



Magill College Pty Ltd Trading as Magill College Sydney

ABN: 67 090 050 990

CRICOS Provider Code: 01994M RTO No: 91367

Tel: (+61 2) 8061 6980 Fax: (+61 2) 9267 1711 [www.magill.edu.au](http://www.magill.edu.au)

## BSB52415 Diploma of Marketing and Communication

### Record of Assessment Outcome

<b>Unit of Competency:</b>	BSBPMG522 – Undertake project work		
<b>Student Name:</b>			
<b>Student ID Number:</b>			
<b>Assessor Name:</b>			
<b>Term and Year:</b>			
<b>The student provided evidence of the following assessment task(s):</b>		<b>Yes</b>	<b>No</b>
Assessment 1	Project	<input type="checkbox"/>	<input type="checkbox"/>
Assessment 2	Assignment	<input type="checkbox"/>	<input type="checkbox"/>
Assessment 3	Written Report	<input type="checkbox"/>	<input type="checkbox"/>
<b>Overall, the student was assessed as:</b>			
Competent <input type="checkbox"/> Not Yet Competent <input type="checkbox"/>			
<b>Did the student meet the criteria for the following elements of competency?</b>		<b>Yes</b>	<b>No</b>
1. Define project		<input type="checkbox"/>	<input type="checkbox"/>
2. Develop project plan		<input type="checkbox"/>	<input type="checkbox"/>
3. Administer and monitor project		<input type="checkbox"/>	<input type="checkbox"/>
4. Finalise project		<input type="checkbox"/>	<input type="checkbox"/>
5. Review project		<input type="checkbox"/>	<input type="checkbox"/>
<b>The student requires the following skill(s) development before re-assessment:</b>			
<b>Feedback to student on overall performance during assessment:</b>			
<b>The student has been provided with feedback and informed of the assessment result and the reasons for the decision.</b>			
<b>Assessor Name:</b>			
<b>Assessor Signature:</b>		<b>Date:</b>	
<b>I have been provided with feedback on the evidence I have provided. I have been informed of the assessment result and the reasons for the decision.</b>			
<b>Student Name:</b>			
<b>Student Signature:</b>		<b>Date:</b>	

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# BSB52415 – Diploma of Marketing and Communication

## BSBPMG522 – Undertake project work

### Assessment 1 – Project

Submission Details				
Student ID Number:				
Student Name:				
Assessor Name:				
Due date:				
Student Declaration:	By signing this declaration, I certify that: <ul style="list-style-type: none"><li>• The assessment work is my own work;</li><li>• All sources and materials have been acknowledged where required;</li><li>• I have not copied or plagiarized in any way materials of another person or work of a fellow student and referenced all sources of information.</li></ul>			
Student Signature:				
Assessment Result Details				
Result:	Satisfactory		Not Satisfactory	
Feedback to Student:				
Student Declaration:	I have been provided with feedback on my assessment performance/result from Magill College Sydney assessor.			
Student Signature:				
Assessor Signature:				
Date:				

## Submission details

The assessment task is due on the date specified by your assessor. Any variations to this arrangement must be approved in writing by your assessor. Submit this document with any required evidence attached. See specifications below for details.

## Performance objective

Candidates will demonstrate knowledge and skills required to define projects and develop project plans.

## Assessment description

Using the workplace scenario information provided, you will determine the scope of a project and develop a portfolio of draft planning documentation to discuss with your Operations General Manager (the assessor). You will then negotiate aspects of the project with your assigned project team. Finally, you will submit final planning documentation for approval.

## Procedure

1. Review the simulated business documentation, including policies and procedures provided to you. And, review the templates to determine whether you can use or adapt them in completing project requirements.
2. Review the scenario information provided in Appendix 1.
3. Receive details from Operations General Manager (the assessor) of your project team, cost, skills, and suggested project deliverables and timeframes.
4. Determine project scope. Develop appropriate initiation and scope documents for discussion with Operations General Manager (the assessor).
5. Determine additional documentation required to determine project and develop deliverables.
6. Define project stakeholders. Determine how you will engage and manage stakeholders to achieve project objectives. Develop communication and stakeholder management plans for discussion.  
**Note:** Consider scenario information and organisational structure to determine stakeholders and stakeholder interests.
7. Identify personal responsibilities and reporting requirements.
8. Determine relationship of project to other projects, systems, business operations, strategic aims of organisation, and external legislative requirements.
9. Determine resources and access to resources. Consult with Operations General Manager (the assessor) to clarify if necessary.
10. Determine project management tools, such as software (e.g. Microsoft Word, MS Excel, and MS Project) and templates, etc.

