MS3125: BUSINESS PROJECT MANAGEMENT

Effective Term
Semester A 2022/23

Part I Course Overview

Course Title
Business Project Management

Subject Code
MS - Management Sciences
Course Number
3125

Academic Unit
Management Sciences (MS)

College/School
College of Business (CB)

Course Duration
One Semester

Credit Units
3

Level
B1, B2, B3, B4 - Bachelor's Degree

Medium of Instruction
English

Medium of Assessment
English

Prerequisites
CB2201 Operations Management

Precursors
Nil

Equivalent Courses
Nil

Exclusive Courses
Nil

Part II Course Details

Abstract

- Provide students with basic concepts and systematic approaches for effective project management.
- Equip students with quantitative techniques for effective project planning, scheduling, cost control and estimation.

- Train students to plan, undertake a project either independently or as a team, communicate results, and manage effectively in a multi-project environment.
- Enable students to learn the practice of leading companies in the planning and scheduling of projects. This could be either through case studies or invited guest speakers.

Course Intended Learning Outcomes (CILOs)

	CILOs	Weighting (if app.)	DEC-A1	DEC-A2	DEC-A3
1	Recognize the importance of aligning the strategic direction of an organization with project selection and the measurement of their effectiveness		x	x	
2	Demonstrate knowledge of the important processes which should be managed throughout the project life cycle (e.g. cost management, risk management, communication management)		x	x	
3	Recognize the important role of project manager as a key success factor, and the requirement of managing both the technical and socio-cultural aspects of the project.		x	x	
4	Apply business knowledge from various disciplines and employ contemporary project management software to enable effective project management				x

A1: Attitude
Develop an attitude of discovery/innovation/creativity, as demonstrated by students possessing a strong sense of curiosity, asking questions actively, challenging assumptions or engaging in inquiry together with teachers.

A2: Ability
Develop the ability/skill needed to discover/innovate/create, as demonstrated by students possessing critical thinking skills to assess ideas, acquiring research skills, synthesizing knowledge across disciplines or applying academic knowledge to real-life problems.

A3: Accomplishments
Demonstrate accomplishment of discovery/innovation/creativity through producing /constructing creative works/new artefacts, effective solutions to real-life problems or new processes.

Teaching and Learning Activities (TLAs)

	TLAs	Brief Description	CILO No.	Hours/week (if applicable)
1	1	Lecture	1, 2, 3, 4	
2	2	Computer Laboratory	4	
3	3	Group Presentation	2, 4	
4	4	Essay / report writing	2, 4	

Assessment Tasks / Activities (ATs)

	ATs	CILO No.	Weighting (%)	Remarks (e.g. Parameter for GenAI use)
1	Computer assignment	4	20	
2	Group presentation	1, 2, 3, 4	5	
3	Essay / report writing	1, 2, 3, 4	15	

Continuous Assessment (%)

40

Examination (%)

60

Examination Duration (Hours)

2

Assessment Rubrics (AR)

Assessment Task

Computer assignment

Excellent (A+, A, A-)

Strong evidence of acquiring the skills to define, formulate and plan the solution of the problems.

Good (B+, B, B-)

Evidence of acquiring the skills to define, formulate and plan the solution of the problems.

Fair (C+, C, C-)

Some evidence of acquiring the skills to define, formulate and plan the solution of the problems.

Marginal (D)

Sufficient familiarity with the subject matter to enable the student to progress further.

Failure (F)

Little evidence of familiarity with the subject matter; weakness in critical analytic skills.

Assessment Task

Group presentation

Excellent (A+, A, A-)

Strong evidence of original thinking; good organization, capacity to analyse and synthesize; superior grasp of subject matter; evidence of extensive knowledge base.

Good (B+, B, B-)

Evidence of grasp of subject, some evidence of critical capacity and analytic ability; reasonable understanding of issues; evidence of familiarity with literature.

Fair (C+, C, C-)

Student who is profiting from the university experience; understanding of the subject; ability to develop solutions to simple problems in the material.

Marginal (D)

Sufficient familiarity with the subject matter to enable the student to progress without repeating the course.

