

## Module specification

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Module code	BUS7B66
Module title	Leading Strategic Management Projects
Level	Level 7
Credit value	30
Faculty	Glyndwr University: Faculty of Social and Life Sciences Bloomsbury Institute: School of Business and Accounting
Module Leader	Edward Wilson
HECoS Code	100078
Cost Code	GAMG

### Programmes in which module to be offered

Programme title	Is the module core or option for this programme
Master of Business Administration MBA	Core

### Pre-requisites

None

### Breakdown of module hours

Learning and teaching hours	33 hrs
Placement tutor support	0 hrs
Supervised learning e.g. practical classes, workshops	0 hrs
Project supervision (level 6 projects and dissertation modules only)	0 hrs
<b>Total active learning and teaching hours</b>	<b>33 hrs</b>
Placement / work based learning	0 hrs
Guided independent study	267 hrs
<b>Module duration (total hours)</b>	<b>300 hrs</b>

For office use only	
Initial approval date	8 April 2022
With effect from date	June 2022
Date and details of revision	

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Version number	1

## Module aims

The module is designed to allow students to undertake a strategic management project of their choice. To achieve this, students will develop and critically evaluate a business case, propose research design to inform the project's direction and recommend project management methods and tools to structure the delivery of the project. A fundamental part of a leader's role is to develop and lead strategic management projects. The module helps students to evaluate the implementation of the project and its outcomes, with opportunities to critically analyse and reflect on the traits, skills and behaviours of effective leadership that influence the success of the strategic management projects. Tailored to the long-term goals and objectives of the organisation, projects may focus on opportunities for organisational growth, development and more effective approaches to the management of change. Strategic management project should therefore add value to the organisation by helping to create dynamic new opportunities in the competitive marketplace and exploring new ways of working and building distinctive resources and capabilities.

## Module Learning Outcomes - at the end of this module, students will be able to:

1	Develop and critically evaluate a business case, propose research design to inform the project's direction and recommend project management methods and tools to structure the delivery of the project.
2	Report on and critically evaluate the implementation of the project and its outcomes.
3	Critically analyse and reflect on the traits, skills and behaviours of effective leaders of strategic management projects.

## Assessment

This section outlines the type of assessment task the student will be expected to complete as part of the module.

**Indicative Assessment 1:** Will take the form of a report: Strategic Management Project Plan (3,000 words).

**Indicative Assessment 2:** Will take the form of a portfolio (3,000 words equivalence), divided into several tasks that could take one or more of the following formats: written responses to tasks (500-1,500 words), responses recorded in audio or video format (5-15 minutes), case studies (500-1,500 words) and reflective tasks (500-1,500 words).

Assessment number	Learning Outcomes to be met	Type of assessment	Weighting (%)
1	1	Report	50%
2	2, 3	Portfolio	50%

## Derogations

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None

## Learning and Teaching Strategies

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The module will be completed over one term.

Students will undertake 2-weeks of pre-reading and online activities.

The module is taught through lectures, seminars and workshops.

**Lectures** provide a broad outline structure for each topic to be covered. Lectures offer a good way of covering a lot of information and, more importantly, of conveying ideas to many people at once.

**Seminars** enable students to undertake directed self-study and to answer questions and solve problems which are set by the lecturer. Students will present their answers and solutions within the seminar group. Seminars enable students to explore further the topics introduced in the lectures.

**Workshops** follow on from lectures and seminars. They are designed to enable students to work within a small group to perform set tasks (e.g. working on an exercise or case study). They reinforce proactive learning by providing opportunities for discussion and interaction.

The seminar/workshop groups are small, thereby enabling students to develop a deep understanding.

**Student digital literacies** are developed on this module through the use of:

- Online libraries and databases for gaining access to full-text journal articles and eBooks.
- Communication means provided through the VLE and learning technology applications.
- Online group-work, for planning, developing, improving, submitting and reflecting on collaborative work completed as part of the module.
- Assessment and feedback tools such as Multiple Choice Tests/Quizzes, Turnitin and the VLE's Gradebook – enabling timely and detailed feedback on student work.
- Web-based Office 365.

## Indicative Content

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- Strategic Management Project: infrastructure development, new products, services, business process improvements, financing and refinancing, mergers and acquisitions, partnerships, collaborations, corporate social responsibility and sustainability, human capital management, mental health, equality and diversity, knowledge management.

- Business case: statement of business value/benefits, impacts and consequences of project, articulation of problem or opportunity, scope and schedule of project, development of project aims/objectives (e.g. business viability, value-add proposition, stakeholder mapping, timeframe, associated resources, risk identification and mitigation, contingency, and deliverables), alignment to strategic goals of organisation, compliance with regulatory and legal frameworks, project governance and reporting structures.
- Research design: selection of research strategy, research methods, data analysis, timeframes, ethics and risk factors/considerations, risk assessment, insider research in workplace etc.
- Project management methodologies: e.g. PRINCE2, PMBOK, Agile, Waterfall, Six Sigma Project, SCRUM), organisational approaches, project management structures, project governance, project lifecycle, scheduling, stages and milestones, planning activities, resource allocation and constraints, budget management and control mechanisms, performance measurement.
- Project management tools: use of software (e.g. MS Project, ClickUp, use of spreadsheets).
- Principles and format of reports on the strategic management projects.
- Leadership skills and behaviours for leading strategic management projects: skills, behaviours, leadership theories, methods of reflective practice.

## Indicative Bibliography:

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Please note the essential reads and other indicative reading are subject to annual review and update.

### Essential Reads

- Gido, J., Clements, J.P. and Baker, R. (2018), *Successful Project Management*. 7th ed. MA: Cengage, Boston.
- Barker, S. (2014). *Brilliant Project Management: What the best project managers know, do, and say*. 3rd ed. Pearson, Harlow.
- Bell, E. Bryman, A and Harley, B. (2018). *Business Research Methods*. 5th ed. Oxford University Press, Oxford.

### Other indicative reading

- Resources available through CMI Management Direct
- Burke, R. and Barron, S. (2014). *Project Management Leadership: Building Creative Teams*. 2nd ed. Chichester: John Wiley & Sons.
- Berkun, S. (2008). *Making Things Happen. Mastering Project Management*. Sebastopol, CA: O'Reilly Media Inc.
- Project Management Institute. (2017). *A Guide to the Project Management Body of Knowledge (PMBOK Guide)*. 6th ed. Newtown Square: PA: Project Management Institute.
- Schmidt, T. (2009). *Strategic Project Management Made Simple. Practical Tools for Leaders and Teams*. New York: John Wiley & Sons, Inc.
- Project Management Institute. (2019). *The Standard for Risk Management in Portfolios, Programs, and Projects*. Newtown Square: PA: Project Management Institute.

### Journals & Websites

- International Journal of Project Management
- International Journal of Managing Projects in Business
- Journal of Modern Project Management
- Project Management Journal (PMI)
- Project (APM)

## **Employability skills – the Glyndŵr Graduate**

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Each module and programme is designed to cover core Glyndŵr Graduate Attributes with the aim that each Graduate will leave Glyndŵr having achieved key employability skills as part of their study. The following attributes will be covered within this module either through the content or as part of the assessment. The programme is designed to cover all attributes and each module may cover different areas.

### **Core Attributes**

Engaged and Independence  
Enterprising  
Creative  
Ethical

### **Key Attitudes**

Commitment  
Curiosity  
Resilience  
Confidence  
Adaptability

### **Practical Skillsets**

Digital Fluency  
Organisation  
Leadership and Team working  
Critical Thinking and Strategic thinking  
Emotional Intelligence  
Research and Communication