AUCKLAND INSTITUTE OF STUDIES NEW ZEALAND

Business Administration Programmes

Assignment 2

Course: OPER903 Supply Chain and Project Management

Lecturer: Dr John Tan

Streams: 219 & 220 – 222

Due date: 4.00pm Wednesday September 11, 2024 (softcopy submission through Moodle only)

POINTS to NOTE:

1. There are 100 marks for this assignment which is 40% of the final course grade.
2. The word limit for this assignment is 3,000 words (+/-10%) excluding references.
3. Use Arial or Times New Roman font size 12 and 1.5 line spacing.
4. Use the standard title page template. A reference list is required.
5. Ensure you follow academic citation and referencing requirements as failure to do so may invoke penalties. Use APA (7th ed.).
6. You are also required to reference the use of any tools/software/application used. This includes the use of artificial intelligence (AI) to paraphrase or proofread, which requires a statement where applicable.
7. Upon submission your assignment will be checked for copied materials as well as the use of AI (artificial intelligence), with penalties to be applied where appropriate and if not appropriately referenced. You may submit your assignment once as a draft submission (Moodle/Turnitin) to check similarity prior to making your final submission.
8. Late submissions incur a 5% penalty (2 marks out of 40) for each 24-hour period up to 96 hours (after that time a mark of zero will be recorded).
9. An extension may be granted if, within the prescribed timeframe, you submit an 'Assignment Extension Application' form with supporting documentation (e.g., a medical certificate) to the BA Office.
10. As part of pass requirements for this course, you are required to pass each learning outcome at least once in this course.

Learning Outcomes:

As set out in your Course Outline, this assignment requires you to:

- LO4 Evaluate and apply key project management concepts and principles; and

- LO5 Integrate and critically evaluate the four stages of the event model within the parameters of time and budget to the satisfaction of client and stakeholders.

You are a member of a team of people who have been tasked with the hosting of a wedding for a rather well-to-do Indian family residing in Auckland. However, this is one of your more unusual jobs as although the celebrations kick off at 9 a.m., the actual ceremony (exchange of vows, blessings and signing of marriage certificates) has been specifically scheduled for precisely 11.31 p.m.! The client has indicated that they would also like a horse carriage procession down one of the streets that leads to the wedding venue. There will be about 200 people in attendance and a fireworks show will follow the wedding ceremony. While your company has organized weddings before, most of them have not been this elaborate and none has ever been held near midnight and with such precise time considerations. This will also be your first Indian wedding.

1. You will need to prepare a project report for this event. In writing this report, you are to demonstrate that you are able to integrate the four stages of the Event Operations Model (EOM) (Tum, Norton & Wright, 2005) through a comprehensive analysis covering the following aspects. (Please note that this list of aspects is not exhaustive but must be addressed. Please also note that research done to support your discussions must be real and not imagined):
   a. An internal and external analysis of the relevant factors
   b. A robust review of the critical success factors which will be at play in this undertaking
   c. Challenges in location selection
   d. Risk assessment and management
   e. Possible people power issues
   f. Capacity and layout planning

   (50 marks)

2. You will need to provide a Work Breakdown Structure (WBS) for the event, as well as integrate this into a Gantt chart. (20 marks)

3. Discuss the factors that will need to be considered when you critically evaluate the execution of the event within time and budget parameters and stakeholders expectations. (20 marks)

4. You are expected to express your ideas in the form of a formal business report and to integrate relevant academic theories and concepts.

   10 marks will be allocated to the following:

        i. the way the report was written (4 marks),
       ii. to referencing (4 marks) and
      iii. to the formatting of the report (2 marks)

   Reference

   Tum, J, Norton, P & Wright, J. N. (2005). *Management of event operations.* Elsevier: Amsterdam.

