

APM Academic

# ACCREDITATION

CASE STUDY



**Manchester  
Metropolitan  
University**

## Introduction

Manchester Metropolitan University (MMU) was awarded university status in 1992 and is one of the most extensive education centres in Europe, delivering undergraduate and postgraduate education to over 38,000 students.

MMU is currently two-thirds into a 10-year campus rationalisation project to locate the university from seven campuses to two (Manchester and Crewe) by the academic year 2014-15.

Within the university is Manchester Metropolitan University Business School (MMU Business School).

It has been supporting industry and commerce since 1889 and today offers undergraduate, postgraduate and higher research degrees in all major sub-disciplines of business and management. Notable growth areas include entrepreneurship and innovation, human resource management, marketing and PR, as well as accounting and finance.

MMU Business School prides itself on being the university for world-class professionals, working closely with local, national and international businesses with the core aim

of being regional in focus and international in outlook.

The £75 million Business School opened in 2012, one of the country's most environmentally sustainable academic buildings, has seen the university being recognised as Greenest UK University\* in 2013.

With some 4,000 undergraduate and 1,000 postgraduate students, including 60 research students and 420 professional accounting students, MMU Business School offers a comprehensive range of courses, from certificates to doctoral degrees, and provides a ladder of opportunities for individuals at different stages of their business and management careers.

The Business School is structured around four academic divisions and six research centres that reflect the full range of business and management studies, as well as the school's own distinctive strengths and strong commitment to research excellence.

\*The People & Planet Green League 2013

## Practical, professional courses

Placing employability at the heart of its ethos, MMU delivers professionally relevant courses in subject areas directly linked to the needs of employers, with consistent recognition from professional bodies including accreditation by the Association for Project Management (APM).

To further enhance MMU Business School's position as a leading academic institution for professional, focused and accredited programmes, a number of project management units have been added to the course portfolio both at undergraduate and postgraduate level leading to the qualification of an MSc in Project Management.

Project Management is an elective unit open to certain students within the Business School in the final year of their associated undergraduate degrees.

Project Management Concepts & Practices and Project Management Organisation & Systems are two units on MSc courses.

All seven sections of the *APM Body of Knowledge* have previously been integrated into the units that have been accredited by APM. The courses were mapped against the breadth of the *APM Body of Knowledge* and *Competency Framework* before validation.



### Project Management

Extremely popular, this elective unit has been capped at 200 students per academic year, although there are plans to increase the number because of its attractiveness.

Covering knowledge, understanding and skills across a range of areas, the project management unit explores concepts, principles and best practice through leadership and people skills to managing challenges and issues to ensure effective organisational change and project delivery. It also encourages students to develop a critical awareness of current problems and new insights into project and programme management.

As part of their learning, students must demonstrate self-direction and originality in tackling and solving problems and acting autonomously in planning and implementing project and programme management tasks at a professional level.

Primarily delivered through taught lectures, seminars and practical workshops, there is additional technology-enhanced learning providing links to wider resources and materials provided by professional bodies – including APM – and the research community.

The ethos behind the degree programme resonates with APM's mission statement to 'develop and promote the professional disciplines of project and programme management for the public benefit'.

## Project Management Concepts and Practices

Dealing with the methodologies and methods commonly used in modern project management, this unit provides postgraduate students with skills to undertake the mechanical process of managing a project.

Upon successful completion students will be able to:

- Set up a project using appropriate methodologies and methods, taking into account analysis of costs, quality, risk, stakeholder, security and business continuity
- Critically evaluate the appropriateness of methodologies and methods to the delivery of a project
- Apply information systems to the project management environment

Learning is classroom based, directed study and independent study and includes guest lecturers and specialists from Europe. The unit also features a live simulation featuring cloud based project management software.

