PROJECT CHARTER   
for BUSN3600 Term Project  
Research Essay and Video Presentation

### Prepared for Douglas College Business and Management Department 700 Royal Avenue New Westminster, BC, V3M 5Z5 Attn: Jeffrey Ha, Project Sponsor [xxxxxx@xxxx.co](mailto:jainekta1510@gmail.com)m

### Prepared By Team 2 BUSN3600 Students 700 Royal Avenue New Westminster, BC, V3M 5Z5 [xxxxxx@xxxx.co](mailto:jainekta1510@gmail.com)m

Contents

[PROJECT INFORMATION 2](#_Toc108102803)

[Project Purpose and justification 2](#_Toc108102806)

[project Objectives and related success criteria 3](#_Toc108102807)

[Project Description – high-level project description 3](#_Toc108102808)

[summary milestone schedule 4](#_Toc108102809)

[Major Deliverables 5](#_Toc108102810)

[summary estimated Budget 5](#_Toc108102811)

[risk and mitigation 6](#_Toc108102812)

[Stakeholders list 9](#_Toc108102813)

[project approval requirements 10](#_Toc108102814)

[Project Manager 10](#_Toc108102815)

[Project Authorization 11](#_Toc108102816)

# **PROJECT INFORMATION**

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| **1. General Project Information** | | | |
| **Project Name:** | | BUSN3600 Term Project | |
| **Executive Sponsors:** | | Jeffrey Ha | |
| **Department Sponsor:** | | Douglas College Business and Management | |
| **Project Charter Last Revision Date:** | | July 12, 2022 | |
| **2. Project Team** | | | |
|  | **Name** | **Telephone** | **E-mail** |
| **Project Manager:** | Denise Angelozzi de Oliveira | 236\*\*\*5998 | [xxxxxx@xxxx.co](mailto:jainekta1510@gmail.com)m |
| **Team Members:** | Ekta Jain | 604\*\*\*7361 | [xxxxxx@xxxx.co](mailto:xxxxxx@xxxx.co)m |
|  | Teresa Macayo Marin | 236\*\*\*2684 | [xxxxxx@xxxx.co](mailto:jainekta1510@gmail.com)m |
|  | Harsimranjeet Thiara | 778\*\*\*7620 | [xxxxxx@xxxx.co](mailto:jainekta1510@gmail.com)m |
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# **Project Purpose and justification**

The purpose of this project is to deliver a final research essay and a video presentation discussing and evaluating two successful and two failed business projects as part of the Project Management Essentials course. We aim to accomplish this with the effort of each Team 2 member by July 27, for the final essay, and August 3, for the video presentation. This project will allow students to apply in practice project management concepts learned in class as well as develop critical analysis about real projects identifying critical aspects of the project management process.

# **project Objectives and related success criteria**

* To produce a well-structured and clearly written essay.
* To fulfill all the essay requirements agreed with the client.
* To fulfill all the video requirements agreed with the client.
* Ensure the essay and the video contain all mandatory topics.
* Deliver the essay and the video within the established deadline.
* The project will also be considered a success if the final grade is equal to or above B.

# **Project Description – high-level project description**

The BUSN3600 Term Project aims to develop and deliver a Final Research Essay and a Team Video Presentation containing a critical analysis of two successful and failed projects in the business world.

The research essay will discuss 4 project cases of project organizations that have used project management to deliver key products and services. The paper will be organized in introduction, body, and conclusion paragraphs. The word count limit will be between 2500 and 4000 words, excluding the title, the table of contents, and the reference pages. The final essay will be submitted to Turnitin with a score of less than 10%.

The critical analysis will be based on the project objective, organization culture, and the reason why the project was considered a success/failure. The paper will also describe the knowledge and lessons our team obtained after studying these projects, highlighting one which our team considered the most significant along with the reason.

The appendix section of the report will contain the actual copy of the project article/articles where we got the information.

The team video presentation will be between 20 to 25 minutes long presenting all the final research essay discussions and conclusions. A link to the video will be submitted on Blackboard by August 3, 2022.

