

**Award:** *Postgraduate Diploma in Strategic Business IT*

**Module Title:** *Task Management*

**Assignment Title:** *Music Cross*

**Examination Cycle:** *December 2008*

**Candidate Name:**

**NCC Education**

**Candidate No:**

**Submission Date:**

**Important Notes:**

- ❖ Plagiarism – **using the thoughts or writings of others as though they were your own without acknowledgment** – is an offence.
- ❖ It is your responsibility to familiarise yourself with the NCC Education Academic Dishonesty and Plagiarism Policy.
- ❖ Any thoughts, ideas or quotations which don't belong to you must be fully attributed to their sources using the appropriate **in-text citation** and a **bibliography** as described in the Harvard Referencing System. Authors' work that is used in your assignment and not referenced is plagiarism.
- ❖ At **diploma** level work omitting either citations or bibliography will be limited to a maximum 50 %; at **advanced diploma** level to a maximum 45%; at **Honours and PgD** level to a fail.
- ❖ You must complete the 'Statement and Confirmation of Own Work' found at the back of every NCC Education assignment.
- ❖ You must attach the signed and completed form to your assignment.
- ❖ If you gain an unfair advantage or collude in any way whatsoever (other than on joint assignments) you are liable to be disqualified. Cheating is an offence.
- ❖ You could lose marks if you exceed the recommended word count by more than 10%.
- ❖ A digital copy as well as a paper copy must be submitted (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. **Electronic media will also be checked for plagiarism, so beware!**

**Marker's comment:**

**Moderator's comment:**

**Mark:**

**Moderated  
Mark:**

**Final  
Mark:**

## Introduction

You are required to complete the five Tasks below. All the Tasks are related to the Music-Cross 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 is 4000 words, to be divided roughly equally between the five Tasks.

### ***Music-Cross* – Case Study**

*Music-Cross* is a medium-sized company specialising in the sale of musical string instruments (Violins, Cellos, Guitars, etc.). The business was established in the early 1980s by Jennifer Cross and the business grew very quickly in the early years. In 2005, the owner Jennifer Cross appointed a new Managing Director. A management team was quickly established comprising three Directors (Sales and Marketing, Operations and IT and Finance). Recently, due to competition from overseas markets, the company saw its sales and profits decrease sharply.

Initially when the business was set up most of the customers were other businesses who bought *Music-Cross* products for re-selling on to the end customer. Therefore there was no need for expensive city centre offices. For this reason a modern business unit outside the city was selected. The unit is quite large, housing twelve spacious offices, with only eight in frequent use. There are administrative, personnel and marketing departments within the current structure. A total of 20 full-time and 5 part-time staff are employed at *Music-Cross*. The company has local-networked PCs available for all the full time staff. All staff have access to word-processing and spreadsheet package software.

The company has a strong customer base, mostly small independent music shops. The company has a small product range preferring to serve a niche market. At present orders are taken over the telephone or by post by 4 administrators. *Music-Cross* sends out the items, normally within 28 days with an invoice. These are processed within the Administration department and orders are despatched with invoice to the customers. The Finance staff then takes on the job of receiving payments from the customers and producing reports for the Finance Director.

However, the major problem is that most of the *Music-Cross* customers have turned to other suppliers. Due to significant loss of business and sharp decrease in profits, the MD, has decided to provide its products to independent customers not just to trade customers. In essence moving from solely Business-to-Business (B2B) to Business-to-Customers (B2C) as well. This will require a complete overhaul of the current IT/IS. The MD has stated he wants the company to have internet and web facilities that will allow customers to select, order and pay for goods online. In order to gauge the staff reaction to these changes a number of focus group meetings were held. The following key points were identified from these meeting:

- Lack of IT skills to use the new system
- Staff fearful of changes in job roles/responsibilities
- IT system will lead to increase market share
- Currently lack of integration between departments – competitive environment
- IT system may help to reduce workload
- Afraid management may use IT system to make staff redundant

## Assignment

Your Task is to develop a project plan for the development of the information systems. 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 information systems requirements for *Music-Cross*. Provide a short discussion on the constraints within which information systems 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 in implementing your IS development that can occur and explain how effective communication can alleviate these.

### Task 5 - 20 Marks

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

## Guidance

Consult with your tutor if you are uncertain about any aspects of the assignment. All the material required for this assignment is readily available. You are free to use any examples to illustrate your answers. You must ensure that you observe all copyright restrictions in the production of your assignment. If in doubt about copyright, consult your tutor.

## Submission Requirements

To pass the assignment candidates must:

- Complete all the five Tasks.
- Collate their work in a single word-processed report of approximately **4000** words in length.
- The report should be structured with a title page, table of contents, solutions to Tasks 1-5, references and bibliography, appendices (if necessary).
- Produce clear and specific reasoning and argument to justify answers.
- Make appropriate reference to relevant concepts, techniques and theories
- Appropriately cite all information sources.

**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 attached form 'Statement and Confirmation of Own Work'.**

**You must attach the completed form to your assignment.**



## Statement and Confirmation of Own Work

### Programme/Qualification name:

*Each NCC Education assessed assignment submitted by you must have this statement attached to the assignment as the cover page or it will not be accepted for marking. Please ensure that this statement is either firmly attached to the cover of the assignment or electronically inserted into the front of the assignment.*

### Student declaration

I have read and understood NCC Education's Policy on Academic Dishonesty and Plagiarism.

I can confirm the following details:

### Student ID/Registration number:

**Name:**

**Centre Name:**

**Module Name:**

**Module Leader:**

**Number of words:**

I confirm that this is my own work and that I have not plagiarised any part of it. I have also noted the assessment criteria and pass mark for assignments.

**Due Date:**

**Student Signature:**

**Submitted Date:**