Coursework

The coursework has 4 deliverables:

**Deliverable 1 – Narrated PowerPoint Presentation**

Your team must prepare a narrated PowerPoint presentation titled ***Project Stakeholder Management.*** The presentation should take the form of an educational lecture (perhaps similar in structure and style to those presented on this module). The presentation should last no longer than 20 minutes. It must be submitted as a video file (.mp4 or .wmv). The presentation should have an accompanying tutorial and model answer. You should aim for the tutorial to take about 15 minutes for a typical MSc student to complete.

**Deliverable 2 – Project Business Justification**

Consider the following fictional project scenario:

MotorFactorUK is a large independent retailer that sells its products primarily from its network of 13 stores in and around North Wales and North-West England. They turned over £49 million in the last financial year, returning a net profit of £6.5 million. As well as being able to buy items in store, customers can also make purchases by contacting a call centre or by mail-order. MotorFactorUK produces a quarterly catalogue that is sent out by post to registered customers (copies can also be picked up in a store).

MotorFactorUK is in the early stages of planning a project to install a new e-commerce system that will, amongst other things, include a website that will allow customers to browse and purchase items. The site will open up the business to new markets throughout the rest of the UK (and beyond). The online presence will also allow MotorFactorUK to provide customers with a product list that is complete and up to date. In time, the website will allow MotorFactorUK to stop producing its catalogue. The website will also open new marketing opportunities.

MotorFactorUK already make extensive use of information technology to support various aspects of its business, including stock control, payroll and customer management. The new e-commerce system is required to integrate and, where possible, enhance the existing systems.

The project team has produced some initial estimates of project costs and benefits.

New hardware will cost £275,000 (application servers, database server, Ethernet, routers and other connection, workstations, printers).

All software will be provided by a local IT company WITS, who themselves make use of DigitalShopper, a commercially available e-commerce software package. Purchasing, installing and configuring DigitalShopper will cost £245,500. WITS offer ongoing support costing £24,500 per year, free for the first 6 months after installation. In addition, WITS expect to have to reconfigure DigitalShopper twice per year, costing £13,000 each time; the first reconfiguration will be 6 months after the system goes live.

Annual hardware maintenance costs are estimated at £50,000 per year, starting 12 months after installation.

There are also Internet Service Provider fees of £5,200 per year starting immediately on installation.

MotorFactorUK staff are expected to contribute time during various phases of year 0 of the project (e.g. attending requirements gathering meetings and user testing). Total time is estimated at 250 days, charged at an average of £300 per day (including overheads).

Marketing of the new system in first 18 months after deployment is estimated to cost £55,000.

An additional 6 members of staff will be needed to run the new system as soon as it goes live. Assume an average annual salary of £55,000 (including overheads) starting immediately after project ends.

Profits from MotorFactorUK sales are predicted to grow. This is expected to be worth about £295,000 in the year after the system goes live, and then £350,000, £575,000, £750,000 and £850,000.

Reduced mail-order and telephone sales should allow MotorFactorUK to reduce call centre staff by 5 (currently costing £25,000 each per year including overheads) but only after the new system has been running smoothly for 6 months.

The new system will remove the need for catalogue production, printing and distribution costs (currently £140,000 per year).

2 years after web site deployment there will be overall marketing savings to MotorFactorUK of £110,000 per year.

You are required to assess the financial viability of the proposed project using the estimated costs and benefits given above. You must then recommend whether MotorFactorUK proceed with the project or not. You should consider the influence estimation error has on your calculations and recommendation. You might also want to make suggestions for how the profitability of the project could be increased. Assume that the product development takes place throughout the duration of project Year 0. The new system will “go live” at the start of Year 1 and is expected to have a 7-year lifespan.

**Deliverable 3 – Joint Reflective Review**

This review is expected to provide a fair and balanced description and analysis of how the coursework was conducted. The review should take the form of a written description and critical evaluation of the project management methodology, techniques and technologies utilised. It should also include a Lessons Learned section. It would be useful to compare and contrast with alternative approaches.

Format: 4 pages maximum of A4 paper, black 12-point Calibri type. Page heading showing deliverable description and team letter.

**Deliverable 4 – Evidence of Coursework Management**

This coursework can be regarded as a project and must be managed appropriately. Your submission must therefore include detail on how you managed the coursework. This is your opportunity to demonstrate and showcase your knowledge and understanding of the project management tools and techniques taught in class. As part of the project management process, it is important for your team to meet regularly, either in-person or remotely. These meetings should be documented. You must provide clear evidence of how the coursework was managed.