Element 010 – 20 Minute Presentation Video (40%)

Format of assessment submission:

Presentations and group work is a key skill for future employability and everyone either working within or outside ARU, should be able to form and work as a group.

You are required to submit for marking:

1. Video presentation submitted via Canvas
2. Presentation slides and reflection sheet submitted via Turnitin UK

Requirement:

You will participate in group work activities that centre around a supply chain simulation game called "The Beer Game" (https://zensimu.com/). The beer game represents a four-tier supply chain, from the retailer, through the wholesaler, distributor to the factory (or brewery, who brew the beer). These group work activities will take place during your seminars and group discussions.

After completion of online simulation game and the discussion group work activities, you will prepare a professional video presentation.

You can choose 1 of the options below to complete this assignment:

1. **GROUP WORK OPTION:** - Continue working in a group (online or face to face) to create a group video presentation. Group video presentation that analyses the *entire supply chain.* The format will be in the style and tone of a professional business presentation.   Group members will complete a group reflection sheet. You can use the recording part of PowerPoint to video different parts of the presentation individually to maintain social distancing, which can then be added together.

2. **INDIVIDUAL OPTION:** - Individual video presentation that analyses *one role/tier* of the supply chain. You can select which tier to focus on from **one** of these:
    1. Retailer
    2. Wholesaler
    3. Distributor
    4. Brewery/Factory

    The format will be in the style and tone of a professional business presentation. You will complete a groupwork reflection sheet that reflects on the groupwork of playing the game.

Marking Criteria

Your professional business video should cover these 3 areas:

1. **Research the roles (individual option - choose one role only) of the supply chain (retailer, wholesaler, distributor or brewery/factory). (20%)**
   - o Define the roles (individual option - one role only) and explain their purpose in the supply chain.
   - o Explore the current risks and challenges faced by organisations (individual option - from perspective of your role) within the drinks and beverage supply chain.
   (Learning outcome 2)

2. **Critically analyse the game performance/results (30%)**
   In your analysis, consider:
   - o What strategy was used to manage the costs of stock-outs versus stock-holding costs? Did your role (individual option)/your supply chain (groupwork option) make trade offs to manage this?
   - o How was your supply chain effected by the Bullwhip Effect and how did you manage it?

     Be sure to use references when discussing your strategy and the Bullwhip Effect to demonstrate your ability to link the theory/ideas to the game. Your mark is based on your analysis of the results, hence, it does not matter what the results are, as long as you can analyse and explain them.
     (Learning outcomes 1 and 2)

3. **Present researched future strategies to improve supply chain operational performance (20%)**

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   - o How could you improve the performance of your role (individual option)
   - o and/or the beer supply chain (groupwork option) in the future?

     You do not need to be constrained by the practicalities of the game and can present any solutions/ideas that could be used in the real world. Make use of research and resources to develop well-justified ideas for improvement.
     (Learning outcome 1)

Marks will also be awarded for....

4. **Presentation professionalism (15%)**
   - o Preparation of presentation: structure, flow and organisation

- o Presentation skills: enthusiasm, engaging style, voice projection and ability to explain ideas.
- o Good use of time available: well-paced and appropriate amount of depth for time allowed

5. **Groupwork reflection sheet (15%)**
   Prior to game play: watch game video **After game play:** [Groupwork Reflection Sheet.pptx](#) **(Learning outcome 3)**