

Pearson BTEC Level 4 Higher Nationals in Business (RQF)

# **Unit: 6 Managing a Successful Business Project**

## **Assignment 2: Information Pack**

2 in a series of 2 for this unit

Learning Outcome 3 & 4

# **Project Presentation and Reflection**

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Sample

## INTRODUCTION

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

Communicating outcomes:

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

Convincing arguments:

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

Critical and objective analysis and evaluation:

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

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

Reflection for learning and practice:

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

The cycle of reflection:

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

Reflective writing:

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

Generalisation:

- 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.
- Outcomes should be specific and actionable.

## GUIDANCE

This document is prepared to break the unit material down into bite size chunks. You will see the learning outcomes above treated in their own sections. Therein you will encounter the following structures;

### Purpose

Explains *why* you need to study the current section of material. Quite often learners are put off by material which does not initially seem to be relevant to a topic or profession. Once you understand the importance of new learning or theory you will embrace the concepts more readily.

### Theory

Conveys new material to you in a straightforward fashion. To support the treatments in this section you are strongly advised to follow the given hyperlinks, which may be useful documents or applications on the web.

### Example

The examples/worked examples are presented in a knowledge-building order. Make sure you follow them all through. If you are feeling confident then you might like to treat an example as a question, in which case cover it up and have a go yourself. Many of the examples given resemble assignment questions which will come your way, so follow them through diligently.

### Question

Questions should not be avoided if you are determined to learn. Please do take the time to tackle each of the given questions, in the order in which they are presented. The order is important, as further knowledge and confidence is built upon previous knowledge and confidence. As an Online Learner it is important that the answers to questions are immediately available to you. Contact your Unit Tutor if you need help.

### Challenge

You can really cement your new knowledge by undertaking the challenges. A challenge could be to download software and perform an exercise. An alternative challenge might involve a practical activity or other form of research.

### Video

Videos on the web can be very useful supplements to your distance learning efforts. Wherever an online video(s) will help you then it will be hyperlinked at the appropriate point.

## Project Presentation & Reflection

### Communicating Logical & Objective Arguments

When developing a project presentation, one should always offer full explanations for any jargon, assumptions or arguments, whilst maintaining the attitude that any audience for this report may have no knowledge of the project process whatsoever. It is very poor practice to offer explanations with no substance or evidence to back them up, simply stating something with no reasons is not acceptable in professional contexts, for example, you might say that you have ‘decided to update a system because you think it could be better’. This statement is not sufficient at all, you should state that the system has inefficiencies in specific areas based on something substantial, potentially research has highlighted some inefficiencies or that there are similar systems operating more efficiently, citing exact examples. The following video offers an overview of the factors which go towards making a convincing argument:

Video

<https://www.youtube.com/watch?v=pLDSJmYNqjA>

You should analyse the outcomes of each specific stage and or process of your project, along with their outcomes and findings. As you are completing each stage of a project, you will have some information which you did not have at the beginning, from this information you can draw outcomes and conclusions. You will have already found some of these outcomes and made changes to your project. Well, in your report you will have documented those changes and your reasons for carrying them out. Any changes will be judged by their effect on the following:



*Figure 2.3: Project Changes Judgement*

You can analyse each stage of a process, even if there were no changes. Let us consider a simple analytical tool known as SWOT (Strengths, Weaknesses, Opportunities & Threats). Using this tool, you can analyse different stages of the project, from your own and other's points of view.

Also consider that your project may have included certain goals and objectives which were to specifically produce certain outcomes at certain project stages. For example, a project may have included a research stage, whereby the objective was to determine the most cost-effective solution to a particular problem. Well, you can now report on those outcomes, what was the most cost-effective solution and why? How did this affect subsequent stages of the project?

You must always be objective in looking at outcomes, base your conclusions on facts and figures and remain un-biased in your actions. For example, your research may have presented you with two potentially cost-effective solutions and you had to make a judgement on these two options. You will always produce a far better justified judgement if you are objective, for the sake of argument one of the solutions includes some components which are sourced from an existing supplier, whereas the other option uses components from an unknown supplier but are less expensive. You may decide to plump for the unknown supplier in this case, based purely on cost-efficiency, however of course there may be other influential factors.

#### Presentation

If you are asked to present your project report and conclusions, there will be certain considerations to be made. Purely from a practical point of view, how will you present, what will you present, for how long will you present and to whom?

You should consider the media which you will be using to present the report and conclusions, a slide show on a computer may be useful, you may like to include some physical demonstrations of a product or even guest speakers to offer professional opinions.

What should be included in the presentation? Well, it may not be prudent to include every small detail of the project in the presentation, this would probably cause the presentation to be many hours or even days long. Additionally, what outcomes are expected from the presentation, both by the audience and you as the speaker? Are the audience expected to contribute to this presentation in any way? Even a Question and Answer session at the end involves some contribution.

Who is the audience for this presentation? Project supervisors, team members or employers? Who is the project relevant to and who will benefit from the presentation?

Presenting of any kind requires the use of certain skills, the following video gives a good explanation of those skills for preparing for presentation delivery:

**Video**

<https://www.youtube.com/watch?v=Jv18JGOk06o>