

# Unit 6: Managing a Successful Business Project (Pearson Set)

<b>Unit code</b>	<b>D/618/5039</b>
<b>Unit type</b>	<b>Core</b>
<b>Unit level</b>	<b>4</b>
<b>Credit value</b>	<b>15</b>

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## Introduction

This unit is a ***Pearson-set unit***. The project brief will be set by the centre, based on a theme provided by Pearson (this will change annually). The theme and chosen project within the theme will enable students to explore and examine a relevant and current topical aspect of business in the context of the business environment.

The skills of project management are highly sought after by employers in all areas of business, as the ability to plan, procure and execute a business project efficiently requires a range of specific skills in leadership, time management, problem solving, budgeting and communication.

The aim of this unit is to offer students an opportunity to demonstrate the skills required for managing and implementing a ***small-scale business project***. They will undertake independent research and investigation for carrying out and executing a business project that meets appropriate business aims and objectives.

On successful completion of this unit, students will have the confidence to engage in decision making, problem solving and research activities using project-management skills. They will have the fundamental knowledge and skills to enable them to investigate and examine relevant business concepts in a work-related context, determine appropriate outcomes, decisions or solutions and present evidence to various stakeholders in an acceptable and understandable format.

**\*Please refer to the accompanying *Pearson-set Assignment Guide and Theme and Topic Release* document on HN Global for further support and guidance on the delivery of the Pearson-set unit**

## **Learning Outcomes**

By the end of this unit a student will be able to:

- LO1 Explain the key stages of the project lifecycle that should be considered when project managing
- LO2 Produce a Project Management Plan (PMP) for a business project using primary and secondary research methods
- LO3 Implement the Project Management Plan (PMP) to communicate results from the research and make conclusions from the evidence of findings
- LO4 Reflect on value gained from implementing the project and the project management process.

## Essential Content

### LO1 Explain the key stages of the project lifecycle that should be considered when project managing

#### *Project management:*

Defining project management.

The project lifecycle and the stages of the project lifecycle, e.g. initiation, planning, execution and closure.

The advantages of using project management and why it is important.

Roles in project managing, e.g. assistant project manager, junior project manager, project team leader and responsibilities to drive through the project and achieve required outcomes.

Project management skills, including good planning, organising, leadership and communication skills.

Compare different organisational approaches to project management using case studies.

#### *Project management plans:*

Scoping a project – defining objectives, scope, purpose and deliverables to be produced.

Developing the project plan, including planning for timescales and time management, cost, quality, change, risk, stakeholder communication.

#### *Project management tools:*

Different types of software and application used to support project management, e.g. Microsoft Project for tracking, managing and analysing projects and Asana for holistic project management and integration of workload, inbox, calendars and tasks.

Use of project-planning tasks and tracking tools, e.g. Trello, Smartsheet and Excel spreadsheets.

Tools and techniques used to create activity plans, work breakdown structure (WBS) and Gantt charts for effective planning.

*Research methods and analysis:*

Purpose of research in a project.

Research ethics, reliable research and valid research.

Selecting appropriate sample population and methods for information gathering, data collection and material resourcing.

Use of secondary research to inform a primary study.

**LO2 Produce a Project Management Plan (PMP) for a business project using primary and secondary research methods**

*Research methods and strategies:*

Primary and secondary research and data collection.

Defining qualitative and quantitative methods.

Selecting an appropriate strategy for the research, e.g. questionnaires, interviews, observation.

Use of monitoring tools, including WBS and Gantt charts.

*Field work:*

Different strategies that can be used to conduct research, e.g.:

- interviews, questionnaires, experiments
- selecting a sample of the consumer market, businesses or individuals
- sampling approaches and techniques, including probability and non-probability sampling.

Factors to consider, including:

- aim and objectives
- deliverables
- quality
- risk
- stakeholder communication
- resources.

### **LO3 Implement the Project Management Plan (PMP) to communicate results from the research and make conclusions from the evidence of findings**

#### *Analysis and evaluation of findings and data gathered:*

Digital techniques and tools to analyse and evaluate the secondary and primary data gathered, e.g. online surveys (SurveyMonkey, Google Forms, Zoho Survey) and spreadsheets (Excel templates).

Techniques for data analysis, e.g. coding, charts and graphs, trend analysis.

Techniques to create pictograms, pie charts, bar charts, frequency curves, histograms, line graphs, scattergrams.

Use of scatter (XY) graphs and linear trend lines for forecasting (reliability).

Techniques for creating tables to simplify and rationalise the presentation of data to aid understanding of the information within data.

The benefits of data validity and maintaining objective mindset to provide objective results.

