



**POSTGRADUATE DIPLOMA
IN
STRATEGIC BUSINESS IT**



**MODULE:
TASK MANAGEMENT**

**TITLE:
XTRA**

DECEMBER 2009

Important Notes:

- ❖ Please refer to the Assignment Presentation Requirements for advice on how to set out your assignment. These can be found on the NCC Education *Campus*. Scroll down the left hand side of the screen until you reach Personal Support. Click on this, and then on Policies and Advice. You will find the Assignment Presentation Requirements under the Advice section.
- ❖ You must familiarise yourself with the NCC Education Academic Dishonesty and Plagiarism Policy and ensure that you acknowledge all the sources which you use in your work. The policy is available on *Campus*. Follow the instructions above, but click on Policies rather than Advice.
- ❖ You must complete the ‘**Statement and Confirmation of Own Work**’. The form is available on the Policies section of *Campus*. Scroll down the left hand side until you reach Personal Support. Click on this and then click on Policies and Advice.
- ❖ Please make a note of the recommended word count. You could lose marks if you write 10% more or less than this.
- ❖ You must submit a paper copy and digital copy (on disk or similarly acceptable medium). Media containing viruses, or media which cannot be run directly, will result in a fail grade being awarded for this module.
- ❖ All electronic media will be checked for plagiarism.

Marker's comments:		
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Mark:	Moderated	Final
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Introduction

This one assignment within the module will address all of the module's learning outcomes. You are required to produce a report that addresses the questions in the five Tasks.

You are required to complete the five tasks below. All the tasks are related to the Xtra case study. The case study provides most of the details you require. However, if you make any assumptions then you must identify these in your answers. All the five tasks carry equal marks and the word count for the assignment of 5000 words should be divided roughly equally between the tasks.

Case Study

Xtra is a small company specialising in Hollywood memorabilia. Their products include: Movie Posters, Signed Celebrity Photos, Action figures and Movie scripts. The business was established in the late 1960's by four movie enthusiasts studying a Media course at the local University. In the 1980's and 1990's the company sales and profits increased significantly. However, due to global recessions, the company has seen a significant drop in sales. When the company was set up it was appreciated by the founder that most of the business would be conducted via the post from the central offices based in the city centre. There are administrative, personnel and marketing departments within the current structure. A total of 8 full-time and 2 part-time staff are employed at Xtra. The company has local-networked PCs available for all the full-time staff.

In order to generate more business, the company has decided to develop Internet web pages to offer and sell their products. Additionally this 'eBusiness' system will help the company to collect marketing data and to provide a more personal customer service. Most of the full time staff have been with the company for a number of years and are apprehensive about the introduction of new technology.

An independent review was carried out by external eBusiness consultants six months ago - their findings included:

- Staff lack of IT skills to use the new system
- Staff fearful of changes in job roles/responsibilities
- Introduction of eBusiness will require restructuring
- IT system will lead to increased market share
- New marketing strategy will be required
- Staff afraid management may use IT system to make staff redundant

As the company is making a loss, there is urgency to have the new system running as soon as possible. If there is no upturn in the business in the next four months, it is expected the company will be facing bankruptcy.

Your task is to develop a project plan for the development of the eBusiness system. You may adopt the systems life cycle for this plan. You are also required to assess the potential problems associated with your plan and how these can be overcome.

Task 1 – 20 Marks

Identify the possible eBusiness systems requirements for Xtra. Provide a short discussion on the constraints within which requirements will be specified (for example: time, money, priorities). Your answer needs to address technical and non-technical issues.

Task 2 – 20 Marks

- a) Provide a short discussion on the importance of resource allocation. Identify the resources required for your project.
- b) Provide a short discussion of the importance of timescales and allocation of time in terms of project planning. For your project allocate timescales for each activity.

Task 3 – 20 Marks

Provide a short summary of different leadership styles. In relation to your project plan, explain how effective leadership can overcome some of the problems that are likely to occur in implementing your plan.

Task 4 – 20 Marks

It has been suggested that many of the problems associated with project management can be overcome by effective means of communication. Identify and explain the types of problems that can occur in implementing your IS development and explain how effective communication can alleviate these problems.

Task 5 – 20 Marks

Mentoring and coaching can be useful tools to overcome potential non-technical problems. Identify the difference between the two and state how they can be used to overcome non-technical problems in your plan.

Guidance

Consult with your tutor/lecturer if you are uncertain about any aspects of the assignment.

Submission Requirements

To pass the assignment candidates must:

- Complete all five Tasks above
- Submit their work in a single word-processed document of **5000** words (+/-10%) in length (excluding appendices)
- Produce clear and specific reasoning and argument to justify answers
- Make appropriate reference to relevant concepts, techniques and theories
- Appropriately cite all information sources
- Include their project plan in the appendices.

Warning: All media must be virus free!

Media containing viruses, or media which cannot be run directly, will result in a FAIL grade being awarded for this module.

**You must read and understand NCC Education's policy on 'Academic Dishonesty and Plagiarism'.
You must complete the 'Statement and Confirmation of Own Work' form and attach the completed form to
your assignment.**