# **summary milestone schedule**

| Project Milestones and Phases | Estimated Completion Date |
| --- | --- |
| **Planning** |  |
| Agreement on scope, and divide the Project Charter content among the team members | July 1 |
| Project charter tasks completion by each team member | July 6 |
| Integrate and review project charter content | July 12 |
| Divide the Work Plan among the team members | July 1 |
| Work Plan tasks completion by each the team member | July 6 |
| Integrate and review Work Plan | July 12 |
| Final (merged) document creation of the Project Charter and Work Plan | July 13 |
| **Essay** |  |
| Research, discuss and choose two successful and two failed business projects | July 10 |
| Divide essay paragraphs among the team members | July 12 |
| Essay tasks completion by each team member | July 17 |
| Integrate and review essay - First draft | July 22 |
| Final essay | July 26 |
| **Video Presentation** |  |
| Define script | July 26 |
| Record audios | July 28 |
| First draft | July 31 |
| Final version | August 2 |
| End of Project | August 3 |

# **Major Deliverables**

|  |  |  |
| --- | --- | --- |
| **Deliverables** | **Internal Deliverables** | **External Deliverables** |
| **Deliverable 1** |  | Complete Project Charter Document |
| **Deliverable 2** |  | Complete Work Plan |
| **Deliverable 3** | Research on successful and unsuccessful project |  |
| **Deliverable 4** | Selection of two successful and two unsuccessful projects |  |
| **Deliverable 5** | First Rough Draft of Research Essay |  |
| **Deliverable 6** |  | Edited Final Research Essay |
| **Deliverable 7** | Development of PowerPoint Presentation based on Research Essay |  |
| **Deliverable 8** |  | Final Recorded Video Presentation of Research Essay |

# **summary estimated Budget**

|  |  |
| --- | --- |
| **COST TYPE** | **COST ($)** |
| Direct Costs | $9,300 |
| Direct Overhead | $1,200 |
| Total Direct Costs | $10,500 |
| G&A Overhead (20%) | $2,100 |
| Total Costs | $12,600 |
| Profit (10%) | $1,260 |
| Total Bid | $13,860 |
| Estimations:  **Hours to complete the project = 16 hours**  **People working on the project = 5**  12 classes attended which played signified role in project = $7920  Labour costs: 15.65\*16\*5 = $1,280  Equipment’s:  5 Laptops cost per hour (assuming $1000 cost per Laptop) = $0.28\*16 = $4.48  5 Phones = $2.50  5 Internet Connections (assuming $100 cost per Connection) = $11.11  5 Rented Places to work (assuming $450 rent per person) = $50  Notebook and Pen used = $5 | |

# **risk and mitigation**

| **Risk Breakdown Structure** | | | |
| --- | --- | --- | --- |
| Level 0 | Level 1 | Level 2 | Level 3 |
| Project Risk | Technical | Resources | Computer failure |
| Sick team member |
| Quality | Low-quality of critical analysis, discussion,  and writing |
| Final review could be inaccurate |
| Performance and reliability | Team members knowledge low-level |
| Lack of responsibility from team member |
| Management | Communication | Miscommunication with sponsor |
| Unclear communication between members team may cause information omission |
| Project Management | Schedule estimation error |
| Project changes |
| Team conflict |
| Project delay |

| **Risk Assessment and Mitigation** | | | |
| --- | --- | --- | --- |
| Risk | Likelihood | Severity | Mitigation |
| Computer failure | Medium | High | Save all documents on Google Drive.  Backup copies on each team member's computer. |
| Sick team member | High | Low | All team members be aware that a new division of tasks might be necessary. |
| Lack of responsibility from team member | Medium | High | All team members be aware that a new division of tasks might be necessary. |
| Project delay | Low | High | Follow-up tasks deadlines frequently. |
| Team conflict | Low | Medium | Listen carefully to all the different opinions and express opinions respectfully.  Discuss solutions that work for everyone or at least for the majority. |
| Project changes | Low | High | Check regularly with the sponsor if requirements are sustained. |
| Low-quality of critical analysis, discussion, and writing | Medium | High | Discuss the analysis prior to starting writing the paragraphs.  Team members share the drafts.  Complete the essay at least one week prior to the due date. |
| Team members knowledge low level | Low | High | Evaluate and identify in the first meeting who best fit in each task. |
| Miscommunication with sponsor | Low | High | Ensure that sponsor contact information are correct.  Ensure that information provided in the project description are clearly understood. |
| Schedule estimation error | Medium | High | Define realistic deadlines.  Take into account the extra activities of each team member.  Ensure to have the correct deadlines set up by sponsor. |