**Note:** You may use software tools or use or adapt the templates provided.

11. Using an appropriate project management tool, develop your project plan (version 1). Include:
  - a. work breakdown structure: stages of development or of task completion (Design, Develop, Implement, Evaluate); opportunities for (peer and stakeholder) review and feedback; coordination of roles and sharing of responsibility for deliverables; dependencies
  - b. timelines
  - c. roles and responsibilities for each team member
  - d. resourcing requirements.
12. Develop a risk management plan for your project (version 1) for discussion. Include consideration of WHS risk management. Identify, assess and suggest treatment of at least three additional risks, including financial risk. Record risks on a risk register and complete a risk assessment document for each risk. **Note:** You may use software tools or use or adapt the templates provided.
13. Develop a budget (version 1) for the project.  
**Note:** You may use software tools or use or adapt the template provided.
14. Meet with Operations General Manager (the assessor) to discuss:
  - a. Project scope
  - b. Additional documentation required to determine project and develop deliverables.
  - c. Project stakeholders
  - d. Personal responsibilities
  - e. Relationship of project to other projects, systems, strategic aims of organisation
  - f. Resources and access to resources
  - g. Portfolio of documents:
    - i. Project initiation and scope documents
    - ii. Project plan (version 1)
    - iii. Risk management plan (version 1)
    - iv. Budget (version 1).
15. Ask for feedback from your Operations General Manager (the assessor) on your version 1 drafts and ensure understanding of any additional project issues or changes to project parameters.
16. Meet with your project team to:
  - a. Negotiate roles and responsibilities
  - b. Agree on version 2 of documents for approval by Operations General Manager (the assessor):

- i. Project plan (version 2)
  - ii. Risk management plan (version 2)
  - iii. Budget (version 2).
- c. Incorporate Operations General Manager (the assessor) feedback into planning project:

**Note:** The meeting will be observed by your assessor. Follow your communication plan or agree to a time and date.

When meeting with your team, be:

- i. professional
- ii. accommodating and conscious of varying skill levels, interests, backgrounds
- iii. submit documentation as per specifications below.

## Specifications

You must:

- Meet with Operations General Manager to discuss project scope and portfolio of planning documents
- Participate in project meeting/s with project team

You must submit:

- Project initiation and scope documents, including: a project brief; a project scope; a stakeholder analysis; a communication plan; roles and responsibilities; project snapshot
- A project plan (version 1 and version 2)
- A risk management plan (risk register and risk assessment for each of four risks) (version 1 and version 2)
- A budget (version 1 and version 2).

Your assessor will be looking for:

- Communication and negotiation skills to work with team members and other stakeholders to maintain project schedules
- Literacy skills to read, write and review a range of documentation
- Planning and organising skills to develop project plans
- Numeracy skills to analyse data and to compare timelines and implementation costs against budgets
- Culturally appropriate communication skills to relate to people from diverse backgrounds and people with diverse abilities
- Knowledge of relevant legislation from all levels of government that may affect aspects of business operations, such as:

- Anti-discrimination legislation
- Ethical principles
- Codes of practice
- Privacy laws
- Environmental issues
- WHS
- Knowledge of organisational structure and chains of authority and communication within the organisation
- knowledge of how the project relates to the organisation's overall mission, goals, objectives and operations.

## **Appendix 1: Scenario Information**

### **Max Lionel Realty**

Max Lionel Realty (MLR), to build customer goodwill and satisfy its legal and ethical obligations, has decided to implement a program to:

- Inform agents of legal and ethical obligations (particularly with respect to WHS and anti-discrimination legislation) and any standards or codes of conduct followed by the organisation
- Promote high standards in professional conduct (see Real Estate Institute of Victoria (REIV) Code of Conduct and relevant legislation)
- Inform clients, tenants and potential tenants of MLR's commitments
- Achieve employee and client buy-in for initiative.

You are an external consultant (from Ace Consultants) contracted to project manage activities to achieve the objectives above.

