



ISCA

ICMS



Subject Title	Project Management	
Subject Code	BUS304	
Assessment Title	<i>Assessment 1 – Cast Study Analysis</i>	
Graduate Capabilities	1. Professional Expertise 2. Innovative Problem Solving 3. Technology and information literacy 6. Agile leadership 7. Independent self-management	
Learning Outcome/s (found in the Subject Outline)	a) Assess project management design, development and deployment b) Formulate the lifecycle of a project with prioritized project components c) Recommend project management tools, techniques and skills to be an effective project management team member d) Solve project variations	
Assessment type (group or individual)	Individual	
Weighting %	30%	
Word count	1500	
Due day	Week 4 Sunday 11:55 pm.	
Submission type	Turnitin <input checked="" type="checkbox"/>	
Format / Layout of Assessment	<u>Report:</u> ICMS Cover Page Table of Contents Executive Summary Introduction Findings Conclusion	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>

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	<p>Recommendations</p> <p>Reference List</p> <p>Appendices</p>	<p><input type="checkbox"/></p> <p><input type="checkbox"/></p> <p><input type="checkbox"/></p>
<p>Assessment instructions</p>	<p>Please select any one of the video cases below as a reference for your report.</p> <ul style="list-style-type: none"> • 7 Days Out with KARL LAGERFELD CHANEL Paris Fashion Week [Documentary] - https://youtu.be/dC_RipiL9uc • Benjamin Franklin Plumbing featured on AMC's The Pitch https://youtu.be/vThMZOm79DM • National Geographic - Inside Rio Carnaval (2007) https://youtu.be/xgaVj0wSw2A • The Making of Barangaroo: https://youtu.be/EZKWYbWauE • The Wedding Planner: https://youtu.be/QrcgaBM82EE • Building A Tiny House From Start To Finish: https://youtu.be/R9npBuS9AsE • Gumball 3000: https://youtu.be/XpO-Bn30cbo • Panama Canal: https://youtu.be/YzCULxAmkRU • Cirque Du Soleil's VOLTA: https://youtu.be/CuWZqVB691g • Cirque Du Soleil's Journey to Alegría: https://youtu.be/sJ1914bbzZc • Tomorrowland: https://youtu.be/bq6zbVLYz54 • MRT Malaysia: https://youtu.be/Er6SLFv-Ro • World's Longest Tunnel: https://youtu.be/TaYtrsvzfH0 • Icelandic Super Dam: https://youtu.be/qfdCfGML2hg • Inside Terminal 4: Terminal of Tomorrow: https://youtu.be/llh52RktRxU • AVATAR (2009) - Making Of and Behind The Scenes: https://youtu.be/_Y8Buy5b6DQ <p>Your task is to place yourself in the role of a project manager responsible for the smooth and successful planning and executing of this event. Based on what you see in the video and other considerations that are not necessarily shown here, list and discuss four of the most important project management concepts that are most relevant here.</p> <p>There are several project management topics at play here (i.e. chartering projects, organizational culture and structure, scope planning, quality and risk management, stakeholder management, time & scheduling management, budgeting etc.).</p> <p>Each concept should be detailed in terms of where you identify the issue, why you think it is so important in this project and use references from the literature that discuss the importance of this concept in projects (a least 2 unique sources per topic).</p>	

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	<p>For example, if you identify that the budgeting is an important issue here, you will point out how and why and cite references that discuss cost-overruns being a common problem in projects. Some topics are clear as they are easy to see, while others may be implied and will need you to think critically and make conclusions about them.</p> <p>The assignment takes the form of a report with the specified headings in the summary above –</p> <p>Brief introduction</p> <p>Body – 4 topics</p> <p>Conclusion (2 – 3 sentences)</p> <p>Recommendations</p> <p>*The 1500 word count applies only to the body (Introduction, body, conclusion and recommendations).</p> <p>The purpose of the report is to assess your ability to review a project case, identify project management issues, and make reference to supporting project management literature on the topic.</p>
Readings for the assessment	<p>Marion, J (2019) Project Management : A Common-Sense Guide to the PMBOK Program, Part Two–Plan and Execution http://search.ebscohost.com/login.aspx?direct=true&AuthType=cookie,ip,shib&db=nlebk&AN=1918052&site=eds-live&scope=site&custid=s1320630</p> <p>Marion, J (2019) Project Management : A Common-Sense Guide to the PMBOK Program, Part One-Framework and Schedule http://search.ebscohost.com/login.aspx?direct=true&AuthType=cookie,ip,shib&db=nlebk&AN=1703251&site=eds-live&scope=site&custid=s1320630</p>
Grading Criteria / Rubric	

