Colbourne College

RESEARCH PROJECT BRIEF

1. TYPE OF PROJECT

This Business Research Project is a critical examination of the cost and benefits of globalization in the business environment of Jamaica

2. AIMS OF THE PROJECT

You're a team of economic advisors to the Jamaica Small Business Association. You have been charged by the body to carry out a research into the impacts of globalization on local host communities with emphasis on the impact on the business environment.

The aims of the project are to:

❖ carry out secondary and primary research to study the impacts of multinational companies on SME's which are drivers of the Jamaican economy.

❖ Explore the impacts/influence of multinational companies on business performance and sustainability of SME's looking at issues such as culture, labor supply, economy, competition, politics, ethics and legality

❖ present the findings and recommendations to the management committee to support critical business decisions for the development of SME's in Jamaica.

3. THE GUIDING RESEARCH QUESTION FOR EXPLORATION

How do multinational companies impact the business environment of the host destination e.g. a country, region, city?

4. SCOPE OF THE RESEARCH PROJECT:

o Elements and measurements of business performance
o Impacts of globalisation of the economy on business performance
o Impacts of globalisation of politics on business performance
o Impacts of globalisation of culture on business performance
o Impacts of globalisation of law on business performance

5. PROJECT LIFE CYCLE AND TARGET AUDIENCE

❖ The project is to be conducted and delivered within 90 days. The target audience is the Management Committee of the Jamaica Small Business Association.

6. METHODS

TEAM-WORKING.

❖ Use LO1 to create an introduction to the research project. Present this as a written report covering the specifications, rationale for the project, aims and objectives, and scope of the research. Include the project management plan accompanied by a budget and Gantt Chart. This is phase1 and 2 of the project.

TEAM-WORKING.

❖ LO2 is section 2, you will design and submit the research methods report. This is a critical discussion of the research methods and methodologies that you employed and the reliability, limitations, ethics, and the justification of tools and techniques selected for accuracy and authenticity. Section 3, you will produce the findings using suitable methods. This is phase 3 and 4 of the project.

❖ Attach the following as appendices: the Consent Forms, Questionnaires, and other instruments you used to collect the data from the research participants.

INDIVIDUAL.

❖ LO3 is Section 4. This is analysis of the research findings; conclusion and results; and recommendations.

INDIVIDUAL.

❖ For LO4 submit a logbook. You will reflect on the value of undertaking the research to meet stated objectives and ways that the project management activities have contributed to your own learning and performance in the process. What did you do? How was it done? Why was it done? What did you learn from each? What did you learn about yourself? How will you evolve?

7. METHODS

LEARNING OUTCOMES	ASSESSMENT CRITERIA	PRESENTATION METHODS	ASSESSMENT ACHIEVED	
			YES	NO
LO1 Establish project aims, objectives and timeframes based on the chosen theme	P1 Devise project aims and objectives for a chosen scenario.	Written Business Report		
	P2 Produce a project management plan that covers aspects of cost, scope, time, quality, communication, risk and resources.	Written Business Report		
	P3 Produce a work breakdown structure and a Gantt Chart to provide timeframes and stages for completion.	Written Business Report		
TEAM-WORKING	M1 Produce a comprehensive project management plan, milestone schedule and project schedule for monitoring and completing the aims and objectives of the project.	Written Business Report		
LO2 Conduct small-scale research, information gathering and data collection to generate knowledge to support the project	P4 Carry out small-scale research by applying qualitative and quantitative research methods appropriate for meeting project aims and objectives.	Verbal And Written Report – PowerPoint Presentation		
	M2 Evaluate the accuracy and reliability of different research methods applied.	Verbal And Written Report – PowerPoint Presentation		
LO1 & 2	D1 Critically evaluate the project management process and appropriate research methodologies applied.	Verbal And Written Report – PowerPoint Presentation		

LO3 Present the project and communicate appropriate recommendations based on meaningful conclusions drawn from the evidence findings and/or analysis	P5 Analyse research and data using appropriate tools and techniques.	Verbal And Written Report – PowerPoint Presentation		
	P6 Communicate appropriate recommendations as a result of research and data analysis to draw valid and meaningful conclusions.	Verbal And Written Report – PowerPoint Presentation		
	M3 Evaluate the selection of appropriate tools and techniques for accuracy and authenticity to support and justify recommendations.	Verbal And Written Report – PowerPoint Presentation		
LO4 Reflect on the value gained from conducting the project and its usefulness to support sustainable organisational performance	P7 Reflect on the value of undertaking the research to meet stated objectives and own learning and performance.	Written – Reflective Journal (Logbook)		
	M4 Evaluate the value of the project management process and use of quality research to meet stated objectives and support own learning and performance.	Written – Reflective Journal (Logbook)		
LO3 & 4	D2 Critically evaluate and reflect on the project outcomes, the decisionmaking process and changes or developments of the initial project management plan to support justification of recommendations and learning during the project.	Written – Reflective Journal (Logbook)		

