

# MS3125: BUSINESS PROJECT MANAGEMENT

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## Effective Term

Semester A 2025/26

## Part I Course Overview

### Course Title

Business Project Management

### Subject Code

MS - Decision Analytics and Operations

### Course Number

3125

### Academic Unit

Decision Analytics and Operations (DAOS)

### 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 and generative AI tools for effective project planning, scheduling, cost estimation and control.
- Train students to plan, undertake a project either independently or as a team, communicate results and manage effectively in a multi-project environment with computer and AI-assisted tools.
- 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	Explain the importance of aligning the strategic direction of an organization with project selection and the measurement of their effectiveness.		x	x	
2	Describe the important business processes that should be managed throughout the project life cycle (e.g., cost management, risk management, communication management).		x	x	
3	Identify the critical role of the 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, employ contemporary project management software and generative AI tools 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.

### Learning and Teaching Activities (LTAs)

LTAs		Brief Description	CILO No.	Hours/week (if applicable)
1	Lecture	Students will engage in formal lectures to gain knowledge about business project management, the available generative AI tools with advantages and disadvantages in managing different project stages.	1, 2, 3, 4	
2	Computer Laboratory	Students will consolidate their learning by applying project management software and generative AI tools to perform various tasks and solve problems in a project.	4	
3	Group Presentation	Students will participate in groups to consolidate their learning as they present their findings and works in their research projects.	2, 4	
4	Essay/Report writing	Students will engage in writing essay/report to increase their knowledge, engage in critical discussion on the pros and cons of applying different management approaches and use of AI-assisted tools with ethical considerations in project management.	2, 4	

**Assessment Tasks / Activities (ATs)**

ATs	CILO No.	Weighting (%)	Remarks ("- for nil entry)	Allow Use of GenAI?	
1	Computer assignment	4	20	-	Yes
2	Group presentation	1, 2, 3, 4	5	-	Yes
3	Essay / report writing	1, 2, 3, 4	15	-	Yes

**Continuous Assessment (%)**

40

**Examination (%)**

60

**Examination Duration (Hours)**

2

**Minimum Continuous Assessment Passing Requirement (%)**

35

**Minimum Examination Passing Requirement (%)**

20

**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.

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**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.

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**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.

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**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.

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## 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; the functional manager's role; and the Executive's role. The downside risk of project management. Classification of projects. AI-powered brainstorming and ideation tools (e.g., Microsoft Copilot, Gemini, DeepSeek, ChatGPT).

#### Management Issues

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

### Communication and Collaboration

Best practices for AI-driven stakeholder communication. AI-powered email drafting and meeting assistants (e.g., Zoom AI Companion).

### Project Planning and Scheduling

Project specifications. Work breakdown structure. Milestone schedules. Gantt chart. Estimating activity time. Logic diagrams/network. Total PERT/CPA planning. Generative AI tools for drafting project charter, creating work breakdown structure, scheduling and resource allocation (e.g., Microsoft Copilot, ClickUp). Computerized project scheduling tool (e.g., Microsoft Project).

### Budgeting and Financial Management

The operating cycle. Cost account codes. Budgets. Budget forecasting and cost estimation. Variance and earned value. Cost control problems. Tools for financial risk assessment (e.g., Quantifind).

### 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). AI-driven risk assessment and mitigation strategies (e.g., Gemini). Case studies on ethical considerations in AI-powered decision-making.

### Agile and Scrum Project Management

Various project management frameworks (Agile, Waterfall, Scrum). Sprint planning and backlog management. Performance tracking and team productivity insights. Retrospectives and continuous improvement strategies. AI-assisted tools (e.g., ASANA AI).

## Reading List

### Compulsory Readings

Title	
1	Gray, C. F. and Larson, E. W., Project management: the managerial process, (the latest edition), McGraw-Hill Education, New York, NY.

### Additional Readings

Title	
1	Paul Boudreau, Applying artificial intelligence to project management, (the latest edition), Mercury Learning and Information, Dulles, VA
2	Kerzner, H., Project management: a systems approach to planning, scheduling and controlling, (the latest edition), John Wiley & Sons, Inc.
3	A guide to the project management body of knowledge: PMBOK guide (the latest edition), Project Management Institute
4	Project Management Institute, <a href="http://www.pmi.org/">http://www.pmi.org/</a>
5	Hong Kong Chapter: <a href="http://www.pmi.org.hk/">http://www.pmi.org.hk/</a>
6	International Journal of Project Management (electronic journal in CityU library system): <a href="https://www.sciencedirect.com/journal/international-journal-of-project-management">https://www.sciencedirect.com/journal/international-journal-of-project-management</a>
7	Project Management Network (online magazine): <a href="https://www.projectmanagement.com/pm-network/#">https://www.projectmanagement.com/pm-network/#</a>
8	PM Forum: <a href="https://pmforum.co.uk/">https://pmforum.co.uk/</a>