

MODULE DESCRIPTOR

MODULE TITLE	PROJECT MANAGEMENT		
MODULE CODE	MG4205 (L7)	CREDIT VALUE	20 UK CREDITS / 10 ECTS
SCHOOL	SCHOOL OF BUSINESS MANAGEMENT		

MODULE AIMS

This module aims to equip students with the ability to plan, schedule and control a project. The module will provide practical experience of using commercially available software for project management. Upon completion of the module, students will be able to critically discuss issues surrounding project management.

MODULE CONTENT

Indicative syllabus content:

The role of the project manager and the nature of project management in relation to context and setting.

- Project management skills and competencies, with particular emphasis on interpersonal skills and communication management plus theories of motivation and leadership.

- The concepts of integrative management including the business case and project selection methods; stakeholder management, funding and employer support, corporate social responsibility and the monitoring and control of performance and benefits management.

- Different project management methodologies such as Agile and Prince2, their strengths and weaknesses and application.

- How to define the scope of a project and to establish robust planning of the overall project and its component parts; and change management theory

- The identification, evaluation and management of risk in the project environment

- The importance of systematic and disciplined start up and close procedures.

- Developing the business case 'scope' into a product breakdown, work breakdown and network diagram with use of the critical path method.

- The principles of time management and the application of task scheduling using commercially available software, including dependencies and resourcing.

- Budgeting and cost management including: different classification of costs: ways of estimating; Earned Value Management (EVM); and cash flow planning and management

- An overview of the Quality Movement and contemporary approaches such as ISO, TQM and Six Sigma plus some basic definitions, concepts and processes applied to the project environment.

- Project metrics and KPIs - how they are defined and applied to the planning, monitoring and management of project performance, including the balanced scorecard approach.

- Resource management and interfaces in relation to projects and the wider intra- and inter-organisation setting including contract and supply chain management.

INTENDED LEARNING OUTCOMES

On successful completion of this module a student will be able to:

1. Critically analyse the key theories and principles associated with effective project management.
2. Apply the principles to develop a critical analysis of a project management situation.

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3. Demonstrate effective interpersonal and organisation skills and the ability to contribute equitably to shared objectives, within appropriate time and quality constraints.
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TEACHING METHODS

The learning and teaching process will include lectures, seminars and individual research and study. Teaching sessions will include lectures and tutorials based around contemporary marketing cases, and workshops supporting assignment themes. The module learning outcomes are assessed by individual course work. Students critically evaluate theory and reflect on its application to internal communication practice.

ASSESSMENT METHODS

This module is assessed through an individual report and a group report.