8. SPECIAL INSTRUCTIONS

❖ All contents submitted in the document must be fully and correctly referenced at Harvard Referencing standards.

❖ Both verbal and written forms of communication should be appropriate to the audience, both in terms of the nature and level of the material you use and in terms of length. This project shall be approximately 6-7,000 words.

❖ You will produce research that gives a succinct account of the main arguments or developments from the project.

❖ For the verbal format, your presentation will directly address the issues raised in the research activities but is also an opportunity for you to reflect on your work.

❖ As evidence for the unit and in addition to the **research findings**, you will submit a project management plan, and a completed logbook for reflective journaling and performance review.

❖ The **project management plan** is designed to define how the project is to be planned, executed and monitored. The project management plan should give details of the actions required for the integration and co-ordination of various planning activities to carry out the project.

❖ The **project logbook** is a reflective journal which is designed to provide evidence of the project development process and ongoing reflection. It should provide evidence that you have thought about the direction of the project and in particular, what problems you encountered, and the steps taken to address them.

❖ The **performance review** will provide evidence of reflection and evaluation of the project management process and individual performance.

❖ You will produce written reports for the above, as well as integrate these bodies of evidence with presentations, and journaling.

❖ Develop and establish links with employers and industry personnel to improve the quality and relevance of the work.

9. ASSESSMENT OF THE STUDENT'S WORK

In marking, the assessor will be seeking to determine:

- how the project objectives have been met,

- how students have explored the research material relevant to the project objective,

- how students have developed and formulated their findings and answers to the central questions posed by the objectives

- what they have learned in carrying out their project investigation.

- the significance of results that should be established in the conclusion.

- If the writing is focused and there are clear lines of argument

- If there is structure and organization in the presentation enabling the smooth transitioning from one point of argument to the next. Key decisions, developments, and lines of argument should be explained and flow well in salient research.

- if the assignment is edited properly. Well – edited and organized work is preferable to unstructured writing and presentation.

10.   COURSE OUTLINE

LO1 Establish project aims, objectives and timeframes based on the chosen theme

Project management:

- o What is project management and what does it involve?
- o The key stages of project management.
- o The advantages of using project management and why it is important.

Initiation of the project and project planning phase:

- o Scoping a project – defining objectives, scope, purpose and deliverables to be
- o produced.
- o Steps and documentation required in the initiation phase.
- o Developing the project plan, including planning for timescales and time
- o management, cost, quality, change, risk and issues.
- o The work breakdown structure.
- o Use of Bar and Gantt Charts for effective planning.

LO2 Conduct small-scale research, information gathering and data collection to generate knowledge to support the project

Project execution phase:

- o Selecting appropriate methods of information gathering, data collection and
- o material resourcing.
- o The distinct phases which support a coherent and logical argument.
- o Use of secondary research to inform a primary empirical study.
- o Qualitative and quantitative research methods.

Field work:

- o Selecting a sample of the consumer market, businesses or individuals (those who meet certain characteristics relevant to the research theme) is used to gather data (qualitative or quantitative).
- o Sampling approaches and techniques, including probability and nonprobability sampling.

Ethics, reliability and validity:

- o All research should be conducted ethically – how is this achieved and reported?
- o Research should also be reliable (similar results achieved from a similar sample) and valid (the research should measure what it aimed to measure).

Analysing information and data:

- o Using data collection tools such as interviews and questionnaires.
- o Using analytical techniques such as trend analysis, coding or typologies.

LO3 Present the project and communicate appropriate recommendations based on meaningful conclusions drawn from the evidence findings and/or analysis

Communicating outcomes:

- o Consider the method (e.g. written, verbal) and the medium (e.g. report, online, presentation).
- o Both method and medium will be influenced by the project research and its
- o intended audience.

