



**Cairo University**  
**Faculty of Computers and Artificial Intelligence**



**Research Project**

**Department: Operations Research and Decision Support**

**Course Name: Fundamentals of Management**

**Course Code: DS122**

**Instructor: Dr. Doaa Saleh**

**Date: May 5<sup>th</sup>, 2020**

**Total Marks: 100**

**General Instructions to Students**

- This research project is a substitute assessment for the final unseen written exam.
- This is a **group work (maximum 5 members)** research project.
- Submission schedule and procedure will be announced later.
- For the submitted deliverables, see the end of the document.
- **Academic Integrity:** You can only submit your own/group work. Any student suspected of plagiarism will be subject to the procedures set out in by the Faculty/University (including failing the course entirely). Examples of behaviour that is not allowed are:
  - Copying all or part of someone else's work and submitting it as your own;
  - Giving another student in the class a copy of your work; and
  - Copying parts from the internet, text books, etc.
- You are free to choose one of the following topics

**1. Management Functions (First Topic)**

**You have to think about a project idea that you hope to achieve in the future.** You should submit your project in a **Zip file** which contents **word file and Power point file**. The project has to be covered the following essential elements:

1. **A project idea that you hope to achieve in the future** (5 Grades)

There are not any constraints on your idea, possible to be a restaurant, coffee shop, or charitable organization.

2. **Create suitable Logo for your project** (5 Grades)

A logo is a graphic mark, emblem, or symbol used to aid and promotes public identification and recognition. It may be of an abstract or figurative design or include the text of the name it represents as in a wordmark.

### 3. Create expressed **Slogan** for your project idea

(5 Grades)

A slogan is a memorable motto or phrase used in a clan, political, commercial, religious, and other context as a repetitive expression of an idea or purpose, with the goal of persuading members of the public or a more defined target group. The Oxford Dictionary of English defines a slogan as "a short and striking or memorable phrase used in advertising. "A slogan usually has the attributes of being memorable, very concise and appealing to the audience.

### 4. **Introduction Section**

(5 Grades)

An introduction, or introductory paragraph, falls in the start of a project. It is the first paragraph, which is also called "a gateway" of project document. It is because it attracts the attention of readers to the project and gives them background information about the topic. It also tells what is to be discussed in the body paragraphs.

### 5. **Planning function**

(15 Grades)

Planning is the process of thinking about and organizing the activities required to achieve a desired goal. Planning involves the creation and maintenance of a given organizational operation. This thought process is essential to the refinement of objectives and their integration with other plans. An important, albeit often ignored, aspect of planning is the relationship it holds with forecasting. Forecasting can be described as predicting what the future will look like, whereas planning predicts what the future should look like.

### 6. **Organizing function**

(15 Grades)

Organizing is the function of management which follows planning. It is the process of establishing orderly uses for all resources within the management system of the organization. It is a function in which the synchronization and combination of human, physical, financial, and information resources takes place for the achievement of the results. Organizing function is essential because it facilitates administration as well as the functioning of the organization.

### 7. **Influencing function**

(10 Grades)

The third basic managerial function is leading it is the skills of influencing people for a particular purpose or reason. Leading is considered to be the most important and challenging of all managerial activities. Creating a positive attitude towards the work and goals among the members of the organization is called leading. It is required as it helps to serve the objective of effectiveness and efficiency by changing the behavior of the employees.

8. **Controlling function**

(10 Grades)

Management control can be defined as a systematic effort by business management to compare performance to predetermined standards, plans, or objectives in order to determine whether performance is in line with these standards. It is also used to determine if any remedial action is required to ensure that human and other corporate resources are being used in the most effective and efficient way possible to achieve corporate objectives.

9. **Document Word File**

(20 Grades)

This file must include of all steps of your project in details, and it should not be less than 15 pages.

10. **Power point File**

(10 Grades)

It should contain a summary of the project and imagine that you are presenting in front of me

## 2. **Supply Chain Management (Second Topic)**

Supply chain management (SCM) is the management of the flow of goods and services and includes all processes that transform raw materials into final products. It involves the active streamlining of a business's supply-side activities to maximize customer value and gain a competitive advantage in the marketplace. SCM represents an effort by suppliers to develop and implement supply chains that are as efficient and economical as possible. Supply chains cover everything from production to product development to the information systems needed to direct these undertakings. Typically, SCM attempts to centrally control or link the production, shipment, and distribution of a product. By managing the supply chain, companies are able to cut excess costs and deliver products to the consumer faster. This is done by keeping tighter control of internal inventories, internal production, distribution, sales, and the inventories of company vendors. In SCM, the supply chain manager coordinates the logistics of all aspects of the supply chain which consists of five parts: the plan or strategy, the source (of raw materials or services), manufacturing (focused on productivity and efficiency), delivery and logistics, and the return system (for defective or unwanted products)

**Require to prepare a detailed report on Supply chain management (SCM). Your research should cover the following elements:**

1. Introduction (10 Grades)
2. The plan or strategy (15 Grades)
3. The source (of raw materials or services) (15 Grades)
4. Manufacturing (focused on productivity and efficiency) (15 Grades)

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|---|-------------|
| 5. Delivery and logistics                                 | (15 Grades) |
| 6. The return system (for defective or unwanted products) | (15 Grades) |
| 7. Conclusion   | (15 Grades) |

**Note that:** Copy and paste reports are totally discarded.

Good Luck 😊