| **Risk Response Matrix** | | | |
| --- | --- | --- | --- |
| Risk | Contingency | Trigger | Responsible |
| Computer failure | Look for a backup computer | Computer does not work | Team members |
| Sick team member | New division of tasks | Signs and Symptoms of disease | Team members |
| Lack of responsibility from team member | New division of tasks | Deadlines delay | Team members |
| Project delay | Communicate Sponsor, change tasks’ responsible | Deadlines delay | Project manager |
| Team conflict | Address conflicts directly | Dysfunctional conflicts | Project manager |
| Project changes | Accept only the possible changes | Sponsor uncertainty | Project manager |
| Low-quality of critical analysis, discussion, and writing | Allocate the work to another resource | Poor deliverables | Project manager |
| Team members knowledge low level | Project manager |
| Miscommunication with sponsor | Presential meeting to clarify | Sponsor asking for constant changes | Project manager |
| Schedule estimation error | Use buffer of extra time | Missed deadline | Project manager |

# **Stakeholders list**

|  |  |  |
| --- | --- | --- |
| **Internal** | | |
| Stakeholder | Name | Description |
| Project manager | Denise Angelozzis | Responsible for the entire project's scope, its team and resources, its budget, and its eventual success or failure. |
| Project team | Ekta Jain  Teresa Macayo  Harsimran Thiara | People dedicated to the project |
| Project sponsor | Jeffrey Ha | Set the project requirements |
| **EXTERNAL** | | |
| Stakeholder | Name | Influence over the project |
| Douglas College Business and Management Department | Douglas College Business and Management Department | Provide facility resources |
| Future employers | Variety of companies | Provide expertise in applying project management |
| Douglas College Career Center and Library | Douglas College Career Center and Library | Provide support |

# **project approval requirements**

1. The project should have a Table of Contents, an introduction, and introductions to both the successful and unsuccessful projects 1 and 2. Additionally, the project's success and failure factors should be studied and explicitly stated.
2. The project can only be accepted if the project report's word count is between 2500 and 4000 words
3. A proper and detailed conclusion should be included at the end of the project.
4. To receive the sponsor's approval, the project must be submitted to Jeffrey Ha, the project sponsor, by the deadlines of July 13, 2022 for Term Project Part 1 A&B (Team Charter and Work Plan), July 27, 2022 for Part 2A (Research Essay), and August 3, 2022 for Part 2B (Team Video Presentation).

# **Project Manager**

|  |  |
| --- | --- |
| Name: Denise Angelozzi de Oliveira | Contact: angelozzideoliveirad@student.douglascollege.ca |
| Responsibility | Authority Level |
| Define Scope and Specifications for Project | Responsible |
| Communicate with client | Responsible |
| Planning and scheduling meetings | Responsible |
| Encourage a productive and cooperative work atmosphere | Responsible |
| Keep track on expenses (cost) and timeliness | Responsible |
| Assign tasks to team members | Responsible |
| Motivate team members | Responsible |
| Support for the implementation of the Project Charter | Responsible |
| Ensure the availability of resources for the project | Responsible |
| Progress Monitoring | Responsible |
| Create status reports for projects and update it regularly. | Responsible |

# **Project Authorization**

Date: July 13, 2022

By initialing each page and signing below, I *Jeffrey Ha*, the Project Sponsor, approve the project described herein and authorize it to begin.

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 Jeffrey Ha

WORK PLAN   
for BUSN3600 Term Project  
Research Essay and Video Presentation

### Prepared for Douglas College Business and Management Department 700 Royal Avenue New Westminster, BC, V3M 5Z5 Attn: Jeffrey Ha, Project Sponsor [xxxxxx@xxxx.co](mailto:jainekta1510@gmail.com)m

### Prepared By Team 2 BUSN3600 Students 700 Royal Avenue New Westminster, BC, V3M 5Z5 [xxxxxx@xxxx.co](mailto:jainekta1510@gmail.com)m

Contents

[General Project Information 2](#_Toc108552670)

[Project Team 2](#_Toc108552671)

[Project scope statement 2](#_Toc108552672)

[WORK BREAKDOWN STRUCTURE (WBS) 4](#_Toc108552673)

[SCHEDULE 4](#_Toc108552674)

[STAKEHOLDER ANALYSIS 5](#_Toc108552675)

