**Electronic Engineering**

**School of Engineering, Physical and Mathematical Sciences**

**Year 2022-23**

Approved coursework for: **EE5001Project and Programme Management**

**CW Assignment 1: (RESIT) New Product/Service Development Activity**

**Word Count:** **2000**

**Contributes:** **40%**

**Submission type and Deadline:** MS Word document be submitted via Moodle by **2pm on Wednesday 30th August 2023.**

**Assignment Information:**

1. **Introduction**

This individual assignment provides students with an opportunity to apply the principles of project management they are learning to a small, practical case study, based on a real-life business deliverable.

**Note**, the re-sit paper is purposefully similar to the original assignment, to enable students to respond to feedback provided and make corrections. However, students sitting the new paper will not be able to re-use any materials from their first attempt at the assignment.

1. **Objectives**

* To comprehend the complexities of a realistic industry project deliverable
* To develop effective project plans
* To create relevant project artifacts
* To exercise the student’s ability to communicate business ideas and project management concepts

1. **Report question**

Develop a Product or service Concept, benefits proposal and matching Product Breakdown Structure, for a **product or service of your own choice**. Students MAY NOT use the food and drink industry as a focus for this resit paper, since this was the topic for the first assignment. Here are some example products you may wish to design:

* Electronic gadgets e.g. sound devices, phones, drones etc
* New smartphone app concepts
* Leisure services e.g. holidays

1. **Notes**

This is an individual assignment

1. **General Guidance**
2. *Please submit your assignment in the form word document, to be uploaded to Moodle*
3. *This is an individual assignment*
4. *Please follow the project brief closely, you will lose marks for omission of any key sections*
5. *Approach your lecturer to address any specific questions*
6. **Detailed Assignment Brief**

Module: EE5001 Project and Programme Management

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**Individual Assignment**

The aim of this assignment is to help students develop their appreciation of how a product is designed and converted into a working Product Breakdown Structure (PBS). It will also test your ability to investigate a real-life organisation and its existing marketing products.

**Product or Service Concept and Break Down Structure:**

*You are required to use your creativity and investigatory skills to develop a service or product concept of your choice. Note you will not be able to select a food or drink product.*

*At this stage, you are purely focused on the product itself – the ‘what’ not the detailed project plan itself – the ‘how’.*

Note you may use the preferred software of your choice to create the PBS and design concepts.

*The outputs you are required to deliver for this assignment are:*

1. Present a written **product concept** for a new and creative product or service of your choice e.g.: Electronic gadgets e.g. sound devices, phones, drones etc, new smartphone app concepts, leisure services e.g. holidays. Now provide
   1. Your background market research to show what you have learned about the market for the product or service you have selected
   2. A brief explanation on your target market – which should relate to the product type you have selected e.g. adult market for traditional chocolate bars
   3. The specific or service you have selected
   4. An explanation on how your product/service is designed e
   5. An outline of the risks that will exist when this project starts, using an appropriate risk log (you can use ClickUp)
   6. An outline on the major benefits your product/service will create e.g. additional sales, improved reputation etc
   7. Service or Product Breakdown Structure design (using Lucid Chart or equivalent)

**Submission requirements and format**

Your report should be a maximum of **2000** words and submitted as a report in Microsoft word format Consider A-4 format, and 10-point size Times New Roman font. Students are required to submit an electronic copy via Moodle on x

**Evaluation:**

Evaluation will have a scale of 0 – 100 and constitutes 25% of your overall grade for this module

**Assignment Hints and Tips**

* You only need to create the PBS for the advertisement concept itself – don’t worry for this assignment about lighting, filming equipment, recruiting actors, contractors etc – assume this is already in place
* Please ask questions during the lecture break or by emailing [carl.davies@rhul.ac.uk](mailto:carl.davies@rhul.ac.uk)

**Marking Matrix**

|  |  |
| --- | --- |
| **Area** | **Marks /100** |
| 1. background market research | 5 |
| 1. explanation on your target market | 5 |
| 1. Selection of specific product type | 5 |
| 1. explanation on how your service or product is designed | 10 |
| 1. outline of the risks | 20 |
| 1. An outline on the major benefits your service or product will create | 5 |
| 1. Product Breakdown Structure design | 45 |