

COURSE SPECIFICATION DOCUMENT

Academic School / Department:	Richmond Business School
Programme:	MBA MA Advertising and Public Relations MSc International Business Management MSc Digital Marketing with Data Analytics
FHEQ Level:	7
Course Title:	Project Management
Course Code:	BUSM 7101
Total Hours:	200
Timetabled Hours:	39
Guided Learning Hours:	21
Independent Learning Hours:	140
Credits:	20 UK CATS credits 10 ECTS credits 4 US credits

Course Description:

This course provides students with the knowledge and skills to successfully plan, communicate, execute and deliver projects across a range of business environments. Students will be exposed to proven frameworks and tools that will ensure the projects they undertake can be delivered on time, on budget and in accordance with specifications. Throughout the course students learn how to engage with each other to produce concrete project plans that will be conducive towards the achievement of goals in an effective and efficient manner, while acknowledging current global business, cultural and environmental challenges.

Prerequisites:

None

Aims and Objectives:

The course aims to allow students to systematically apply principles and practice of project management. It allows student to formulate a deep understanding of the complexities of project management and team building, operations management and scheduling. It further develops skills and experience which can be applied to schedule planning, budget control, quality and stakeholder management.

Programme Outcomes:

MBA:
A1, A2, A4, A5

B1, B2, B3, B4
C1, C2, C3, C4
D1, D2, D3, D4, D5

MA APR:
B1, B3, B4, C4, D3, D4

MSc IBM:
A1, A2, A4, A5
B1, B2, B3, B4
C1, C2, C3, C4
D1, D2, D3,

MSc DGM:
A1, A2, A5
B1, B2, B3, B4, B5
C2, C3, C4
D1, D2, D3

A detailed list of the programme outcomes is found in the Programme Specification. This is maintained by Registry and located at: <https://www.richmond.ac.uk/programme-and-course-specifications/>

Learning Outcomes:

By the end of this course, successful students should be able to:

Subject Knowledge and Understanding

- Demonstrate an understanding of the general and specific business problems in Project Management and identify possible solutions at both domestic and international level.
- Examine the development of a strategic perspective in Project Management.
- Reflect on the structure of an organisation in order to implement projects supporting the corporate strategy.
- Demonstrate a critical awareness of the skills appropriate to general business and management careers, as well as for careers in Project Management.
- Develop the leadership/management skills and techniques to participate at any level of an international project

Cognitive Skills

- Analyse and evaluate the chosen methodology in a project and judge its appropriateness.
- Apply project management ideas and knowledge to a range of business problems and other situations.

Subject Specific, Practical and Professional Skills

- Use subject-specific knowledge and understanding to appropriately implement project management
- Acquire the systems (e.g. networking, planning) skills and techniques as well as the socio-cultural skills and techniques (e.g. leadership, stakeholder management, team development) and know how to apply these skills at the appropriate stage of the project development life cycle.
- Engage as team members in group work that will require intellectual, reflective and analytical application.

General/Transferable Skills

- Effective oral and written communication in a range of traditional and electronic media.

Indicative Content:

- Concepts in Project Management.
- Organization Strategy and Project selection.
- Organisation structures supporting project management.
- Defining the project.
- Developing a network/stage gating plan.
- Risk and Quality Management.
- Resource Scheduling.
- Managing Project and Virtual Teams without line responsibility.

Assessment:

This course conforms to the Richmond University Standard Assessment Norms approved at Academic Board and are located at <https://www.richmond.ac.uk/university-policies/>

Teaching Methodology:

The course will be taught using a combination of usually in person lectures, workshops, and tutorials.

- Lectures will be used to introduce new concepts and theories.
- Workshops will be used to provide students with hands-on experience and emphasize problem-solving and the application of theory to real world practice.
- Tutorials will be used to provide students with support and guidance on their coursework.

Guided learning hours (Asynchronous online learning activities) will provide additional learning content. Examples of this may include, but not be limited to: podcasts, vodcasts, quizzes, and discussions.

Indicative Text(s):

- Larson, E.W. and Gray, C.F. (2021) *Project management: the managerial process*. 8th edn. New York, NY: McGraw-Hill.
- Kerzner, H. (2023) *Project management metrics, KPIs, and dashboards: a guide to measuring and monitoring project performance*. 4th edn. Hoboken, NJ: John Wiley & Sons.
- Kerzner, H. (2025a) *Project management: a systems approach to planning, scheduling, and controlling*. 14th edn. Hoboken, NJ: Wiley.
- Kerzner, H. (2025b) *Project management case studies*. 7th edn. Hoboken, NJ: Wiley.
- Project Management Institute (2021) *The standard for project management and a guide to the project management body of knowledge*. 7th edn. Chicago: Project Management Institute.

Journals

- *Academy of Management Journal*.
- *Project Management Journal*.
- *International Project Management Journal*.
- *British Journal of Management*.
- *Bloomberg Business Week*.
- *European Management Review*.
- *Economist*.
- *Harvard Business Review*.
- *Journal of Management Studies*.
- *McKinsey Quarterly*.

Websites

- Project Management Institute (n.d.) *Project Management Institute*. Available at: <http://www.pmi.org> (Accessed: November 2025).
- Association for Project Management (APM) (n.d.) *APM learning resources*. Available at: <https://www.apm.org.uk/resources/> (Accessed: November 2025).
- Business Open Learning Archive (n.d.) *Business Open Learning Archive*. Available at: <http://www.bola.biz/index.html> (Accessed: November 2025).
- Biz/ed (n.d.) *Biz/ed: case studies and learning materials*. Available at: <http://www.bized.ac.uk> (Accessed: November 2025).
- Association for Project Management (n.d.) *Association for Project Management*. Available at: <http://www.apm.org.uk> (Accessed: November 2025).
- Mallen Baker (n.d.) *Corporate social responsibility*. Available at: <http://www.mallenbaker.net/csr/> (Accessed: November 2025).
- The Economist (n.d.) *The Economist*. Available at: <http://www.economist.com/> (Accessed: November 2025).