[COMMUNICATION PLAN 6](#_Toc108552676)

[References 8](#_Toc108552677)

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| PROJECT INFORMATION |

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| --- | --- | --- | --- |
| **1. General Project Information** | | | |
| **Project Name:** | | BUSN3600 Term Project | |
| **Executive Sponsors:** | | Jeffrey Ha | |
| **Department Sponsor:** | | Douglas College Business and Management | |
| **Date of Project Approval:** | | July 13, 2022 | |
| **Work Plan Last Revision Date:** | | July 13, 2022 | |
| **2. Project Team** | | | |
|  | **Name** | **Telephone** | **E-mail** |
| **Project Manager:** | Denise Angelozzi de Oliveira | 236\*\*\*5998 | [xxxxxx@xxxx.co](mailto:jainekta1510@gmail.com)m |
| **Team Members:** | Ekta Jain | 604\*\*\*7361 | [xxxxxx@xxxx.co](mailto:jainekta1510@gmail.com)m |
|  | Teresa Macayo Marin | 236\*\*\*2684 | [xxxxxx@xxxx.co](mailto:jainekta1510@gmail.com)m |
|  | Harsimranjeet Thiara | 778\*\*\*7620 | [xxxxxx@xxxx.co](mailto:jainekta1510@gmail.com)m |
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| Project scope statement |

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| --- | --- |
| Project Objective | Produce a final research essay and a video presentation discussing and evaluating two successful and two failed business projects by July 27 and August 3, respectively. The overall project cost should not exceed $ 20,000. |
| Product Scope Description | The final essay will have between 2500 and 4000 words organized into the following topics: introduction, body, and conclusion. The text will be formatted using the font Times Roman 12-point minimum with double space and proper APA format. Title page, table of contents, and reference page will also be included in the final essay.  The presentation video will be between 20 to 25 minutes long and will be created using a proper presentation tool that allows the inclusion of each team member's voice. |
| Justification | The development of a research essay analyzing real business projects will allow the project management students to critically think about the project management process. The development of the whole project will also provide students with a practice experience with project management. In conclusion, this project is a valuable tool to prepare students for real-world experiences with project management. |
| Deliverables | * Project Charter * Work Plan with scope statement, WBS, schedule, stakeholder analysis, and communication plan * Final Research Essay * Video Presentation |
| Milestones | **Planning**   * Agreement on scope, and divide the Project Charter content among the team members – July 1 * Project charter tasks completion by each team member – July 6 * Integrate and review project charter content – July 12 * Divide the Work Plan among the team members – July 1 * Work Plan tasks completion by each the team member - July 6 * Integrate and review Work Plan - July 12 * Final (merged) document creation of the Project Charter and Work Plan - July 13   **Essay**   * Research, discuss and choose two successful and two failed business projects – July 10 * Divide essay paragraphs among the team members – July 12 * Essay tasks completion by each team member – July 17 * Integrate and review essay - First draft – July 22 * Final essay – July 26   **Video**   * Define script – July 26 * Record audios – July 28 * First draft – July 31 * Final version – August 2 |
| Technical Requirements | **Project Charter and Work Plan**   * Both in the same document with clear headings; * Title page.   **Final Essay**   * Title page, table of contents, introduction, body, and conclusion; * Mandatory topics: summary of the project, organization culture, success or failure factors, key lessons, and the most important lesson learned. * Between 2500 to 4000 words excluding title page, table of contents, and reference page; * Text format Times Roman 12-point font minimum, double spaced with proper APA format; * APA required in-text, title page, and reference page; * Proper grammar, terminology and writing mechanics; * Appendix containing an actual copy of the project articles; * Submitted to TURNITIN.   **Video presentation**   * Between 20 and 25 minutes in length; * Mandatory topics: summary of the project, organization culture, success or failure factors, key lessons, and the most important lesson learned. * Created on PowerPoint or similar tool; * Stored on Microsoft OneDrive or YouTube and link uploaded to Blackboard; * Participation of all team members. |
| Limits and Exclusions | The essay and video will be developed to the specifications and the format of the original bullet points provided by the client.  The essay and the video will be written in English only.  An abstract will not be presented in the final essay.  The essay and the video will be delivered in common use extensions and tools, the client is responsible to have appropriate resources to access the final product. |
| Acceptance Criteria | The project will be accepted when it is agreed by the sponsor that the deliverables meet their needs. The project will also be considered a success if the final grade is equal to or above B. |