Assessment 1 Case Study Analysis – Marking Rubric

Criteria	HD (85-100)	D (75-84)	CR (65-74)	PASS (50-64)	FAIL (0-49)
Application of knowledge to practice 30%	Applies an in-depth level of critical thinking, research and analysis towards the impact of project management frameworks, concepts and methodologies on the process and outcome of the project. Integration of theory to practice as reflected in the case study and from other industry examples. Reflects a high level of professionalism in the quality and presentation of the discussion. Customizes visual aids, tables and frameworks to further illustrate key aspects of the discussion.	Evaluates the impact of project management methodologies on the process and outcome of the project. Integration of theory to practice as reflected in the case study and from other industry examples. Supports evaluation with in-depth research and consideration of examples and theory. Utilizes frameworks, templates and visual aids in discussion.	Demonstrates an understanding of the impact of project management methodologies on the process and outcome of the project. Demonstrates commercial awareness of project management. Supports discussion with adequate level and amount of credible research.	Understands the relevance of project management to the case. Accesses relevant information. Adequately utilizes information from a variety of sources.	Limited understanding of the relevance of project management concepts to the case. Uses a limited range of information as the basis of recommended practice.
Knowledge and understanding (technical and theoretical knowledge) 30%	A sophisticated understanding of the field or discipline/s. Systematically and critically discriminates between assertion of personal opinion and information substantiated by robust evidence from the research/course	Highly developed understanding of the field or discipline/s. Discriminates between assertion of personal opinion and information substantiated by robust evidence from the research/course materials and extended reading.	Thorough knowledge or understanding of the field or discipline/s. Supports personal opinion and information substantiated by evidence from the research/course materials. Demonstrates a capacity to explain and apply relevant concepts.	Knowledge or understanding of the field or discipline. Resembles a recall or summary of key ideas. Often confuses assertion of personal opinion with information substantiated by evidence from the research/course materials.	Limited understanding of required concepts and knowledge. Key components of the assignment are not addressed.

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		Well demonstrated capacity to explain and apply relevant concepts.			
Effective Communication 20%	Expertly presented; the presentation is logical, persuasive, and well supported by evidence, demonstrating a clear flow of ideas and arguments. Engages and sustains audience's interest in the topic, demonstrates high levels of cultural sensitivity Effective use of diverse presentation aids, including graphics and multi-media.	Information, arguments and evidence are very well presented; the presentation is logical, clear and well supported by evidence. Demonstrates cultural sensitivity.	Information, arguments and evidence are well presented, mostly clear flow of ideas and arguments. Line of reasoning is easy to follow.	Information, arguments and evidence are presented in a way that is not always clear and logical. Line of reasoning is often difficult to follow.	Difficult to understand for audience, no logical/clear structure, poor flow of ideas, argument lacks supporting evidence. Audience cannot follow the line of reasoning.
Correct citation of key resources and evidence 20%	Demonstrates use of high-quality, credible and relevant resources to support and develop arguments and position statements. Shows evidence of wide scope within and without the organization for sourcing evidence	Demonstrates use of good quality, credible and relevant resources to support and develop arguments and statements. Shows evidence of wide scope within the organization for sourcing evidence	Demonstrates use of high quality, credible and relevant resources to support and develop ideas.	Demonstrates use of credible and relevant resources to support and develop ideas, but these are not always explicit or well developed.	Demonstrates inconsistent use of good quality, credible and relevant resources to support and develop ideas.