## You will be able to develop understanding of the core activity areas project managers concern themselves with and how they relate to personal and organisational issues.

Intellectual/transferrable:You will be able to apply the principles of project management to the planned development and delivery of business initiatives, e.g. new products, services or events

# Project Management Case Study Options – Choose One Only

The Project Management Assignments require students to develop a number of pieces of documentation relating to a particular case study. For the last two years we have just given one case study scenario which has been mandatory and required to be delivered as one large piece of work at the end of the semester. This year, in response to student feedback regarding case study choice and reduction in risk of having to submit a whole module’s work at once (to avoid ‘eggs in one basket’), and also to reflect the wide variety of ways in which project management techniques can be applied, we are allowing students to choose between four different fictitious scenarios. Choose one of the four and then answer all of the assignment questions, to be submitted at three separate points in the semester - weeks 5, 10 and 13 (after Easter break), worth 30%, 330% and 40% of the module total mark respectively. You must use the same case scenario for all questions as it is expected that you will link your three pieces of work.

## Case scenario 1

You are the Project Manager for a sporting event, organising a sort of ‘Olympics’ between London Universities, known as the London Inter-Varsity Games. The senior management of Roehampton University have asked for this as they wish it to be a flagship event that helps market the university’s facilities and grounds. Assume you have the full academic year to organise this, with the events taking place in July or August on the Roehampton University playing fields. You have a budget of £20k per university taking part and you should assume around 10 universities will be involved although if more join in then that will allow for more budget.

## Case Scenario 2

The university wishes to improve the spaces available for business students and has asked you to project manage the refurbishment and redevelopment of the Chapman Hall in Queen’s Building. The preference is for tiered seating that can be retracted, together with acoustic panels on the walls to make it a better teaching space. You have been asked to project manage this process with support from the Facilities Management department at the university and have been given a provisional budget of £100k. Bear in mind that the work must not cause disruption to teaching timetables.

## Case Scenario 3

The university has recognised that students do not always know what is going on at the university outside of timetabled class sessions and in addition can find it difficult to contact representatives from clubs and societies. Hence, in order to help increase student engagement with extra-curricular activities, the university’s Student Union has asked you to project manage the development of a new Roehampton Recreation mobile phone app which will provide day by day details of university clubs and societies’ events, links to contact details and the freedom for students to publicise their own events. Grant funding from O2 (one of their directors is a former Roehampton Business School student) has given you a budget of £200k and the university, although supportive, wants it ready to be used by students at the start of the next academic year.

## Case Scenario 4

The Business School at the university has designed a new degree course in Sustainable Business, focusing on ethical and environmental business issues. This is now in its second year so at the start of the next academic year the 30 students on the course will be going into their final year. The Business School has secured funding to support a two week field trip to see some interesting sustainable projects in Uganda, intending that this takes place in March of Semester 2. The Programme Convener has asked for your help in organising this trip and you are doing so as a project management task in place of your dissertation. Each student will be funded a max of £2,000 to enable them to go, thus meaning there is a total of £60,000 available for the whole trip.

**IMPORTANT:** You do **not** need to have any technical knowledge of construction, IT, app development etc. in order to do well with any of the above as it is the use of the project management processes that will be marked and not detailed technical understand of a particular industry.

You should address the following specifically:

i) Identify tutor feedback points on your original work and identify where/how the resit work has changed (give page number) in response to feedback

ii) Identify the lessons you have learnt from doing the resit

iii) Reflect on how your feedback and this process will help you improve future assignments