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| WORK BREAKDOWN STRUCTURE (WBS) |

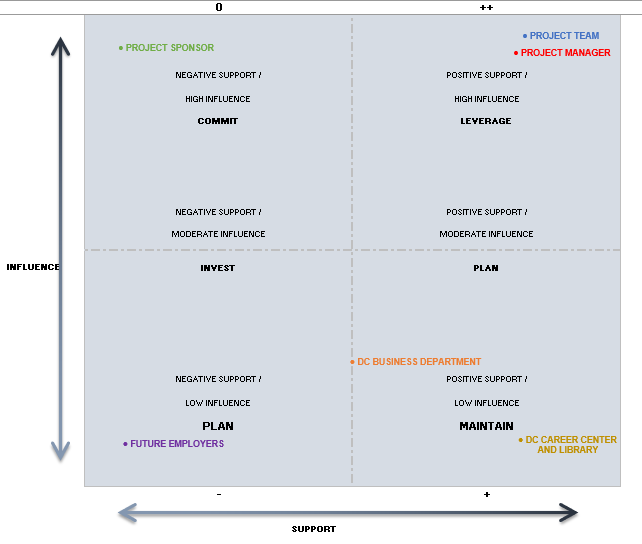
|  |  |
| --- | --- |
| Please Refer to PDF attached | File name: Team 2 WBS |

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| --- |
| SCHEDULE |

|  |  |
| --- | --- |
| Please Refer to Excel file attached | File name: Team 2 Schedule |

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| STAKEHOLDER ANALYSIS |

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| --- | --- | --- | --- |
| **INTERNAL** | | | |
| Stakeholder | Impact of the project on them | Influence over the project | How could the stakeholder contribute to the project? |
| Project manager | High | High | In charge of the planning, defining, execution and completion of the project. |
| Project team | High | High | Their efforts result in achieving the project objective. |
| Project sponsor | High | High | Set the project requirements. |
| **EXTERNAL** | | | |
| Stakeholder | Impact of the project on them | Influence over the project | How could the stakeholder contribute to the project? |
| Douglas College Business and Management Department | Medium | Medium | Provide facility resources. |
| Future employers | High | Low | Share experiences about project management process. |
| Douglas College Career Center and Library | Low | Medium | Provide support with the essay content and structure. |



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| COMMUNICATION PLAN |

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| --- | --- | --- | --- |
| COMMUNICATION GOAL | COMMUNICATION METHOD | AUDIENCE/ STAKEHOLDERS | FREQUENCY |
| Start-up Meeting:  Review and Discussion on the project charter (Budget, Milestones, Deliverables, Risks) | Video-conferencing/  In-person Meeting | Project Sponsor, Project Clients, Project Manager, Project Team | Once |
| Team Stand Up  (Discuss obstructions, and progress among team members) | In-person Meeting | Project Team, Project Manager, Project Sponsor (Optional) | Daily |
| Project Progress Review | Zoom Meeting/Video Conferencing | Project Sponsor, Project Clients, Project Manager, Project Team | Monthly |
| Project -Status Update | E-mail | Project Team – Project Manager | Weekly |
| Project-Status Update | E-mail | Project Manager - Project Sponsor and Project Clients | Bi-Weekly |
| Feedback Review  (Feedback from the Project Sponsor and Project Clients about the project after receiving Project-Status Update Email) | E-mail | Project Sponsor and Project Clients- Project Manager | Bi-Weekly |
| Project Completion | In-person Meeting | Project Sponsor, Project Clients, Project Manager, Project Team | Once |
| Start-up Meeting:  Review and Discussion on the project charter (Budget, Milestones, Deliverables, Risks) | Video-conferencing/  In-person Meeting | Project Sponsor, Project Clients, Project Manager, Project Team | Once |

### References

Guru Technologies (n.d.). Project Communication Plan Templates, Examples & How-To. <https://www.getguru.com/templates/project-communication-plan-template>.

Institute Project Management (2022). What is the Project Scope and Why Do You Need One? <https://www.projectmanagement.ie/blog/successful-project-manager-iv-project-scope-planning-2/>.

Larson, E.W., Gray, C. F. (2021). Project management: The managerial process. McGraw-Hill Education.