

LEARNING ACTIVITY

'Ice Cream on the road'

Ent-teach Unit 6 Project management



Description learning activity

In the following assignment, the students will plan* a week of ice cream sale on the street in their home town (city).

This assignment is not about accuracy or that they create a completely viable and perfect business plan. This is also not possible due to time limitations. The students only need to apply what they have learned in the modules.

This exercise has the primary objective to see if the students thought about the main considerations. Furthermore, it will help them to understand all the necessary steps that are involved in the project management:

- project planning
- task scheduling
- work breakdown structuring
- task monitoring and controlling

The following key points should at least appear in their answers as considerations:

- forming groups
- technical considerations (refrigerator)
- buying ingredients (supplier)
- forecast of weather
- sales estimation (pricing)
- legal consideration (food license for selling food on the road?)
- strategic physical positioning
- target group
- scheduling working hours of 'employees' (students) and tasks to be undertaken by each and every student

For a complete description of the learning activity please refer to the students handout

*please note that the assignment is theoretical and the ice cream sale will not be executed.

Problem

The problem that is being defined through this learning activity is how you manage people, time and materials in order to successfully complete a project on time and to the required quality standards.

Concerning Project Management, theory is best for teaching the module but practice in PM training activities is better for learning and comprehending the true value of it. Only dealing with real life simulating situations which have to do with task organising, task scheduling, assigning people proper tasks with deadlines, a student can understand and capitalise his theoretical knowledge in Project Management.

Timeline

The specific learning activity must take place after the students have completed their curricula regarding Project Planning and Project Scheduling. It's an activity that can be either divided into two small parts the explanation of the assignment and the small research of the students at home (as they will need internet for looking up supplier etc.) and then they can present the findings in another lesson at school.

The other option could be that internet is provided in school, so the assignment will be explained and the students do the small research part in school and present it. The overall time for the entire project should not exceed 3 hours.

Target Audience

Potential learners of this learning activity could be management or marketing oriented VET students as well as any SME businessman or employee that would like to master his/her abilities in Project Management. The needs of the potential learners vary. In general the activity satisfies the need for knowledge in Project Planning, Task Scheduling, Task Monitoring and Controlling.

Goal

The goal is to emphasize that Project Management is one of the most important elements of entrepreneurship. The purpose of this learning activity is to demonstrate that Project Planning plays a vital role in the success of a project. To foresee or predict as many dangers and problems as possible; To plan, organise and control activities so that the project is completed successfully on time and within budget. The ever-present element of risk and uncertainty means that events and tasks leading to completion can never be foretold with absolute accuracy. For some complex or advanced projects, even the possibility of successful completion might be in serious doubt.

Learning outcomes

With the completion of the specific learning activity the learner will be able to:

- Determine the importance of using effective Project Management techniques in simple day-to-day tasks and projects
- Manage time, people and materials in order to successfully complete projects within specified deadlines
- Explain the project planning process
- Explain the process of project management monitoring and controlling

Evaluation

The teacher can evaluate on many different aspects of this project. (S)he can evaluate on the feasibility (is the project scheduling, resources, planning realistic, is the distribution of work (for the sales week) for each student fair and well thought through and has the student group thought about all the necessary steps and considerations.

The teacher can evaluate on the degree of comprehension of the students (which parts of the module did the student most comprehend, where does the student still lack comprehension and why?)

Technology

Microsoft Word, PowerPoint, internet (for brief research)

Methods

Indicate milestones in the Task Schedule. Milestones are identifiable points in a project that require no resources or time. They are simply a key point in time. They can also help the Project Manager group the project into phases. Milestones in this project might be:

- Have a profitable week chosen (good weather)
- Good strategic position (next to a park or attraction etc.)
- Researched the recipe and the supplier etc
- Scheduled all students for specific tasks
- Sales estimation

Try to include deliverables with the milestones. This way you have tangible results at various stages in the project.

For a team project such as this, a large copy of the Task Schedule should be posted, preferably in a graphic format to draw attention, in a place where everyone can see. This way every member of the Project Team has a wide knowledge of the Tasks and their exact implementation phase and this fact excludes.

Team

A team of 2-3 students will be needed for the completion of the learning activity. The students will allocate responsibilities for the tasks themselves. The team members should be communicative, persistent, dedicated and to have team-spirit.

Resources

Internet, pen & paper or Microsoft Word, presentation could be done with the help of a beamer (simply by using PowerPoint) or creating a poster sized schedule and task distribution, handout for students.

Annex 1

HANDOUT Project 'Ice Cream on the Road'

Description of the learning activity

Project 'Ice Cream on the Road'

You are in a group of students and in the preparation phase of selling ice cream on the street for one week of the year. Which week will it be? And why?

What do you have to **consider when planning** your sales week of ice cream on the street in your city or village in general (public holidays, place etc.) ?

What do you **need for the week** (resources, people, legal)?

Make a **small action plan in a form of a table** that clearly shows the work distribution and task distribution amongst you for the preparation (finding supplier, ordering ingredients etc.) and the actual week (selling, cleaning etc.). It is not necessary that you plan everything up to the smallest detail (quantity of ingredients etc.) but at least it should be visible that you have thought about these aspects in general.

At the end your student team should present the following items:

- Week of sales choice with justification
- Consideration for the sales week (general, resources, legal, people)
- Action plan for the preparation phase and the execution (sales week)