

## FACULTY OF COMPUTING

UNIT TITLE	Unit 3: Professional Practice		
UNIT CODE	L/618/7398	LEVEL	4 (Core)
STUDENT NAME		CREDIT VALUE	15
ASSESSMENT TITLE	F1 Soft Business Ltd	WORD COUNT	
ASSESSOR	Anshu Chalise	I.V.	
ASSIGNMENT ISSUE DATE	18/05/2023	ASSIGNMENT SUBMISSION DATE	17/07/2023
ORIGINAL SUBMISSION		ASSIGNMENT NO.	1

### **ASSESSMENT CRITERIA TO BE ASSESSED IN THIS ASSIGNMENT**

*(Identify all criteria to be assessed in this assignment)*

Assignment Criteria	P1	P2	P3	P4	P5	P6	P7	P8	P9	
Achieved										
	<b>Merit Criteria</b>									<b>Distinction Criteria</b>
Assignment Criteria	M1	M2	M3	M3	M4	M5	D1	D2	D3	D4
Achieved										

#### **Important:**

- **Read the plagiarism notice and requirements at Page 8**
- **Word-limit- 8000 words** (*excludes cover page, table of content, figures, graphs, reference list, appendix and logbook*)
- **Accepted Sources: Research Papers** (*Journal Articles, Conference Proceedings, Thesis, Text Books, Governmental Data, Websites (only a registered organization, an educational institution, government agency)*)
- **Information taken from unreliable sources will not be accepted**
- **Must follow Harvard Reference Style**
- **Assignment must be submitted through the Plagiarism Detection Tool**

## **Assignment submission format**

Each student has to submit their assignment as guided in the assignment brief. The students are guided on what sort of information is to produce to meet the criteria targeted. You are required to make use of headings, paragraphs, and subsections as appropriate, and all work must be supported with research and referenced using the Harvard referencing system.

## **Learning outcomes covered**

- LO1 Demonstrate a range of interpersonal and transferable communication skills to a target audience
- LO2 Apply critical reasoning and thinking to a range of problem-solving scenarios
- LO3 Discuss the importance and dynamics of working within a team and the impact of team working in different environments
- LO4 Examine the need for continuing professional development (CPD) and its role within the workplace and for higher-level learning.

## **Submission format**

A **proposal pack** presenting the detailed plan with necessary research about holding a conference. The recommended length is 10–15 A4-sized pages although you will not be penalised for going under or exceeding the total word limit. You may attach an appendix with additional details and be generous with the use of figures and graphics. The pack should be accompanied by a meeting log with a brief synopsis of the regular group meetings held by your group for this project. The pack can be presented in the form of a variety of documents such as fliers, posters, timetables, written proposal structure, presentation, desktop publishing documents, etc.

## **An individual written evaluative report**

The report should discuss and critically analyse your role in and contribution to your team's group project. Identify and suggest opportunities for future growth and personal development. The recommended word limit is 1,500–2,000 words, although you will not be penalised for going under or exceeding the total word limit. You are required to make use of headings, paragraphs and subsections as appropriate, and all work must be supported with research and

referenced using an appropriate referencing system.

### **An Individual Continuing Professional Development (CPD)**

Personal Plan You are required to examine the need for continuing professional development (CPD) and its role in the workplace and for higher-level learning. You need to do so in the context of the present exercise of developing a proposal for a conference and presenting it your client. The recommended word limit is 1,500–2,000 words, although you will not be penalised for going under or exceeding the total word limit. You are required to make use of headings, paragraphs and subsections as appropriate, and all work must be supported with research and referenced using an appropriate referencing system

### **Scenario**

You work in a team of junior business analysts at F1 Soft Business Ltd. a consulting company that specialises in organising events and conferences for selective clients. Your role encompasses:

- documenting business problems and user needs, creating solution requirements aligning to best practice, and presenting them in a meaningful and logical way appropriate to the audience
- investigating business situations and analysing problems and opportunities for improvement; you investigate and analyse business processes and understand data and business information needs
- interacting with stakeholders through leading workshops, conducting interviews and using other techniques to understand the business problems and user needs effectively.

The company has been approached by a client called Yeti Explorations. Yeti Explorations is a relatively new venture based on the idea of commercial space exploration and tourism. They are working on developing their own space vehicles, satellites and launch technologies but also work with existing national and commercial space organisations and companies and the network of existing spaceports for launches. They would like your company to advise them on organising a conference on a particular area of commercial space exploration and space tourism, and then coordinate the organisation of the conference.

The client has set certain high-level requirements for the conference.