Quality standards for deliverables:

- Clearly communicate legal obligations and REIV obligations
- Contain as content or support company strategic directions
- No grammar or spelling errors
- Professional but friendly language
- Fair and flexible delivery for intended audience
- Meet audience requirements and sensitive to information needs, cultural diversity.

Previous needs analysis for the project has uncovered characteristics and requirements of Residential and Commercial Agents and Clients:

Agents	Clients	Tenants
<ul style="list-style-type: none"> <li>• under stress; time poor</li> <li>• highly trained and competent in selling and managing real estate</li> <li>• unaware of legal, ethical requirement. just want to please clients</li> <li>• even if aware, have no idea how to apply to daily client practice</li> </ul>	<ul style="list-style-type: none"> <li>• cynical: e.g. <i>'why do I have to pay attention to MLR's internal business? I just want them to manage my property.'</i></li> <li>• time poor</li> <li>• not sure of MLR obligations and commitment to best-of-breed client service and ethical practice, REIV code of conduct</li> </ul>	<ul style="list-style-type: none"> <li>• sometimes feel discriminated against on basis of: <ul style="list-style-type: none"> <li>○ lifestyle</li> <li>○ family status</li> <li>○ cultural background</li> <li>○ income, etc.</li> </ul> </li> </ul>
<ul style="list-style-type: none"> <li>• unclear on overall strategic aims of MLR</li> <li>• culturally diverse.</li> </ul>	<ul style="list-style-type: none"> <li>• feel it's the agent's obligation to fill rental/lease properties as per client wishes: e.g. <i>'I choose who lives in/leases my property'</i></li> <li>• culturally diverse.</li> </ul>	<ul style="list-style-type: none"> <li>• residential agents have been rude or insensitive on occasion: e.g. <i>'you wouldn't treat your rich clients or investment partners this way'</i></li> <li>• do not feel they are adequately consulted</li> <li>• residential/commercial agents/clients have let themselves in without consultation</li> <li>• inspections are sometimes unannounced.</li> </ul>

Project conditions are as follows:

- Six to eight team members (two to four candidates plus four virtual team members) who must be utilised and budgeted for. Operations General Manager (the assessor) will determine composition of project team.
- The structure of the work should include roles for project sponsor, technical experts, quality assurance of deliverables, project manager (yourself initially and, after provisional approval, as negotiated with your team), and roles and responsibilities for each team member to achieve the deliverables as per standards, etc.





- All reasonable resources (e.g. access to a room, computers, software and templates) will be provided. Paper and telecommunications costs, for example, to be covered by candidates. All resources must be costed and included in your budget.
- Budget: \$15,000.
- Your Operations General Manager (the assessor) will suggest project deliverables, for example, presentations, information sessions, posters, promotional materials, etc. You may determine your own specific deliverables so long as they are agreed to with stakeholders, meet project objectives, and adhere to budgetary constraints.
- Project timeframe to be determined by Operations General Manager (the assessor as project sponsor).
- Project should include design, development, implementation and evaluation stages (with periodic quality review).
- Project status reports are due at 25%, 50% and 75% of allotted timeframe.
- Project must be coordinated with other organisational projects, operations, etc.

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# **BSB52415 – Diploma of Marketing and Communication**

## **BSBPMG522 – Undertake project work**

### **Assessment 2 – Assignment**

Submission Details				
<b>Student ID Number:</b>				
<b>Student Name:</b>				
<b>Assessor Name:</b>				
<b>Due date:</b>				
<b>Student Declaration:</b>	By signing this declaration, I certify that: <ul style="list-style-type: none"><li>• The assessment work is my own work;</li><li>• All sources and materials have been acknowledged where required;</li><li>• I have not copied or plagiarized in any way materials of another person or work of a fellow student and referenced all sources of information.</li></ul>			
<b>Student Signature:</b>				
Assessment Result Details				
<b>Result:</b>	<b>Satisfactory</b>		<b>Not Satisfactory</b>	
<b>Feedback to Student:</b>				
<b>Student Declaration:</b>	I have been provided with feedback on my assessment performance/result from Magill College Sydney assessor.			
<b>Student Signature:</b>				
<b>Assessor Signature:</b>				
<b>Date:</b>				



## Submission details

The assessment task is due on the date specified by your assessor. Any variations to this arrangement must be approved in writing by your assessor. Submit this document with any required evidence attached. See specifications below for details.

