Module Specification

Project Management with Data Analytics

Version: 2027-28, v1.0, Approved

Contents

Part 1: Information

Module title: Project Management with Data Analytics

Module code: UMSTAX-30-3

Level: Level 6

For implementation from: 2027-28

UWE credit rating: 30

ECTS credit rating: 15

College: College of Business and Law

School: CBL Bristol Business School

Partner institutions: None

Field: Strategy and International Business

Module type: Module

Pre-requisites: None

Excluded combinations: None

Co-requisites: None

Continuing professional development: No

Professional, statutory or regulatory body requirements: None

Part 2: Description

Overview: The Project Management and Data Analytics module is designed to equip students with the essential skills and knowledge required to effectively manage projects and leverage data driven insights for decision making. The module integrates principles of project management with techniques of data analytics to enable students to plan, execute, monitor, and control projects and ultimately make informed recommendations.

Features: Not applicable

Educational aims: Develop the ability to evaluate the relevancy, credibility, and integrity of information sources.

Utilise appropriate specialism techniques and methodologies based on rigorous analysis and assessment of their suitability for specific contexts.

Provide opportunities for practical application of project management techniques to novel and real-world contexts.

Foster adaptability and flexibility in selecting and customising methodologies to suit specific project requirements and constraints.

Develop proficiency in data transformation techniques to prepare data sets for analysis.

Cultivate advanced analytical skills to extract meaningful insights from complex data sets.

Promote critical thinking in evaluating the reliability, validity, and implications of analytical findings.

Encourage the use of data presentation techniques to effectively communicate analytical results.

Promote synthesis of theoretical knowledge with practical insights to develop robust and actionable solutions.

Develop effective communication skills tailored to specialist audiences, including the ability to convey complex information clearly and concisely.

Outline syllabus: This course integrates project management principles with data analytics techniques to equip students with the skills needed to effectively manage projects and leverage data driven insights for decision making.

Through a combination of theoretical learning, practical exercises, data sets, and case studies, students will learn how to apply project management methodologies, as well as clean, analyse, and present data using industry standard tools and techniques.

The course structure will be underpinned by core project management principles i.e. project initiation, planning, execution, and closure. In parallel, students will utilise these principles and apply them to discipline specific scenarios, utilising data analytics to optimise project performance and outcomes.

Part 3: Teaching and learning methods

Teaching and learning methods: The module uses taught sessions (for example lectorials, seminars, tutorials, drop-in sessions) to provide an overview of topic areas, but emphasis is placed on practice and participation where problems/case studies/presentations/discussions generate insight into the usefulness of theoretical approaches.

Preparation and independent study involves students using a range of reading material such as books, journals, and professional publications to deepen their understanding of the concepts introduced during taught sessions, where students can also participate and practise techniques. Extensive use is made of VLE (Virtual Learning Environment) enabling students to access course materials, lecture slides, useful research links, announcements, discussion boards and e-mail.

Module Learning outcomes: On successful completion of this module students will achieve the following learning outcomes.

MO1 Demonstrate knowledge and understanding of relevant project management principles and data analytics.

MO2 Apply specialist techniques of analysis and enquiry to novel contexts.

MO3 Critically evaluate data sets to make judgements, decisions, and identify solutions.

MO4 Synthesise module concepts in order to communicate recommendations in complex situations and to wider specialist audiences.

Hours to be allocated: 300

Contact hours:

Independent study/self-guided study = 228 hours

Face-to-face learning = 72 hours

Reading list: The reading list for this module can be accessed at readinglists.uwe.ac.uk via the following link https://uwe.rl.talis.com/modules/umstax-30-m.html

Part 4: Assessment

Assessment strategy: The purpose of both assessment tasks is to capture the learning throughout the module and do so in a logical way that follows the taught project management and data analytics processes.

Task 1: Individual Online Journal

Part 1: Initiation of the Project:
Students will document the project's objectives, scope, and rationale.
Emphasis on clarity of vision and alignment with project goals.

Part 2: Planning and Methods:
Students will outline a comprehensive project plan, including methodologies.
Evaluation of feasibility, resource allocation, and risk management.

Part 3: Project Execution / Analysing Data:
Documentation of progress during project execution, data collection, and analysis.
Assessment of problem-solving skills and adaptability in addressing challenges.

Task 2: Closing of the Project / Handover

Presentation and communication of project outcomes, findings, and recommendations.

Assessment of the alignment of recommendations with project objectives and feasibility.

Assessment is designed to build in the student's individual experience in relation to the syllabus and supporting them in submitting an authentic assessment in line with university assessment policies. The overarching aim is to ensure it is the student's original work that is being submitted.

Assessment tasks:

Online Assignment (First Sit)

Description: This comprises an individual online journal with three core parts.

1) Initiation of the project, 2) Planning and methods, 3) Project execution / analysing data

Weighting: 60 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO2, MO3

Exhibition (First Sit)

Description: Closing of the project / handover – presentation and communication of project outcomes and findings, as well as recommendations (15 mins)

Weighting: 40 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO4

Online Assignment (Resit)

Description: This comprises an individual online journal with three core parts.

1) Initiation of the project, 2) Planning and methods, 3) Project execution / analysing data

Weighting: 60 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO2, MO3

Exhibition (Resit)

Description: Closing of the project / handover – presentation and communication of project outcomes and findings, as well as recommendations (15 mins)

Weighting: 40 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO4

Part 5: Contributes towards

This module contributes towards the following programmes of study:

International Business Management [HELP] BA (Hons) 2025-26

Business and Management [HELP] BA (Hons) 2025-26

Accounting and Business Management {Foundation} [Frenchay] BA (Hons) 2024-25

Business and Events Management {Foundation} [Frenchay] BA (Hons) 2024-25

Business and Human Resource Management {Foundation} [Frenchay] BA (Hons) 2024-25

Business and Management {Foundation} [Frenchay] BA (Hons) 2024-25

Business Management and Marketing {Foundation} [Frenchay] BA (Hons) 2024-25

Marketing {Foundation} [Frenchay] BA (Hons) 2024-25

Business and Events Management [Phenikaa] BA (Hons) 2025-26

Business and Human Resource Management [Villa] BA (Hons) 2025-26

Business and Management [Phenikaa] BA (Hons) 2025-26

Business and Management [Villa] BA (Hons) 2025-26

Business and Management [BIBM] BA (Hons) 2025-26

Business Management and Marketing [Phenikaa] BA (Hons) 2025-26

Business Management and Marketing [Villa] BA (Hons) 2025-26

Marketing [UFM] BA (Hons) 2025-26

Business Management with Marketing {Dual} [Taylors] BA (Hons) 2025-26

Accounting and Business Management [Frenchay] BA (Hons) 2025-26

Business and Events Management [Frenchay] BA (Hons) 2025-26

Business and Human Resource Management [Frenchay] BA (Hons) 2025-26

Business and Management [Frenchay] BA (Hons) 2025-26

Business Management and Marketing [Frenchay] BA (Hons) 2025-26

Marketing [Frenchay] BA (Hons) 2025-26

International Business Management [UFM] BA (Hons) 2025-26

International Business Management [Frenchay] BA (Hons) 2025-26

Accounting and Business Management {Foundation} [Frenchay] BA (Hons) 2024-25

Business and Management [Frenchay] BA (Hons) 2025-26

Business and Human Resource Management [Frenchay] BA (Hons) 2025-26

Business and Human Resource Management {Foundation} [Frenchay] BA (Hons) 2024-25