#### *Communicating results:*

Types of communication methods, e.g. written, verbal and the medium, e.g. different report formats, online, presentation.

Multi-media presentation tools: PowerPoint, Prezi, Google Slides, Microsoft Sway, Adobe Spark.

Video conferencing e.g. Zoom, Adobe Connect, Google Hangouts, Slack video calls.

#### *Communicating skills:*

Verbal and non-verbal communication skills required to meet audience requirements, e.g. eye contact, pitch, pace.

Communicating and persuading internal/external stakeholders, e.g. negotiation and sales skills.

Presentation, behaviour and conduct of presenter, e.g. attire, attitude, professionalism, suitable for audience, well prepared and organised.

Different communication formats to address different audience needs and expectations and appropriateness for meeting cultural diversity of an audience.

#### *Convincing arguments:*

Presenting logical and convincing findings and outcomes as part of the project process.

Developing evaluative conclusions.

**LO4 Reflect on value gained from implementing the project and the project management process.**

*Reflection for learning and practice:*

Differences between reflecting on performance and evaluating a project – the former considers the research process, information gathering and data collection, the latter the quality of the research argument and use of evidence.

The cycle of reflection and using reflection to inform future behaviour.

*Reflective writing:*

Writing to avoid generalisation, focusing on personal development and the research journey in a critical and objective way.

## Learning Outcomes and Assessment Criteria

Pass	Merit	Distinction
<b>LO1</b> Explain the key stages of the project lifecycle that should be considered when project managing		<b>D1</b> Critically evaluate the project-management process, PMP and research methods for gathering information and data collection.
<b>P1</b> Explain the stages of the project lifecycle (PLC) and their importance to the success of a project. <b>P2</b> Examine the factors to be considered when compiling a project management plan (PMP). <b>P3</b> Examine a range of research methods and strategies and their importance to project management.	<b>M1</b> Evaluate the stages of the PLC and the factors, (deliverables, quality, risk, communication and resources) to be considered in a PMP. <b>M2</b> Evaluate a range of research methods and strategies for gathering information and data collection.	
<b>LO2</b> Produce a Project Management Plan (PMP) for a business project using primary and secondary research methods		<b>D2</b> Justify the choices made in the design of the PMP for completing the aims and objectives of the project.
<b>P4</b> Produce a PMP that covers, aim, objectives, deliverables, quality, risk, communication resources and research methods. <b>P5</b> Produce a work breakdown structure and a schedule to provide timeframes and stages for completion.	<b>M3</b> Produce a detailed PMP, and schedule for monitoring and completing the aims and objectives of the project.	
<b>LO3</b> Implement the Project Management Plan (PMP) to communicate results from the research and make conclusions from the evidence of findings		<b>LO3 and LO4</b> <b>D3</b> Critically reflect on the findings from the research and the project management process in supporting stated objectives and own learning.
<b>P6</b> Conduct a business project as stated within the PMP and communicate findings. <b>P7</b> Present data to draw valid and meaningful conclusions and recommendations from data analysis.	<b>M4</b> Justify conclusions and recommendations drawn from data analysis and findings to meet the stated project objectives.	

Pass	Merit	Distinction
<p><b>LO4</b> Reflect on value gained from implementing the project and the project management process.</p>		
<p><b>P8</b> Reflect on the value of undertaking the business project to meet stated objectives and own learning and performance.</p>	<p><b>M5</b> Evaluate the project management process to meet stated objectives and support own learning and performance.</p>	

## Recommended Resources

### Textbooks

- DINSMORE, P. and CABANIS-BREWEN, J. (2018). *The AMA Handbook of Project Management*. 5th Ed. AMACON.
- FLICK, U. (2020) *Introducing Research Methodology: A Beginner's Guide to Doing a Research Project*. 3rd Ed. London: SAGE.
- GRAY, D. (2017) *Doing Research in the Real World*. 4th Ed. London: SAGE.
- MAYLOR, H. (2021) *Project Management*. 5th Ed. Harlow: Pearson.
- SAUNDERS, M., LEWIS, P. and THORNHILL, A. (2019) *Research Methods for Business Students*. 8th Ed. Harlow: Pearson.

### Websites

<a href="http://www.asana.com">www.asana.com</a>	Asana Free project-management tools (General reference)
<a href="http://www.projectmanagement.com">www.projectmanagement.com</a>	Project management (General reference)
<a href="http://www.projectsart.co.uk">www.projectsart.co.uk</a>	Project Smart Articles Tools Glossary (General reference)
<a href="http://www.trello.com">www.trello.com</a>	Trello Free project-management tools

### Links

This unit links to the following related unit:

*Unit 19: Research Project*