## Project Management Organisation and Systems

On successful completion of this unit students will be able to:

- Identify, acquire and apply knowledge of the environmental organisational context to project management
- Demonstrate reporting, analysing and leadership with team working skills, in relation to studying and critically reflecting on project management
- Evaluate and critically reflect alternative organisational and systematic approaches to delivering project outcomes
- Critically evaluate the application of organisational and systems theoretical approaches in a project management context

Students studying for the award of an MSc in Project Management would also undertake optional units from Business Analytics, Management Practice and Logistics and Supply Chain Concepts & Practices. Students complete the Research Methods unit and a substantial research/consultancy project on an industrial or commercial theme in the Project Management domain. Optional Internships are also available where the students have the opportunity to engage with current project management practices in a real world context.





“ The PMSS offers its members the opportunity to further develop and learn about project management by creating a culture that facilitates professional growth through education and volunteering. It also provides social programmes and a professional network to all its members. We believe that building relationships is the key to success. Our projects and events are well prepared and organised to the students' satisfaction. Our motivation, hard work and ambition will lead us to the next step.”

**Z Abualhamael**, MSc Project Management Alumni, currently undertaking his PhD within the Business School

## Project Management Student Society

Founded in January 2013, the Project Management Student Society's mission is to help members develop their academic abilities in project management, be involved in MMU's social life and enhance their chances of employment.

Membership is voluntary and open to any student interested in furthering the purpose of the society. Membership brings benefits such as:

- access to specific information in the area of project management
- access to PMSS events
- opportunities to obtain and share knowledge
- exchange of experiences
- direct contact and dialogue with experienced project managers
- integration into MMU social life
- opportunities for further employability

PMSS is member-driven and staffed by volunteers. Its board consists of project management Masters students and collaborates with MMU Business School, holding board and society meetings on a regular basis.

Activities have included visiting Manchester City Council's Transformation programme; an exclusive tour of the Jaguar/Land Rover factory in Halewood and virtual project management with students from three MMU partner universities in England, Russia and Switzerland.

## Association for Project Management and Manchester Metropolitan University

MMU is a corporate member of APM and shares the association's aims to develop and promote the profession.

The business school has integrated all sections of the *APM Body of Knowledge* into the accredited courses, which have also been mapped against both this and the APM Competency Framework.

Staff regularly engage with APM activities such as conferences and workshops in the UK, including hosting APM events at the business school.



"We are delighted at MMU Business School to be associated through accreditation with APM. Our programmes and content are linked to the high standards and professionalism embodied in the association and we strive to develop these throughout the student learning lifecycle.

"We are proud to have seen the development of the Project Management Student Society at the university which has promoted and encouraged the subject discipline amongst a wide range of stakeholders from within and outside the University."

**Lewis D Endlar**, Senior Lecturer in Marketing, Operations and Digital Business



[www.business.mmu.ac.uk](http://www.business.mmu.ac.uk)

## Association for Project Management

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### **FIVE**Dimensions of Professionalism

#### **APM Corporate Accreditation**

APM Corporate Accreditation will help you stand out as an exemplar in the development of project management professionals. It provides assurances to your customers and suppliers and allows you to attract and retain the best project management talent in the country.

APM Corporate Accreditation recognises the commitment of organisations and professional development services to the defined APM FIVE Dimensions of Professionalism, each of which is supported by an APM standard:

#### **Breadth**

The *APM Body of Knowledge* defines the knowledge needed to manage any kind of project. It underpins many project management standards and methods including the National Occupational Standard in Project Management.

#### **Depth**

The *APM Competence Framework* provides a guide to project management competences. It is part of your professional toolkit; mapping levels of knowledge and experience to help you progress your skills and abilities.

#### **Achievement**

APM qualifications take your career in new and exciting directions. They are recognised across the profession and aligned with IPMA's 4 level Certification Program.

#### **Commitment**

Continuing Professional Development helps develop your project management practice. A targeted development plan will enhance your project management career.

#### **Accountability**

The APM Code of Professional Conduct outlines the ethical practice expected of a professional. Becoming an APM member shows your commitment to the Code and sets you apart from others.