

**UNIVERSITY OF CUMBRIA**

**COURSEWORK REASSESSMENT REQUIREMENT**

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| **Module Code:** HPRO4006-PEPB1  |
| **Module Title:** Stakeholder Management |
| **Tutor:** Matt Ryder (Module Leader: Matt Ryder**)** |
| **Title of the item of work:** Stakeholder Management |
| **Wordage:** 3,000 |
| **Details and Criteria:** This assignment will enable you to understand the importance of stakeholder management to effectively communicate with project team members, project sponsors, project boards and wider stakeholders. The word limit for this assignment is the equivalent of 3,000 words.**Intended Learning Outcomes (ILOs)**1. Explain the concepts and practice of stakeholder management2. Explain the key contents and purpose of the communication plan3. Explain the concepts of conflict and conflict management4. Describe common conflict management methods, for example, negotiation**Task Description****Scenario** The CITY Group are in the process of submitting plans for an exciting new city centre development that will include the development of a **skyscraper** having multiple floors, 100 metres (330 ft) in height. The development will house offices, hotels, residential and retail spaces. You have been appointed as the Project Manager, and part of your role will involve engaging with the project stakeholders to gain their support. Effective stakeholder management is a core project management skill and activity that is essential to maximise the chances of project success, therefore, you as the project manager must demonstrate these competencies.*In the form of a written report…* **Task 1**1. Explain the concepts and practice of stakeholder management in Project Management (Support your explanation with references).
2. Within a context of the scenario, demonstrate a typical stakeholder management process to: -
* Identify internal and external stakeholders.
* Analysis of identified stakeholders in the format of a “power and interest” chart.

**Task 2**1. Explain the purpose of a project communication plan and describe typical contents. (Support your explanation with references).
2. Within the context of the scenario, create a communication plan.

**Task 3**Explain the concepts of conflict and conflict management, discussing types of conflict, how conflict might occur on the project in the scenario and its potential consequences (Support your explanation with references).**Task 4**Describe a common conflict management method(s) then choose one of the stakeholder groups identified during your stakeholder management process that may be strongly opposed to the project. Describe your approach to appreciate their point of view in the hope to reduce resistance, conflict, and increasing their chances of supporting the project (Support your explanation with references).**Marking Criteria**

