

IE 5329
PROJECT MANAGEMENT
COURSE PROJECT – New Product Launch

Assigned Teams – Size 4-8

Your project for this class is to develop a project management plan for launching a new product. Your product can address any specific market need but should be a physical or software product (i.e., it should not be purely or primarily a service, although your product can have some service elements). In addition, your product must expand, at least incrementally, upon any existing similar products (i.e., it cannot exactly or essentially duplicate a product already widely available on the market). To ensure that your product selection meets the objectives of this assignment, all teams must submit a brief description of your product to Dr. Cross for approval no later than Monday September 9 at 11:59pm CDT.

You will be assigned to a course project team by Wednesday, August 28 (Dr. Cross will contact you with your team assignment). Your team will then submit a project management plan in 5 modules, worth 10% each of your course grade (total of 50%). Each module will comprise a written report (7%) and a short in-class presentation (3%). For each module, one member of the team should upload the report file and the presentation file to Blackboard through the Assessments tab.

Each written report and presentation will be graded on both content (70%) and communication quality (30%).

Each presentation should be 8 minutes (± 2 minutes), not including time for questions. Only one team member should present for each module and responsibility for presentations should be rotated such that each presentation is done by a different team member (i.e., 4-5 team members will present during the semester). Off campus team members may pre-record their portions of the presentation to be played in class or call in to campus during class via Zoom or Teams to present live.

Module 1: Concept

This module should “pitch” your idea for the product you intend to offer by clearly describing the product (20% of module report content), as well as the “business case” for your product, e.g., basic evidence of market demand (20%), technical (20%) and economic feasibility (20%), etc. You should also present a project charter (10%) and an initial work breakdown structure for the product launch project (10%).

Report and Presentation File Due: Monday September 16 at 10:59am CDT

Presentation: In Class on Monday September 16, Friday September 20

Module 2: Schedule

This module should provide any updates on changes made to your concept, charter, or WBS since Module 1 was presented (6%* of module report content). The module should also provide a task list, with optimistic, pessimistic and most likely estimates for task durations (24%), as well as a network diagram showing precedence information (6%). PERT should be applied to analyze the variability in project task times and finish times (24%), and CPM should be applied to identify earliest-latest start and finish times for activities (24%). The module should also include a Gantt chart of the schedule that your team decides to adopt (6%) and highlight any vulnerabilities in the schedule (11%). **Percentages total 101 due to rounding to nearest whole percent.*

Report and Presentation File Due: Wednesday October 2 at 10:59am CDT

Presentation: In Class on Wednesday October 2, Friday October 4

Module 3: Budget

This module should provide any updates on changes to Module 1 and/or 2 content (6%* of module report content). In addition, this module should describe the methods used to estimate project costs (24%) and provide cost estimates at the task level (18%) and for the project as a whole (18%). The module should also include an economic evaluation of the project using the time value of money (e.g., NPV, IRR, etc.) (24%). That is, the costs of the project should be analyzed together with the expected net returns over a set amount of time that you determine (describe why you selected this timeframe). Supplementary methods like payback period can also be used. The team should assess the economic vulnerability of the project based on this analysis (11%). **Percentages total 101 due to rounding to nearest whole percent.*

Report and Presentation File Due: Monday October 21 at 10:59am CDT

Presentation: In Class on Monday October 21, Wednesday October 23

Module 4: Risk and Quality Management

This module should provide any updates on changes to the content for previous modules (6%* of module report content). In addition, this module should identify (17%), analyze (24%), and present handling strategies (24%) for key project risks. This module should also describe what quality management strategies will be adopted for the project and why (24%). The module should also provide key, quality-related metrics for project success (i.e., how will your team know that the project is a success with respect to quality?) (6%). **Percentages total 101 due to rounding to nearest whole percent.*

Report and Presentation File Due: Monday November 4 at 10:59am CST

Presentation: In Class on Monday November 4, Wednesday November 6

Module 5: Human Resource Management

This module should provide any updates on changes to the content for previous modules (6%* of module report content). In addition, this module should describe the roles and responsibilities of each project team member in the project (24%). The module should also describe which type of organizational structure (functional, product/project, or matrix) that you intend to adopt for your launch team/organization, and why this type was selected (17%). A staffing plan for filling key positions in your team/organization should also be provided and should include how you will recruit for each position (18%), minimum/expected qualifications for the position (18%), and the expected salary range for the position (18%).

**Percentages total 101 due to rounding to nearest whole percent.*

Report and Presentation File Due: Monday November 18 at 10:59am CST

Presentation: In Class on Monday November 18, Wednesday November 20

Project Team Management

I strongly suggest you appoint a team leader for this project.

Dealing with Team Conflicts and Dismissing a Nonperforming Team Member

Teamwork should be a fun and rewarding experience, particularly in a graduate class. However, sometimes conflicts and performance issues still arise. In dealing with team problems, your first approach should always be to try to deal with them internally (except in extreme cases such as threats of violence). If that doesn't work, Dr. Cross would be happy to meet with your team to discuss the situation. Finally, if the issue is one of non-performance (e.g., one team member consistently fails to deliver quality work in a reasonably timely fashion), rather than some other type of problem, and previous efforts to resolve the situation haven't worked, your team may dismiss the person with a unanimous vote from the other team members. The dismissed team member should still complete the course project and may use any material completed by the team to date. To participate in the presentation, the team member would need to prerecord their presentation using a webcam, etc. and submit it through Blackboard, as there will not be time for additional presentations in class.

Academic Integrity and AI Tool Use

If any academic integrity issues, such as plagiarism, are detected in your submitted report or presentation, the entire team will be held responsible and the issue will be reported to the Office of Student Conduct. If a finding of misconduct is issued by the Office of Student Conduct, the entire team will earn a grade of zero on that assignment and other ramifications may follow (see the syllabus). Therefore, you are responsible as a group for ensuring the academic integrity of your submitted report and presentation (see above paragraph for how to deal with non-performing team members – academic integrity would certainly be potential grounds for dismissal). Please make every effort, individually and collectively, to ensure that you understand what academic integrity, and in particular, plagiarism, are and how to correctly cite material. If you have any questions about this, please let Dr. Cross know and I can refer you to additional resources on the topic.

Following the course policy (see syllabus), for this assignment **only**, your team is permitted to use ChatGPT and other artificial intelligence (AI) tools to assist you in gathering information and brainstorming ideas, but you may not copy and paste information directly from the AI tool and present it as your own without citation. Please be aware that the information generated through such AI tools may often contain inaccuracies (misinformation). Your team is responsible for the information you submit based on an AI query and for assuring that it does not contain misinformation or unethical content and that it does not violate intellectual property laws (e.g., through plagiarism). Further, your team is expected to generate information in this assignment that is specific to the context of your project; purely generic information (e.g., describing the general process for risk management without data specific to your project) will result in low scores for the associated material. Thus, while the AI content may provide a useful starting point, your team must expand and customize it to your project. Finally, your use of AI tools **must** be properly documented and cited appropriately for academic integrity. You are **required** to include a disclosure statement at the end of your assignment describing which AI tool(s) you used and how you used them. For example, "ChatGPT was used to draft about 50 percent of this paper and to provide revision assistance. AI-produced content was edited for accuracy and style." Failure to disclose AI tool use is an academic integrity violation.

Good luck and please let me know if you have any further questions!