

Prioritizing, as your book states “means discipline, accountability, responsibility, constraints, reduced flexibility and loss of power”.

MAIN INSTRUCTIONS FOR PROJECT 1, FILM PRIORITIZATION:

1. Avoid discussion not related to questions asked, e.g. summarizing the whole case study, etc. Start with Question 1 as soon as the project plan is released.
2. Organize discussion so you all swiftly provide individual answers first and then you start with group discussion where you can sort out disagreements and come up with joint and agreed answers for the report.
3. Do not analyse only few movies, all of you must individually analyse all 7 movies by all Must and Want objectives, otherwise answers and analyses are only partial.
4. Ranking table should be a separate answer to justification on all 7 movies by all must and want objectives. It would be better to firstly justify all movies by all objectives and then to provide priority evaluation form as an outcome of your analyses.
5. When providing a form include calculated weighted score, not the impact only (0,1, or 2). You all must provide a form individually.
6. In the last question we only need to see advantages and disadvantages of using this tool in general, not in relation to your project or any specific project. Do not lose marks by discussing this particular case.
7. Do not use attachments, they disturb discussion flow on Moodle and obscured visibility will negatively impact your group work.

Other useful instructions for successful execution of Project 1:

Recommended approach is to organize discussion in such way that each member provides individual analyses swiftly and then you all engage in group discussion in order to reach common group standpoints through debate.

Start with justification first then provide priority evaluation form. (all of you must justify and provide a form individually.)

Systematically go through every proposed movie and explain why you award chosen impact or a weighted score. There is no other way for your team (or your instructor/marker) to understand your answer.

Do not organize your answers by objectives but by movies. You are not analysing objectives, you are analyzing project proposals.

If you only rank and assign impact numbers that is not considered analyses and/or justification. You will have to provide your own reasons for assigning any impact or weighted score for each of the movies and for every objective.

Weighted scores are not your individual standpoints. They are only result of your standpoint, which you must explain.

In addition, do not treat this project as a bunch of isolated individual answers, the key is in individual analyses and critical thinking. Start by providing individual justification first and then schedule time for group discussion. Repeat this approach for every question asked.

Only through meaningful, knowledgeable and frequent discussion you will reach agreements and shape your final answers as a group.

However, debate is not only acknowledging someone's good work and reasoning, concentrate more on resolving differences rather than praising each other's work.

It is recommended to reach agreements on every question and to release a summary of agreements as a closure of any task. This approach will be helpful in a preparation of a report.

Before you start discussion and analyses you must understand theory. What is MUST objective? What happens if a project does not meet MUST objectives? Think about if you should discuss "Want" objectives first if you did not analyse "Must" objectives prior to it and why?

Do not compute ROI, make a judgment from the information given.

Disregarding this instruction and applying wrong and unnecessary calculation will result in lowering of your marks. Judgment can be easily made by information provided within the case.

Do not extend your tasks beyond what was asked from you, this is called scope creep. (For example, do not talk about NPV, theory behind must and want objectives, quality, calculation of overall profit and/or cost etc.).

It is not necessary to schedule time to discuss and retell the case study as a whole. Focus only on questions asked. Read it individually and then schedule individual delivery first followed by group discussion on every single question. You must reach agreements on all questions asked. Good practice is to issue an agreed summary after each individual question. Do not schedule too much time for reading a case study, initial 24h while a project plan is being prepared is enough. Schedule Question 1 as soon as you deliver a project plan.

Focus on project selection theory!

Even though you will all rank and prioritise differently based on your personal justification, try to eliminate bias as much as possible. Also, do not discuss anything outside objectives. For example, your discussion should not include: "quality, all ages attraction, boring, pleasant experience, educational, positive effect on the society, marketing, risky, sport awareness, interesting plot, fancy, budget, affordability, popularity etc." as they have no relation to your project - they are not your listed objectives. We need professional ranking **by already identified objectives, not views which are** not aligned with your tasks.

Some outside factors will play a role in your justification, particularly factors that are related to company profile and mission. However, do not research existing movies, most of them have already been filmed, treat it as you are a member of a movie production team that must select future movies to produce. You do not need any particular knowledge of the movie industry or knowledge on awards. Your experience would be enough to make sound justification. We mark your approach in project management not on awards or movie knowledge.

Make sure you correctly identify if a project/movie is a documentary, or an animated movie or a movie with real actors. (E.g. do not award high impact for animated characters if a movie is not an animated movie.)

Big budget does not necessarily mean small profit. Big budget movies can have very large profit but they can also miss out completely. Profit in project selection is taken into account by ROI factor only, not by budget being small or big. Please remember, profit is not listed as one of your objectives.

Please do not be tempted to personally favor or emphasize one objective over the other. Each objective has got an assigned relative importance already, so in your evaluation and discussion treat all objectives equally (do not spend most of your time discussing ROI even if you did not understand why we require not to compute it). Importance and rating is provided in a form by calculating weighted score, not by giving preferential treatment to only some objectives in your discussion.

As priority forms can vary from book to book, we have provided a table you can use.

We hope these instructions if read and applied carefully, will help you achieve good results in Project 1.

For all other queries please use Q&A section or send an email to your demonstrator.

We wish you all success in this project.

Your GSOE9820 Teaching Team