



MSc PROJECT MANAGEMENT

▶ ONLINE LEARNING POSTGRADUATE COURSE

Arden's established MSc in Project Management is undergoing some changes. This programme is geared towards being digital first, giving you: the knowledge and hands on experience of relevant software, a critical understanding of digital business solutions, and strengthened digital project management techniques. Designed for anyone who wants to fast-track their career, this project management course will provide you with the knowledge needed to excel in your chosen industry, giving you employment opportunities across a range of sectors.

We know how important digital skills are to employers, which is why we have built a master's in project management that is geared to the digital business environment, to increase your

competitive edge. During this course, you'll develop strategic project management skills that are highly sought after in sectors across the world – from project analytics to data handling and decision making

Modules are: **Management of Projects**

The module introduces you to the key concepts of project, programme, and portfolio management. You will begin to understand the roles and responsibilities of project team members, and how to build high performance teams, as well as exploring virtual project teams. You will also examine the concepts of governance, project methodologies, the role of the PMO, and development of people skills and business-related behaviours associated with the profession of project management.

Project and Agile Methodologies in the Digital Business Environment

This module focuses on the various techniques available to project managers to ensure that a project is initiated, planned, managed, controlled, and effectively managed throughout the project lifecycle. You will also study how technology itself can help project managers undertake this. You will also become familiar with how the contemporary business environment is being transformed by digital technology and how this is altering the way business is conducted, and, consequently, come to understand that projects implemented within organisations today are increasingly designed to deliver digital solutions to problems, or, take advantage of the strategic opportunities which digital technology has enabled.

Project Management Techniques

This module focuses on the various techniques available to project managers to ensure that a project is planned, managed, and controlled effectively. You will primarily focus on the delivery aspects of a project, and you will also develop appropriate skills for project planning, scheduling, and delivery. You will be expected to learn, understand, and apply a series of appropriate and proven project management techniques so that you can utilise these skills in real-life project environments, including digital environments.

Project Analytics

Project analytics (also called project management analytics) takes data analytics and business analytics and adapts those bodies of knowledge for the context of projects and similar work systems. During this module you will explore the concept of project analytics and evaluate its contribution to successful digital business. In particular, the module aims to assess the contributions and challenges that are presented by the use of digital analytics including software and AI. You will also take a close look at how leaders working in project analysis who are concerned with strategy may find patterns in the data which the project is creating, patterns which imply new opportunities or previously unforeseen challenges.

Project Risk Management

During this module you will explore project risk management and evaluate its contribution to successful digital business operations across a range of organisations. You will examine risk typologies, risks assessment techniques, as well as risk management approaches and strategies. You will also begin to appreciate a project as a work system that enables an organisation to implement managed change, and how successful leadership of a project must therefore encompass the management of risks that may affect it.

Digital Business Transformation Project

The Digital Business Project module gives you the opportunity to research a digital intervention that a chosen organisation could harness to enhance organisational performance. Your project should develop a digital business plan for the organisation, critically evaluate the organisational benefits, and discuss the various challenges that might arise. You will develop and precise focus of the project in consultation with your course tutor.

Elective modules (choose one)

Acquisition, Conversion & Retention Strategies

This module will help you understand digital marketing strategies relevant to the acquisition, conversion and retention of customers. It focuses on the analytical and management decision-making skills and strategies necessary for building customer engagement using digital technologies. You'll evaluate concepts such as the identification of profitable customers, customer lifetime value, and implementing relevant software to improve sales force productivity and customer profitability. During the module you'll also improve your knowledge base and practitioner skills for more effective sales force management in digital organisational environments.



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Analysing Big Data

This module explores and evaluates the characteristics of Big Data using the 5 Vs model. This will help you develop a critical understanding of various tools and techniques that can be used to manage and interpret Big Data, evaluate data governance issues, and develop business solutions based upon Big Data outputs and analyses. You will also learn about key ethical, legal, and regulatory challenges, such as GDPR, that are associated with Big Data analysis.

Managing Cloud Based Business Solutions

With the rapid advancement in the use of cloud technologies, organisations are not only moving their critical assets and information to the cloud but also seeking on-demand cloud-based solutions for business problem solving and decision making. Therefore, cloud computing is the most critical technology powering the business world.

This module will help the students understand cloud technology best practice and the rewards and risks to organisations in various contexts.

The aim of this module is to provide you with fundamental knowledge of cloud computing, industry best practice, and the core skills required to deliver cloud-based solutions for

organisations. The module will enable you to appreciate and evaluate relevant cloud-based software, as well as how today's organisations are not only moving their critical assets and information to the cloud, but also seeking on-demand cloud-based solutions for business problem solving and decision making.

Managing Customer and User Experience

During this module you will build on your existing understanding of customer/user experience within a digital framework, which will enable you to relate your experience to contemporary ideas and practice within a local and global context. The module will help you understand the importance of managing CX and UX, particularly within the digital environment. You will explore sources of tracking UX and CX, discuss relevant academic theory in the domain, evaluate relevant software applications, and plan and develop UX and CX strategies.

Course duration

This varies depending on your rate of progress – you can access modules at a pace that is convenient for you. Once you have accessed a module, there is a minimum and maximum time that you will need to finish the module within.

You can find out more information on the course page, visit [arden.ac.uk](https://www.arden.ac.uk).

On average it takes a student 1-3 years to complete a postgraduate qualification with us.

Entry requirements

Standard application

- UK Bachelor's (Standard) Degree (2:2 or above), or equivalent international qualification plus at least 2 years work experience.

Non-standard application

- A minimum of 5 years of suitable professional senior management work experience.

OR

- Has an HNC/CertHE – will need CV and reference(s) covering 4-5 year's strong managerial work experience
- Has an HND/DipHE – will need CV and reference(s) covering 3-4 year's strong managerial work experience
- Bachelor's (Ordinary) Degree or 3rd Class Degree – will need CV and reference(s) covering 2-3 year's strong managerial work experience or 3-4 year's strong professional work experience ideally with elements of managerial/ supervisory responsibilities

▶ How to apply

UK

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