Marking Rubric

Grading	0% – 30% 0 – 9	31% - 49% 9.01 – 14.9	50% - 64% 15 – 19.4	65% - 79% 19.5 – 23.9	80% - 100% 24 – 30
Task 1 – LO5 The Event Operations Model (EOM) (50 marks)	The discussion on the four stages of the Event Operations Model **or were not** up to expectations and requirements **or were inaccurately** evaluated. **Does not** integrate theories or uses **irrelevant** theories to support arguments.	The discussion of the four stages of the EOM were **incompletely evaluated** or contained **key errors**. **Few** relevant theories integrated which are **not directly** relevant in supporting arguments.	The discussion of the four stages of the EOM **were appropriately evaluated** and at least three aspects listed were attempted**.** Integrates relevant theories into discussion to support arguments.	A **range** of **at least 4** of the aspects listed were considered through the application of the four stages of the EOM were **clearly** evaluated. **Clearly** integrates a **range** of relevant theories into discussion to support arguments.	A **wide range (at least five)** of the listed aspects were **insightfully** evaluated. There was effective integration and critical evaluation of the four stages of the EOM. **Comprehensively** integrates a **wide range** of relevant theories into discussion to support arguments.
Grading	0% – 30% 0 – 9	31% - 49% 9.01 – 14.9	50% - 64% 15 – 19.4	65% - 79% 19.5 – 23.9	80% - 100% 24 – 30
Task 2 – LO4 Work Breakdown Structure (WBS) and the Gantt chart (GC) (20 marks)	**Does not or does not accurately** consider project management WBS or the GC or any discussion was demonstrative of consideration from a very narrow perspective. **Does not** integrate theories or uses **irrelevant** theories to support arguments.	**Incompletely** evaluates, or **evaluates** with some errors, the WBS. Integration with the GC was from a rather narrow perspective. **Few** references integrated which are **not directly** relevant in supporting arguments.	While there was an **appropriate** level of consideration of WBS and integration with GC. Integrates relevant theories into discussion to support arguments.	**Clearly** discusses the integration and interaction of the WBS and the GC. **Clearly** integrates a **wide range** of relevant theories into discussion to support arguments.	**Comprehensively** and **insightfully** discusses the integration and interaction of the WBS and the GC. **Comprehensively** integrates a **wide range** of relevant theories into discussion to support arguments.
Grading	0% – 30% 0 – 9	31% - 49% 9.01 – 14.9	50% - 64% 15 – 19.4	65% - 79% 19.5 – 23.9	80% - 100% 24 – 30

Task 3 – LO4/LO5 Critically evaluate performance. (20 marks)	Discussion of the evaluation of the parameters of time, budget and stakeholder expectations **were missing or inappropriate**. **Does not** integrate theories or uses **irrelevant** theories to support arguments.	**Appropriate but weak and insufficient** discussion of the evaluation of the parameters of time, budget and stakeholders was presented. **Few** references integrated which are **not directly** relevant in supporting arguments.	**Appropriate** discussion of the evaluation of the parameters of time, budget and stakeholders was presented but it was rather limited. Integrates relevant theories into discussion to support arguments but the linkages were not always clearly explained.	**Effective** discussion of the evaluation of the parameters of time, budget and stakeholders was presented. The discussion was mostly clear. **Clearly** integrates a good rage or theories with well-established linkages to the case although there were some sections which were not well articulated.	**Highly effective and consistent** discussion of the various elements involved in considering the parameters of time, budget and stakeholders. **Comprehensively** integrates a **wide range** of relevant theories into discussion to support arguments.
Grading	**0% – 30%** **0 – 0.6**	**31% - 49%** **0.62 – 0.9**	**50% - 64%** **1 – 1.2**	**65% - 79%** **1.3 – 1.5**	**80% - 100%** **1.6 - 2**
Follows professional and academic writing conventions **Formatting (2 marks)**	**Organisation and structure unclear or absent.**	**Organisation and structure often unclear.**	**Organisation and structure clear.**	**Organisation and structure consistently well presented.**	**Organisation and structure consistently well presented to a high standard.**
Grading	**0% – 30%** **0 – 1.2**	**31% - 49%** **1.3 – 1.9**	**50% - 64%** **2 – 2.5**	**65% - 79%** **2.6 – 3.1**	**80% - 100%** **3.2 - 4**
Follows professional and academic writing conventions **APA Referencing (4 marks)**	**APA referencing is not present or is inaccurate.**	**APA referencing has some errors.**	**APA referencing accurate with some minor errors.**	**APA referencing is accurate.**	**APA referencing is exemplary.**
Grading	**0% – 30%** **0 – 1.2**	**31% - 49%** **1.3 – 1.9**	**50% - 64%** **2 – 2.5**	**65% - 79%** **2.6 – 3.1**	**80% - 100%** **3.2 - 4**
	Many mistakes in	**Consistent mistakes in**	**Accurate grammar and**	**Accurate grammar and**	**Exemplary grammar and**

Follows professional and academic writing conventions **Grammar (4 marks)**	**grammar and spelling.**	**grammar and spelling.**	**spelling with minor errors.**	**spelling.**	**spelling.**

Learning outcome achievement	Achieved – Yes/No	
Learning Outcome 4		
Learning Outcome 5		