**PROJECT 1 - FILM PRIORITIZATION CASE STUDY**

Dear Group,

Your first project is two weeks long. It is intended to introduce you to the concept of Project Selection.

The case study is found in Chapter 2 - “Organisation Strategy and Project Selection".

**ASSIGMENT: FILM PRIORITIZATION**

The objective of this exercise is to demonstrate how a project priority system can be used to select and prioritise projects according to an organisation’s objectives and strategic plan.

The exercise involves a film division of a large entertainment conglomerate and the priority team’s decision to review and prioritise different film proposals.

The priority system used is consistent with the one described in Chapter 2.

**TASKS**

You are a member of the priority team in charge of evaluating and selecting film proposals.

1. Use the provided evaluation form to formally evaluate and rank each proposal.
2. Be prepared to discuss your rankings and justify your decisions.
3. Discuss the value of using this kind of approach to select and prioritise projects.
4. Issue a Final Report

**APPROACH**

The first logical step would be to read and understand Chapter 2.

Make sure you understand the difference between a **“must” and “want” objective** and the **ROI probability** information included.

Please bear in mind that you do not have to keep the order of questions asked in your (any) project delivery. In this project particularly, good strategy is to do analyses first and then issue a table as your main deliverable.

As a group, you should compare and contrast the rankings of each other. Explain the rationale behind your ratings. Analyse all movies by all factors individually.

After discussing the differing results, you should discuss the value of using this kind of approach to select and prioritise projects. In the last question we only needed to see advantages and disadvantages of using this tool in general, not in relation to your project or any specific project.

**RULES:**

The discussion will remain open until **5pm, Monday, 14th of August**, at which time the Project Manager has to submit the ***Final Report***.

Instructions for how to create a Final Report you can find on Moodle, in the Web Project Instruction Documents folder. A sample Project Plan will also be available there.

In this project you are required to have two Project Managers (PMs). You may split management work by tasks (only management is allowed to be split) so for example, depending on personal strengths and skills, one person could manage discussion and a second person could collate a report. Or two PMs can alternatively manage questions. We will leave this organisation up to you to decide and it may differ from group to group.

The PMs should start the discussion by posting a **Project Plan** as soon as possible (no later than 24 hours later, i.e. 5 PM Tuesday). It is important that the PM participate in providing answers, rather than just managing from the sideline.

How you decide to split the project management duties between the two PM’s make must be defined in the Project Plan.

Please **do not split the project work**, everyone has to answer each question asked.

Do not include attachments, links or Google documents, embed everything visibly on Moodle.

Analyse the case in one topic by answering to my project starting post and by creating threads for each question underneath my post. You may change the subject of your thread so it identifies the task you are doing (watch video number 2 - How to organise your discussion).

Open a new topic for a draft report and for the final report. Look at the picture attached so you can get an idea how your discussion forum should look like.

When a PM issues a schedule, as part of the Project Plan, check that all questions are included. If a question is missed you will all be loosing valuable marks for not discussing it.

Monitor carefully your schedule, as you are all marked on timely delivery. If necessary modify your schedule along the way if you noticed discussion was talking longer. However, extending duration although on occasion’s necessary, it has to be carefully weighed up against all other risks.

Most importantly, keep all your discussion on Moodle! **Do not hold meetings** or use other social media groups because remember, **I CAN ONLY SCORE YOU BASED ON WHAT I CAN READ**. Do not discuss on FB, weChat or other social media.

If you are still unsure about procedures I recommend you read instruction documents on Web Projects or watch the videos posted.

If you still have some questions try to find the answers through the discussion forum.

If your group is not sure of something send me an email, do not post questions for me in your discussion forum.

Enjoy your first project and remember to post regularly.

