Assignment Brief

Programme Name	Pearson BTEC Level 5 HND in Business		
Unit Number and Title	Unit 6 Managing a Successful Business Project		
Credit Value	15	**Unit Level**	4
Academic Year	2024-25	**Cohort**	15 (September 2024)
Assessor	Dr Sukru Yurtsever, Sarwat Amina		
Assignment Title	**The Impact of AI On a Functional Area (e.g., HR, Marketing, Finance) Within an Organisation**		
Issue Date	**Monday 27 January 2025**		
Submission Deadline	**Sunday, 16 March 2025, 11:59 pm**		

Guideline for Final Submission

- The submission must be in the specific format(s) as specified in the submission format sections.
- The assignment should be submitted in a MS Word© format, or equivalent.
- Please rename your assessment before submission as: **Unit 6_MSBP_Your Name_Your College ID**.
- Ideally, you should start writing your assignment as soon as you receive the assignment brief and obtain formative feedback from your lecturer during teaching weeks.
- There will be only one submission link in Turnitin. You are required to prepare one Microsoft Word file for submission.
- You should submit your draft assignment before deadline in order to obtain formative feedback from your lecturer. You are entitled to **maximum two** formative feedback for each assessment.
- The assignment should be written in using 1.5 line spacing and font Times New Roman size 12 or Arial size 11 in the body of the text.
- Please ensure to make use of appropriate headings (Times New Roman **Bold**, size 16 or Arial **Bold**, size 16), subheadings (Times New Roman **Bold**, size 14 or Arial **Bold**, size 14), paragraphs (Times New Roman size 12 or Arial size 11), and subsections.
- Attach an assignment "**cover page**" and "**table of content page**" to each part of assignment you submit.
- Make sure you state the word count on the title page.

Learner Declaration

Please include below declaration along with your signature and date on the cover page of your assignment before submission.

I certify that the work submitted for this assignment is my own. Where I have used the work of others to support my work, I have acknowledged all credits. I have identified and acknowledged all sources used in this assignment and have referenced according to the Harvard referencing system. I have read and understood the Plagiarism and Collusion section provided with the assignment brief and understood the

consequences of plagiarising.

Signature: …………………………………… **Date:** ……...…………………………

Assignment: The Impact of AI On a Functional Area (e.g., HR, Marketing, Finance) Within an Organisation

Submission Format

The submission is in the form of a **project report**. The report should be written concisely to summarise and highlight key information and data. You are required to make use of headings, paragraphs, and sub sections as appropriate. All work must be supported with research and cited and referenced correctly using the Harvard referencing system.

You will also need to provide a reference list using the Harvard referencing system. Inaccurate use of referencing may lead to issues of plagiarism if not applied correctly.

The recommended word limit for the portfolio of factsheets is 4,000–4,500 words, although you will not be penalised for going under or exceeding the total word limit.

Unit Learning Outcomes

LO1 Explain the key stages of the project lifecycle that should be considered when project managing
LO2 Produce a Project Management Plan (PMP) for a business project using primary and secondary research methods
LO3 Implement the Project Management Plan (PMP) to communicate results from the research and make conclusions from the evidence of findings
LO4 Reflect on value gained from implementing the project and the project management process.

Vocational Scenario

Artificial Intelligence (AI) is rapidly evolving, becoming a valuable tool for industry businesses to streamline operations, reduce production costs, and meet company objectives. It is expected to significantly change recruitment, labour needs and human resources in the future. For example, through automating repetitive tasks such as screening CVs, scheduling interviews, and conducting background checks human resources professionals will save time. Growth can also be accelerated by leveraging AI to provide sales and marketing teams with the right analytics and customer insights to capture demand. Additionally, it can boost sales effectiveness and performance by offloading and automating many routine activities, and AI plays a very significant role in enhancing customer experiences. According to the Forbes Advisor survey (2023), 73% of businesses use or plan to use AI-powered chatbots for instant messaging.

Successful implementation of AI requires strategy and collaboration between various stakeholders, and those in leadership roles. Leaders and managers must be proactive in attracting and developing the right talent, collaborating and partnering with other organisations, and considering the ethical implications. By leveraging AI to inform business decision-making, companies can only improve accuracy, reduce errors, and optimise their operations, leading to better outcomes and increased profitability.

You are working as a project management assistant within the professional development team of an organisation of your choice, or your current place of employment (if applicable). You have been tasked with conducting a small-scale business project, structured as an investigative case study, to explore "**The Impact of AI On a Functional Area (e.g., HR, Marketing, Finance) Within an Organisation***".

[**You should choose an organisation an organisation – your own place of work if appropriate to meet local needs.]*

This project involves examining how AI can be applied to enhance stakeholder value and meet their expectations, while also developing sustainable policies and programmes. These initiatives should help the organisation gain a competitive advantage and foster trust and loyalty among stakeholders.

