the motorcycle. Provide a rationale for the response. Weight: 25%	Did not submit or incompletely selected one (1) of the types of project organization that would suit the development of the larger touring class motorcycles. Did not submit or incompletely outlined the process steps that your company would take in order to develop the motorcycle. Did not submit or incompletely provided a rationale for the response.	Insufficiently selected one (1) of the types of project organization that would suit the development of the larger touring class motorcycles. Insufficiently outlined the process steps that your company would take in order to develop the motorcycle. Insufficiently provided a rationale for the response.	Partially selected one (1) of the types of project organization that would suit the development of the larger touring class motorcycles. Partially outlined the process steps that your company would take in order to develop the motorcycle. Partially provided a rationale for the response.	Satisfactorily selected one (1) of the types of project organization that would suit the development of the larger touring class motorcycles. Satisfactorily outlined the process steps that your company would take in order to develop the motorcycle. Satisfactorily provided a rationale for the response.	Thoroughly selected one (1) of the types of project organization that would suit the development of the larger touring class motorcycles. Thoroughly outlined the process steps that your company would take in order to develop the motorcycle. Thoroughly provided a rationale for the response.
2. Recommend one (1) strategy to the senior executives that the organization might use to balance short- and long-term needs. Specify the crucial resources that you would need as a project manager to run the existing business interests at the same time that the business changes to the production of touring class motorcycles. Weight: 20%	Did not submit or incompletely recommended one (1) strategy to the senior executives that the organization might use to balance short- and long-term needs. Did not submit or incompletely specified the crucial resources that you would need as a project manager to run the existing business interests at the same time that the business	Insufficiently recommended one (1) strategy to the senior executives that the organization might use to balance short- and long-term needs. Insufficiently specified the crucial resources that you would need as a project manager to run the existing business interests at the	Partially recommended one (1) strategy to the senior executives that the organization might use to balance short- and long-term needs. Partially specified the crucial resources that you would need as a project manager to run the existing business interests at the same time that the business changes to the production of	Satisfactorily recommended one (1) strategy to the senior executives that the organization might use to balance short- and long-term needs. Satisfactorily specified the crucial resources that you would need as a project manager to run the existing business	Thoroughly recommended one (1) strategy to the senior executives that the organization might use to balance short- and long-term needs. Thoroughly specified the crucial resources that you would need as a project manager to run the existing business interests at the

	changes to the production of touring class motorcycles.	same time that the business changes to the production of touring class motorcycles.	touring class motorcycles.	interests at the same time that the business changes to the production of touring class motorcycles.	same time that the business changes to the production of touring class motorcycles.
3. Suggest the project management leadership style that is most conducive to overseeing the operation of the business growth plan. Weight: 20%	Did not submit or incompletely suggested the project management leadership style that is most conducive to overseeing the operation of the business growth plan.	Insufficiently suggested the project management leadership style that is most conducive to overseeing the operation of the business growth plan.	Partially suggested the project management leadership style that is most conducive to overseeing the operation of the business growth plan.	Satisfactorily suggested the project management leadership style that is most conducive to overseeing the operation of the business growth plan.	Thoroughly suggested the project management leadership style that is most conducive to overseeing the operation of the business growth plan.
4. Recommend at least three (3) risk mitigation strategies to address project plan details that might be forgotten or overlooked. Justify the selection. Weight: 20%	Did not submit or incompletely recommend at least three (3) risk mitigation strategies to address project plan details that might be forgotten or overlooked. Did not submit or incompletely justified the selection.	Insufficiently recommend at least three (3) risk mitigation strategies to address project plan details that might be forgotten or overlooked. Insufficiently justified the selection.	Partially recommend at least three (3) risk mitigation strategies to address project plan details that might be forgotten or overlooked. Partially justified the selection.	Satisfactorily recommend at least three (3) risk mitigation strategies to address project plan details that might be forgotten or overlooked. Satisfactorily justified the selection.	Thoroughly recommend at least three (3) risk mitigation strategies to address project plan details that might be forgotten or overlooked. Thoroughly justified the selection.
5. 3 references Weight: 5%	No references provided	Does not meet the required number of references; all references poor quality choices.	Does not meet the required number of references; some references poor quality choices.	Meets number of required references; all references high quality choices.	Exceeds number of required references; all references high quality choices.
6. Clarity, writing mechanics, and formatting requirements Weight: 10%	More than 8 errors present	7-8 errors present	5-6 errors present	3-4 errors present	0-2 errors present