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| **Criteria & Weighting**  | **100 – 70** **Distinction**  | **69 – 60** **Merit**  | **59 – 50** **High Pass**  | **49 – 40** **Pass**  | **39 – 30** **Low Fail**  | 29 – 20 **Fail**  | **19 – 0** **Fail**  |
| Concepts and practice of Stakeholder Management (25%)  | An excellent understanding of stakeholder management theory. Demonstrated an excellent understanding of stakeholder identification (with clear justification) and analysis including a detailed power vs interest chart within the context of the scenario in detail.  | A very good understanding of stakeholder management theory. Demonstrated a very good understanding of stakeholder identification (with some justification) and analysis included a power vs interest chart within the context of the scenario.  | A good understanding of stakeholder management theory. Demonstrated a good understanding of stakeholder identification (with satisfactory justification) and analysis included a power vs interest chart within the context of the scenario although some key stakeholders were missing and/or not correctly quantified.  | A fair understanding of stakeholder management theory. Demonstrated a fair understanding of stakeholder identification (little/no justification) and analysis within the context of the scenario although many key stakeholders were missing and/or not correctly quantified.  | Some understanding of stakeholder management theory, however, explanations lack attention to detail and lacks academic rigour. Failed to demonstrate an understanding of stakeholder identification (No justification) and analysis within the context of the scenario.  | A lack of understanding of stakeholder management theory. Limited evidence of understanding of stakeholder identification (no justification) and little/no analysis within the context of the scenario.  | A poor understanding of stakeholder management theory. Failed to demonstrate an understanding of stakeholder identification and analysis within the context of the scenario.  |
| Key contents and purpose of the communication plan (20%)  | An excellent understanding of the key contents and purpose of a communication plan in detail. This has been applied within the context of the scenario with a detailed and rich example (all identified stakeholders included) produced.  | A very good understanding of the key contents of a communication plan and purpose. This has been applied within the context of the scenario with a very good example (majority of identified stakeholders) produced  | A good understanding of the key contents of a communication plan and some explanation of its purpose. This has been applied satisfactorily within the context of the scenario as an example (some identified stakeholders) produced.  | A fair understanding of the key contents of a communication plan but a limited explanation of its purpose. This has been applied adequately within the context of the scenario with a basic example produced.  | Some understanding of the key contents of a communication plan but little to no explanation of its purpose. This has not been applied adequately within the context of the scenario.  | A lack of understanding of the key contents of a communication plan. This has not been applied adequately within the context of the scenario.  | A poor understanding of the key contents of a communication plan. This has not been applied adequately within the context of the scenario.  |
| Concepts of Conflict Management (25%)  | An excellent understanding of the key concepts of conflict and conflict management is supported with diverse examples and citations from academia to support your writing.  | A very good understanding of the key concepts of conflict and conflict management is supported with examples and citations from academia.  | A good understanding of the key concepts of conflict and conflict management is supported with some examples and/or citations from academia.  | A fair understanding of the key concepts of conflict and conflict management is partly supported with some examples and/or citations from academia.  | Some understanding of the key concepts of conflict and/or conflict management with limited or no examples and/or citations from academia.  | A lack of understanding of the key concepts of conflict and conflict management with very limited or no examples and/or citations from academia.  | A poor understanding of the key concepts of conflict and conflict management with no examples and/or citations from academia.  |
| Conflict Management methods, for example, negotiation (20%)  | An excellent understanding of conflict management methods, for example, negotiation and you have applied this theory in detail to support your assumptions within the context of the scenario.  | A very good understanding of conflict management methods, for example, negotiation and you have applied this theory to support your assumptions within the context of the scenario.  | A good understanding of conflict management methods, for example, negotiation and you have applied the theory to support your assumptions within the context of the scenario.  | A fair understanding of some conflict management methods, for example, negotiation and you have attempted to apply the theory to support your assumptions within the context of the scenario.  | Some understanding of conflict management methods, for example, negotiation and you have applied limited if any theory to support your assumptions within the context of the scenario.  | A lack of understanding of conflict management methods, and there is a lack of any theory to support your assumptions.  | A poor understanding of conflict management methods, and there is no theory to support your assumptions.  |
| Structure (10%)  | Excellent assignment structure with the use of headings, sub-headings, formatting, and page breaks. Excellent spelling, punctuation, and grammar with no obvious errors. Excellent academic rigour where points and arguments are cited correctly adopting the Harvard system with diverse and credible sources.  | Very good assignment structure with the use of headings, sub-headings, formatting, and page breaks. Very good spelling, punctuation, and grammar with only a few errors. Very good academic rigour, where on the whole points and arguments are cited adopting the Harvard system with only a few errors or missed opportunities.  | Good assignment structure with some headings, sub-headings, and formatting. Spelling, punctuation, and grammar overall are good but with some obvious errors. Good academic rigour, where some points and arguments are cited adopting the Harvard system but there are some obvious errors and/or missed opportunities.  | Satisfactory assignment structure but with limited headings, sub-headings, and formatting. Obvious spelling, punctuation, and grammatical errors. Some academic rigour, where some points and arguments are made but not cited correctly using the Harvard system or with obvious errors and/or missed opportunities.  | Little assignment structure with a lack of headings, sub-headings, and poor formatting. The work has not been appropriately checked for spelling, punctuation, and grammatical errors. The work lacks content, attention to detail and academic rigour with few if any citations using the Harvard system.  | Unsatisfactory assignment structure with few headings, sub-headings, and poor formatting. The work has not been appropriately checked for spelling, punctuation, and grammatical errors. The work lacks content, attention to detail and academic rigour with no citations using the Harvard system.  | Poor assignment structure with no headings, sub-headings, and poor formatting. The work has not been appropriately checked for spelling, punctuation, and grammatical errors. The work lacks content, attention to detail and academic rigour with no citations using the Harvard system.  |

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| **SUBMISSION DATE AS PER STUDENT PORTAL***(Please tick as appropriate below - must be completed)***To be submitted via the appropriate Blackboard site on or before 23:59 on 5th May 2023.**To be submitted through the Virtual Learning Environment (e.g. Blackboard) as detailed above, in accordance with instructions given by the course team.ü |