Convincing arguments:

- o All findings/outcomes should be convincing and presented logically where the
- o assumption is that the audience has little or no knowledge of the project process.
- o Developing evaluative conclusions.

Critical and objective analysis and evaluation:

- o Secondary and primary data should be critiqued and considered with an objective mindset.
- o Objectivity results in more robust evaluations where an analysis justifies a judgement.

LO4 Reflect on the value gained from conducting the project and its usefulness to support sustainable organisational performance

Reflection for learning and practice:

- o The difference between reflecting on performance and evaluating a project – the former considers the research process, information gathering and data
- o collection, the latter the quality of the research argument and use of evidence.

The cycle of reflection:

- o To include reflection in action and reflection on action.
- o How to use reflection to inform future behaviour, particularly directed towards sustainable performance.

Reflective writing:

- o Avoiding generalisation and focusing on personal development and the research journey in a critical and objective way.

Generalisation:

- o Many studies result in generalised findings. Research which has its basis in a specific field such as Human Resource Management (HRM) and in a specific context should avoid generalised conclusions.
- o Outcomes should be specific and actionable.

RESOURCES AND USEFUL LINKS

Type of Resource	Resource Titles	Links
Useful resources for Project Management		
Online Resources	What is Project Management?	https://www.apm.org.uk/reso urces/what-is-projectmanagement/
Online Resources	Project Management links: • Start Here • Scheduling • Scope Management	https://www.mindtools.com/ pages/main/newMN_PPM.ht m
Online Article	Demystifying the 5 phases of project management	https://www.smartsheet.com /blog/demystifying-5-phasesproject-management
Useful resources for the influence of globalization on businesses		
Published Article	Globalisation and Convergence: Drivers and Strategic Outsourcing	http://www.springer.com
Published Article	The Impact of Globalisation on Human Resource Management	http://www.jimsjournal.org
Online Guide	Joint Ventures and Business Partnerships: • Introduction • Types of joint venture • Joint venture - benefits and risks • Is your business ready for a joint venture?	http://www.nibusinessinfo.co .uk/content/joint-venturebenefits-and-risks
Published Report	Technology, globalization, and international competitiveness: Challenges for developing countries	http://www.un.org
Published Report	Globalisation and risks for Business	https://www.lloyds.com/news -and-risk-insight/riskreports/library/society-andsecurity/globalisation
Published Report	New horizons: Multinational company investment in developing economies	https://www.mckinsey.com/b usiness-functions/digitalmckinsey/our-insights/newhorizons-for-multinationalcompany-investment

LINKS TO ONLINE RESOURCES

What are the 5 stages of project management?
Developed by the Project Management Institute (**PMI**), the five phases of project management include conception and **initiation**, **planning**, **execution**, performance/**monitoring**, and project close. Continue reading here:
https://www.smartsheet.com/blog/demystifying-5-phases-project-management

Project life Cycle

The **Project Life Cycle** refers to the five-step process that is followed by nearly all **project** managers when moving through stages of **project** completion. This is the standard **project life cycle** most people are familiar with. ... It has been found that following a **project life cycle** is critical for any services organization. Continue reading:
https://www.mavenlink.com/resources/what-is-the-professional-services-project-life-cycle

Top 10 Qualities of a Project Manager

o Inspires a Shared Vision.
o Good Communicator. The ability to communicate with people at all levels is almost always named as the second most important skill by project managers and team members. ...
o Integrity. ...
o Enthusiasm. ...
o Empathy.
o Competence. ...
o Ability to Delegate Tasks.
o Cool Under Pressure.
o Team-Building Skills
o Problem Solving Skills

Continue reading: https://www.projectsmart.co.uk/top-10-qualities-project-manager.php

How do you manage a project from start to finish?

To get started on creating project plan, focus on the following components:

1. Identify your project. ...

2. Define goals and objectives. ...

3. Define tasks. ...

4. Build your team. ...

5. Be aware of any project killers. ...

6. Create a timeline. ...

7. Get feedback. ...

8. Adjust your plan accordingly.

Continue reading: https://due.com/blog/how-to-manage-a-project-from-start-to-finish/

PM 101 — How to Define Project Success Criteria?

Project success is determined by different factors. These factors can usually be measured that will define the success of the project. Project managers need to define the success criteria after collaboration with the end customer. Being on the same page regarding project success criteria can eliminate the risk of project failures and improve the odds of project success. Continue reading: https://www.copperproject.com/2018/03/pm-101-define-project-success-criteria/