Failure (F)

Little evidence of familiarity with the subject matter; weakness in critical and analytic skills; limited or irrelevant use of literature.

Assessment Task

Essay / report writing

Excellent (A+, A, A-)

Strong evidence of original thinking; good organization, capacity to analyse and synthesize; superior grasp of subject matter; evidence of extensive knowledge base.

Good (B+, B, B-)

Evidence of grasp of subject, some evidence of critical capacity and analytic ability; reasonable understanding of issues; evidence of familiarity with literature.

Fair (C+, C, C-)

Student who is profiting from the university experience; understanding of the subject; ability to develop solutions to simple problems in the material.

Marginal (D)

Sufficient familiarity with the subject matter to enable the student to progress without repeating the course.

Failure (F)

Little evidence of familiarity with the subject matter; weakness in critical and analytic skills; limited or irrelevant use of literature.

Assessment Task

Written examination

Excellent (A+, A, A-)

Strong evidence of original thinking; good organization, capacity to analyse and synthesize; superior grasp of subject matter; evidence of extensive knowledge base.

Good (B+, B, B-)

Evidence of grasp of subject, some evidence of critical capacity and analytic ability; reasonable understanding of issues; evidence of familiarity with literature.

Fair (C+, C, C-)

Student who is profiting from the university experience; understanding of the subject; ability to develop solutions to simple problems in the material.

Marginal (D)

Sufficient familiarity with the subject matter to enable the student to progress without repeating the course.

Failure (F)

Little evidence of familiarity with the subject matter; weakness in critical and analytic skills; limited or irrelevant use of literature.

Part III Other Information

Keyword Syllabus

An Overview of Project Management
The scope of project management. Defining project success. Defining the project manager's role; Defining the functional manager's role; Defining the Executive's role. The downside risk of project management. Classification of projects. Deferring views of project management. Concurrent project management concept. TQM in project management.

Management Issues
Organizing and stuffing for project management. Project management bottlenecks. Effective time management. Managing the conflicts. Performance measurement. R&D project management. Predicting project success. Project management effectiveness.

Project Planning
Project specifications. Milestone schedules. Work breakdown structure. The planning cycle. Master production scheduling. Total project scheduling. Estimating activity time. Total PERT/CPA planning. Crash times. Alternative PERT/CPA models.

Computerized Project Management
Computerized project management. Project software evaluation.

Project Graphics
Bar (Gantt) chart. Other conventional project presentation techniques. Logic diagrams/network.

Pricing and Estimation
Pricing process. Pricing out the work. The pricing review procedure. Systems pricing. Estimating pitfalls. Estimating high-risk projects. Life-cycle costing.

Cost Control
The operating cycle. Cost account codes. Budgets. Variance and earned value. Cost control problems.

Trade-off and Risk Analysis in Project Management
Methodology of trade-off analysis. Industry trade-off preferences. Defining risk. Risk management methodology (risk assessment, risk analysis, risk handling).

Special Topics in Project Management
Concurrent Engineering: Understanding concurrent engineering. Project planning. Creeping Scope. Project management guidelines.
Total Quality Management: Defining quality. The quality movement. The Taguchi approach. ISO 9000. The cost of quality. The seven quality control tools.

Reading List

Compulsory Readings

	Title
1	Gray, C. F. and Larson, E. W., Project management: the managerial process (4th ed.), 2008, McGraw-Hill.

Additional Readings

	Title
1	Kerzner, H., Project management: a systems approach to planning, scheduling and controlling (8th ed.), 2003, John Wiley & Sons, Inc.
2	A guide to the project management body of knowledge: PMBOK# guide (3rd ed.), 2004, Project Management Institute
3	Project Management Institute, http://www.pmi.org/
4	Hong Kong Chapter: http://www.pmi.org.hk/
5	International Journal of Project Management (electronic journal in CityU library system)
6	Project Management Network (online magazine): http://www.pmi.org/publictn/pmnetworkonline/
7	PM Forum: http://www.pmforum.org/prof/specint2.htm