## Performance objective

Candidates will demonstrate knowledge and skills required to administer and monitor projects.

## Assessment description

Using the workplace scenario information provided, you will work collaboratively with your project team to administer and monitor a project (initiated, planned and discussed in Assessment Task 1) in order to achieve the project deliverables.

## Procedure

1. Review the simulated business documentation, including policies and procedures in the document 'Max Lionel Realty.docx'. Review templates contained in the document 'Project planning templates.docx' for possible use or adaptation in completing project requirements.
2. Review the scenario information provided in Appendix 1.
3. Determine monitoring and record-keeping system requirements from scenario for project as planned.
4. Determine personal need for support.
5. Meet with the team to:
  - a. Clarify roles and responsibilities and ensure written record of agreement, e.g. Obtain signatures on roles and responsibilities template provided
  - b. Determine need for support and inform team members of your support needs
  - c. Discuss monitoring and record-keeping systems as required by the organisation
  - d. Discuss risk processes for identifying risks and risk management approaches.

**Note:** Minutes of these meetings should be attached to your project status reports. You may need to meet on several occasions. Meetings may be observed by your assessor. Follow your communication plan or agree to a time and date.

6. Plan to support a team member. Arrange suitable time with team member and assessor (to observe). You may, for example, provide assistance with deliverables, coach, train, etc.

**Note:** Ensure you adhere to budgetary constraints and timelines. All resources and time spent on the project will count towards expenditure.

7. Meet with team member to provide support.
8. Complete the following personal roles and responsibilities:

- a. Implement monitoring and record-keeping, using or adapting the template provided
  - b. Develop project deliverables
  - c. Ensure quality assurance on draft deliverables as required by your project plan.
9. Undertake risk management as per your project plan. Provide risk management reports (may include change requests and/or issues logs). Use or adapt the templates provided.

**Note:** Your Operations General Manager (the assessor) will inform your project team of contingencies that you will need to manage. Coordinate actions with your project team members. Each team member will have at least one contingency to manage.

10. Submit documentation as per specifications below.

## Specifications

You must:

- Participate in project meeting/s
- Provide appropriate support to one team member

You must submit:

- A written record of agreement with roles and responsibilities
- Three status reports as per record-keeping requirements
- Risk management reports: change requests and/or issues logs
- Draft project deliverables for quality assurance
- Final project deliverables.

Your assessor will be looking for:

- Communication and negotiation skills to work with team members and other stakeholders to maintain project schedules
- Literacy skills to read, write and review a range of documentation
- Planning and organising skills to monitor and maintain implementation schedules
- Numeracy skills to analyse data and compare timelines and implementation
- Culturally appropriate communication skills to relate to people from diverse backgrounds and people with diverse abilities
- Knowledge of relevant legislation from all levels of government that may affect aspects of business operations, such as:
  - Anti-discrimination legislation
  - Privacy laws
  - Ethical principles
  - Environmental issues
  - Codes of practice
  - WHS

- Knowledge of organisational structure and chains of authority and communication within the organisation
- Knowledge of how the project relates to the organisation's overall mission, goals, objectives and operations.

## **Appendix 1: Scenario Information**

### **Max Lionel Realty**

It is now time to implement the project you initiated, planned for and negotiated in Assessment Task 1. Work with your team to achieve agreed deliverables on time, to budget, and up to the required standard. Manage contingencies and renegotiate project with stakeholders as required.

As per organisational project management record keeping system requirements, your Operations General Manager requires regular status reports to record:

- Financial management and budget control
- Project milestones, for example:
  - Quality review completion
  - Outcomes and deliverables.

Submit three status reports over course of project: at 25%, 50%, 75% of timeframe.

Risk management reports need to be submitted to the project sponsor for each contingency managed. Recall the quality standards for deliverables:

- Clearly communicate legal obligations, REIV obligations
- No grammar or spelling errors
- Professional but friendly language
- Fair and flexible delivery for intended audience
- Meet audience requirements and sensitive to information needs.