To conduct your project successfully your project report you will need take the following steps:

Step 1 – Project Planning

a) Define your project **aim**, **objectives and** critically evaluate the **factors** (deliverables, quality, risk, communication resources) to be considered when compiling your project management plan (PMP).

b) Critically evaluate the **stages of your project lifecycle (PLC)** i.e. initiation, planning, execution and closing of your project and their importance to the success of your project.

c) Critically evaluate the **project management process** for your project.

d) Produce a **work breakdown structure** and a **schedule** using Gannt chart to provide **timeframes of activities** for monitoring and completing the aims and objectives of the project.

e) Critically evaluate a **range of research methods and strategies** and their importance for gathering information and data collection in relation to your project management.

f) Justify the choices made in the design of the PMP for completing the aims and objectives of the project.

Step 2 – Implementation of the Project Management Plan

g) Conduct **primary and secondary research using a short questionnaire or interview questions** with employees to understand **the impact of AI on a functional area (e.g., HR, Marketing, Finance) for your chosen organisation.**

h) **Present your findings using appropriate tools** such as graphs, charts, quotes etc. to **justify your recommendations**

Step 3 – Reflection

i) Critically reflect on i) the findings from the research and ii) the project management process in supporting stated objectives and iii) your own learning

Recommended resources

Please note that the resources listed are examples for you to use as a starting point in your research – the list is not definitive

Textbooks:

Dinsmore, P. And Cabanis-Brewin, J. (2018) *The Ama Handbook of Project Management*. 5th ed. Amacon.

Flick, U. (2020) *Introducing Research Methodology: A Beginner's Guide to Doing a Research Project*. 3rd ed. London: Sage.

Gray, D. (2017) *Doing Research in the Real World*. 4th ed. London: Sage.

Maylor, H. (2021) *Project Management*. 5th ed. Harlow: Pearson.

Saunders, M., Lewis, P. And Thornhill, A. (2019) *Research Methods for Business Students*. 8th ed. Harlow: Pearson.

Weblinks:

www.asana.com – Asana, Free project-management tools (General reference)

www.projectmanagement.com - Project management (General reference)

www.projectsmart.co.uk - Project Smart, Articles, Tools, Glossary (General reference)

www.trello.com – Trello, Free project-management tools

Other Resources:

HN Global: https://hnglobal.highernationals.com/login

Learning Outcomes and Assessment Criteria

Pass	Merit	Distinction
LO1 Explain the key stages of the project lifecycle that should be considered when project managing		**LO1 and LO2**
P1 Explain the stages of the project lifecycle (PLC) and their importance to the success of a project. **P2** Examine the factors to be considered when compiling a project management plan (PMP). **P3** Examine a range of research methods and strategies and their importance to project management.	**M1** Evaluate the stages of the PLC and the factors, (deliverables, quality, risk, communication and resources) to be considered in a PMP**.** **M2** Evaluate a range of research methods and strategies for gathering information and data collection.	**D1** Critically evaluate the project management process, PMP and research methods for gathering information and data collection.
LO2 Produce a Project Management Plan (PMP) for a business project using primary and secondary research methods		
P4 Produce a PMP that covers, aim, objectives, deliverables, quality, risk, communication resources and research methods. **P5** Produce a work breakdown	**M3** Produce a detailed project management plan, and schedule for monitoring and completing the aims and objectives of the project.	**D2** Justify the choices made in the design of the PMP for completing the aims and objectives of the project.

structure and a schedule to provide timeframes and stages for completion.	5	
LO3 Implement the Project Management Plan (PMP) to communicate results from the research and make conclusions from the evidence of findings		**LO3 and LO4**
P6 Conduct a business project as stated within the PMP and communicate findings. **P7** Present data to draw valid and meaningful conclusions and recommendations from data analysis.	**M4** Justify conclusions and recommendations drawn from data analysis and findings to meet the stated project objectives.	**D3** Critically reflect on the findings from the research and the project management process in supporting stated objectives and own learning.
LO4 Reflect on value gained from implementing the project and the project management process		
P8 Reflect on the value of undertaking the business project to meet stated objectives and own learning and performance.	**M5** Evaluate the project management process to meet stated objectives and support own learning and performance.	

Plagiarism and Collusion

- The College will seriously deal with any act of plagiarism and collusion.
- Plagiarism occurs when excerpts, ideas, passages taken from other sources are not adequately acknowledged and referenced both in the body of the text and in the reference section.
- Collusion can is the submission of work produced in collaboration for an assignment based on the assessment of individual work. It is a severe academic offence to share a learner's work with others who submit a part or the whole of it as their work.
- The College has mechanisms in place to detect plagiarism and collusion. The learner should understand the guidelines of the Academic Misconduct Policy regarding plagiarism and what the College considers to be an academic offence.