- They would like the conference to be between 3 to 5 days and have both public and closed invited sessions

- They would like to have at least a day for a public exposition where companies and organisations have stalls showcasing their technology and wares for the public, investors and other clients
- On other days, they would like a number of sessions with presentations around various topics
- There will be specialised workshops on particular topics, with their own sessions and organisation committees as well as discussion panels. Some sessions will have an hour long presentation by eminent personalities (known as keynote speakers) which will be an hour long
- The other presentations could be peer-reviewed research papers on the topic of the session, or invited presentations, and should ideally be around 30 minutes
- There should be at least one conference dinner but also provisions for other engaging social activities and regular refreshments and tea/coffee breaks
- The attendance capacity of the exposition, workshops or technical sessions will be determined by the location, but the client hopes the public exposition can accommodate a few hundred and the technical sessions between 50 to 100 attendees
- Attendance at the conference should be by paid registration or an invitation (without fee) by the organisers
- The registrations should be flexible and have provision to be on multiple tiers (e.g. for just the exposition, or the exposition plus the technical sessions, or just for particular days, special rates for students etc.)
- The rates should be set in accordance with the expected attendance
- The client would also like the conference to be self-funded or even profit making, with some part of it covered by sponsorships that are to be sought from various stakeholders
- There should be provision for live streaming the talks and the workshops to maximise the number of registrants. The rate should be set based in accordance with the expected uptake
- Pay special attention to developing a contingency plan for things which could possibly go wrong.

As a team, your task is to prepare and present a brief for the client towards planning and organising the said conference involving various stakeholders (public, private etc.) with details on proposed locations, feasibility, organisation, committees, and an execution plan. You should also have a plan for training the client's organisation on the actual conduct of the conference.

## **ASSIGNMENT SCENARIO AND TASKS**

<b>Assignment Task</b>
<p><b>Activity 1</b></p> <p><b>Conference Proposal Pack</b></p> <p>A proposal pack prepared by your group with a detailed plan, having the necessary research about holding a conference for Yeti Explorations, on a particular selected area related to space exploration and space tourism. Prepare a comprehensive proposal pack along the following lines.</p> <ul style="list-style-type: none"><li>• Choose an area of space exploration and space tourism. The proposal should be focused on developing a conference in that area for Yeti Explorations, assuming the active participation of the client (the client will need training for some parts, e.g. as members of committees evaluating submissions by prospective participants)</li><li>• Demonstrate effective design and delivery in planning the conference for the client. Use multiple/different communication styles and formats</li><li>• Research and demonstrate the use of different problem-solving techniques for the design and delivery of the conference.</li><li>• Justify the use and application of a range of methodologies in the design and delivery of the conference. Demonstrate that critical reasoning has been applied in the justification of the choices you make</li><li>• The proposal should have suggested schedules and timelines with justifications. Demonstrate effective time-management skills in planning of the conference</li><li>• Design a professional schedule to support the planning of the conference. Use project management software to convey the schedule. Plan for contingencies and justify the time allocated to various activities</li><li>• The proposal should be well structured, using clear headers and sections</li><li>• The proposal should lay down criteria meeting which would be considered a success and suggest plans to achieve them</li><li>• The proposal should be detailed and suggest possible options and scenarios for the client to choose from.</li></ul> <p>The group will be expected to meet at regular intervals for the purpose of developing this proposal. A meeting log should be kept with a brief synopsis of each meeting (a page or less per meeting). For ease, you may want to decide on a structured format for the log to follow throughout. <b>The meeting log</b> should be attached to the proposal.</p>

## **Activity 2**

### **Evaluation and Reflection Report**

- Produce an evaluative report that discusses and critically analyses your role and contribution in your team's group project, the performance of your group and the role of teamwork. The report should evaluate the delivery of the conference proposal to Yeti Explorations.
- The report should include:
- evaluation of your role and contribution to your team's group conference pack preparation
- evaluation of the application of your and your group members' interpersonal skills and its effectiveness in the design of the conference pack
- evaluation of the overall success of the preparation of the conference pack, in terms of how well critical reasoning and thinking were applied to achieve the end goal
- discussion of the importance of team dynamics in the success and/or failure of the planned conference. Were there any specific aspects of this assignment where you felt the team dynamics were particularly important?
- analysis of the team dynamics for your group in terms of the major and minor roles that different team members had. Discuss the effectiveness of this organisation and of teamwork in achieving your goals.

## **Activity 3**

### **Continuing Professional Development: Personal Plan**

You are required to examine the need for continuing professional development (CPD) and its role in the workplace and for higher-level learning. You need to do so in the context of the present exercise of developing a proposal for a conference and presenting it to your client.