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# BSB52415 – Diploma of Marketing and Communication

## BSBPMG522 – Undertake project work

### Assessment 3 – Written Report

Submission Details				
Student ID Number:				
Student Name:				
Assessor Name:				
Due date:				
Student Declaration:	By signing this declaration, I certify that: <ul style="list-style-type: none"><li>• The assessment work is my own work;</li><li>• All sources and materials have been acknowledged where required;</li><li>• I have not copied or plagiarized in any way materials of another person or work of a fellow student and referenced all sources of information.</li></ul>			
Student Signature:				
Assessment Result Details				
Result:	Satisfactory		Not Satisfactory	
Feedback to Student:				
Student Declaration:	I have been provided with feedback on my assessment performance/result from Magill College Sydney assessor.			
Student Signature:				
Assessor Signature:				
Date:				

## Submission details

The assessment task is due on the date specified by your assessor. Any variations to this arrangement must be approved in writing by your assessor. Submit this document with any required evidence attached. See specifications below for details.

## Performance objective

Candidates will demonstrate knowledge and skills required to finalise and review projects.

## Assessment description

Following on from Assessment Tasks 1 and 2 and using the workplace scenario information provided, you will, drawing on consultation with your project team, complete financial record keeping, reassign staff to roles, complete project documentation for sign off and review project outcomes against project scope and plan. You will then produce a report on the project for stakeholders.

## Procedure

1. Review the simulated business documentation, including policies and procedures, in the document 'Max Lionel Realty.docx'. Review templates contained in the document 'Project planning templates.docx' for possible use or adaptation in completing project requirements.
2. Review the scenario information provided in Appendix 1.
3. In consultation with your project team, complete financial record-keeping for the project:
  - a. compare budgeted spend with actual
  - b. produce a budget variation report.

**Note:** You may use or adapt the template provided. Meetings may be observed by your assessor. Follow your communication plan or agree to a time and date.

4. In consultation with your project team and management, assign project team members to roles. Obtain agreement on new roles and responsibilities. You may use or adapt the template provided (under initiation and scope) to record agreement on new role descriptions.

**Note:** Meetings may be observed by your assessor. Follow your communication plan or agree to a time and date.

5. Produce a handover report for the Project Sponsor (the assessor) for sign-off. You may use or adapt the template provided.
6. In consultation with your project team:
  - a. Review the project's outcomes against objectives, including budgetary performance
  - b. Review team processes



- c. Review the project management tools used, evaluate their contribution to the project and discuss possible alternatives
  - d. Discuss lessons learned from implementation of the project.  
**Note:** You may use or adapt the post-project review meeting agenda template provided. Meetings may be observed by your assessor. Follow your communication plan or agree to a time and date.
7. Produce a post-project review report for all stakeholders, including the Board of Directors, containing:
- a. A review of project outcomes against objectives, including budgetary performance
  - b. A review of team processes
  - c. A review of the project management tools used, an evaluation of their contribution to the project and any recommendations for alternative tools for use in the future
  - d. A discussion of lessons learned from implementation of the project
  - e. Recommendations for the implementation of future projects based on the lessons learned, ensuring your report takes account of specific organisational requirements, e.g. Legislative requirements and strategic plans.  
**Note:** You may use or adapt the post-project review report template provided.
8. Submit documentation as per specifications below.

## Specifications

You must:

- Participate in project meeting/s

You must submit:

- Budget variation report for sign-off
- Signed role descriptions for sign-off
- Handover report
- Post-project project review report.

Your assessor will be looking for:

- Communication and negotiation skills to work with team members and other stakeholders to maintain project schedules
- Literacy skills to read, write and review a range of documentation
- Planning and organising skills to develop, monitor and maintain implementation schedules
- Numeracy skills to analyse data and to compare timelines and promotional costs against budgets



- Culturally appropriate communication skills to relate to people from diverse backgrounds and people with diverse abilities
- Knowledge of relevant legislation from all levels of government that may affect aspects of business operations, such as:
  - Anti-discrimination legislation
  - Ethical principles
  - Codes of practice
  - Privacy laws
  - Environmental issues
  - WHS
- Knowledge of organisational structure, and lines of authority and communication within the organisation
- Knowledge of how the project relates to organisation's overall mission, goals, objectives and operations.

## **Appendix 1: Scenario Information**

### **Max Lionel Realty**

It is now time to review and finalise the project. Work with your project team to review the outcomes, team processes and lessons learned from implementation.

Review the project's budgetary performance and produce a budget variation report for the Chief Financial Officer.

Your Operations General Manager requires you to submit an implementation report for the Board of Directors that includes recommendations for the improvement of implementation for future projects.