



CEMUS



Sustainable Development – Project Management and Communication Fall 2017

Individual Assignment III

The aim of this assignment is for you to critically reflect upon themes of success and sustainability within projects, and then analyse these themes with relation to **your** project. The corresponding course goals are:

- Thoroughly describe a delimited part of the sustainability challenge
- Account for and evaluate the practical problems that can arise when working with projects
- Plan, carry out and present a project work that applies theoretical knowledge and contributes to a sustainable development
- Demonstrate good ability to work independently

Instructions

- Read the questions and instructions thoroughly.
- Choose **ONE** book out of the **two** choices below:
 - Chouinard, Yvon (2006), Let My People Go Surfing: The Education of a Reluctant Businessman
 - Gladwell, Malcolm (2011), Outliers: The Story of Success
- The assignment should be **2000 - 2500** words. Make sure you show the word count on your submission.
- Put your name on the top of each page. For the file name of the document, use your name plus assignment number (i.e. Name_ Individual Assignment 3).
- Submit your assignment as a **PDF** on Studentportalen – you will find the link under “Submissions”, the deadline is **Sunday 7th January, 23.59**.



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Grading

This assignment is worth 4 credits in total, and is graded **Fail, 3, 4, 5**

The grading criteria can be found on Studentportalen under Course Essentials.

The Assignment

Part 1 : Success and Sustainability

Each of you is to choose one book, out of a choice of two, to read for this third individual assignment. Both books consider success and provide some theories and insights on how to get there.

Your task is to first critically analyse these theories. Do you agree or disagree? Explain with reference to other sources.

Next critically analyse what it is to be successful and sustainable in the context of a project(s) for sustainable development. Use your selected book as the basis for your analysis, and be sure to reference other sources where appropriate.

In your analysis consider:

- What are the criteria for a successful and sustainable project?
- How can these criteria be measured?
- How can these criteria can be achieved?

Part 2 : Your project

Using the analysis of Part 1, critically evaluate your own project's success and sustainability.

In your response consider different elements of your project : your choice of project, your team's project management tools and organisation, and your communication approaches.



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Part 3: What's next for the project?

Imagine a student group in the Spring 2018 course would like to continue working on your project.

What advice would you give them? Is there anything you would change about your project or process? Is it possible to continue or replicate your project?

Part 4: What's next for you?

Having now completed a project of your own, what will you take with you from this course? How do you see it impacting your future decisions and ventures?

References

Make relevant references to the course book throughout the assignment, as well as using at least **three other academic references**. Academic references include scholarly articles, books and theses. Make it very clear to the reader when you express your own ideas and opinions, and when you refer to sources and other peoples' opinions or research.

Make sure to refer properly to sources. Support your arguments and basic facts with references. Use either footnotes, i.e. the Oxford system or include the references in the text, i.e. the Harvard System; example: (Hornborg, 2001, p. 39).