The plan should:

- discuss the importance of CPD and its possible contribution to your learning and motivation
- review different motivational theories, the impact they can have on workplace performance and how it applied in the present case; justify the role of CPD and development planning in building motivation
- in view of your experience with the present exercise of developing a conference pack for your client, produce a development plan that outlines responsibilities, performance objectives and required skills for future goals
- What could you do to improve your contribution and team participation and how could CPD (continuing professional development) contribute to your aims? How would you measure this? Evaluate a range of evidence criteria that is used as a measure for effective CPD.

## **LEARNING OUTCOMES AND ASSESSMENT CRITERIA**

Pass	Merit	Distinction
	<b>LO1 Demonstrate a range of interpersonal and transferable communication skills to a target audience</b>	
<p><b>P1</b> Demonstrate effective design and delivery of a training event for a given target audience, using different communication styles and formats.</p> <p><b>P2</b> Demonstrate effective time-management skills in planning an event.</p>	<p><b>M1</b> Design a professional schedule to support the planning of an event, to include contingencies and justifications of time allocated.</p>	<b>LO1</b> <p><b>D1</b> Evaluate the effectiveness and application of interpersonal skills used in the design and delivery of a training event.</p>
	<b>LO2 Apply critical reasoning and thinking to a range of problem-solving scenarios</b>	
<p><b>P3</b> Demonstrate the use of different problem-solving techniques in the design and delivery of an event.</p> <p><b>P4</b> Demonstrate that critical reasoning has been applied to the design and delivery of the event</p>	<p><b>M2</b> Research the use of different problem-solving techniques used in the design and delivery of an event.</p> <p><b>M3</b> Justify the use and application of a range of solution methodologies in the design and delivery of an event.</p>	<b>LO2</b> <p><b>D2</b> Evaluate the overall success of the event delivered, in terms of how well critical reasoning and thinking were applied to achieve the end goal.</p>
	<b>LO3 Discuss the importance and dynamics of working within a team and the impact of team working in different environments</b>	
<p><b>P5</b> Discuss the importance of team dynamics in the success and/or failure of group work.</p> <p><b>P6</b> Work within a team to achieve a defined goal.</p>	<p><b>M4</b> Analyse team dynamics, in terms of the roles group members play in a team and the effectiveness in terms of achieving shared goals.</p>	<b>LO3</b> <p><b>D3</b> Critically evaluate your own role and contribution to a group scenario.</p>
<b>LO4 Examine the need for Continuing Professional</b>		

<b>Development (CPD) and its role within the workplace and for higher level learning</b>	<b>LO4</b>
<p><b>P7</b> Discuss the importance of CPD and its contribution to own learning and motivation.</p> <p><b>P8</b> Review different motivational theories and the impact they can have on performance in the workplace.</p> <p><b>P9</b> Produce a development plan that outlines responsibilities, performance objectives and required skills for future goals.</p>	<p><b>M5</b> Justify the role of CPD and development planning in building motivation.</p> <p><b>D4</b> Evaluate a range of evidence criteria that is used as a measure for effective CPD.</p>

### **Plagiarism Notice**

You are reminded that there exist **Academic Misconduct Policy and Regulation concerning Cheating and Plagiarism**.

#### **Extracts from the Policy:**

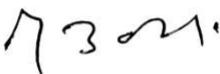
**Section 3.4.1:** Allowing others to do assignments / Copying others assignment is an offence

**Section 3.4.2:** Plagiarism, using the views, opinion or insights / paraphrasing of another person's original phraseology without acknowledgement

#### **Requirements**

- It should be the student's own work – **Plagiarism is unacceptable.**
- Clarity of expression and structure are important features.
- Your work should be submitted as a **well presented**, word-processed document with headers and footers, and headings and subheadings.
- You are expected to undertake research on this subject using books from the Library, and resources available on the Internet.
- Any sources of information should be **listed as references** at the end of your document and these sources should be referenced within the text of your document using **Harvard Referencing** style
- Your report should be illustrated with screen-prints, images, tables, charts and/or graphics.
- All assignments must be typed in **Times New Roman, font size 12, 1.5 spacing**.

**The center policy is that you must submit your work within due date to achieve “Merit” and “Distinction”. Late submission automatically eliminates your chance of achieving “Merit and Distinction”. Also, 80% attendance is required to validate this assignment.**

<b>Assignment Prepared By</b>	<b>Signature</b>	<b>Date</b>
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<b>Brief Checked By</b>	<b>Signature</b>	<b>Date</b>
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