

Leading and Managing Projects Report Outline

Title Page

Acknowledgements (optional)

List of content with page numbers

Executive Summary (not included in word count, no longer than a page)

This summary should be a concise summary of all parts of the report. It must be understandable as a standalone text, i.e. someone who has not read the report must understand the key points of the project after reading the Executive summary.

1. Project Description with Business Case

You need to be very clear about what your project is, why it is necessary and what the benefits would be. Your business case should include some justification in relevant theoretical and applied research. Use a range of different sources.

2. Environmental analysis

Choose appropriate strategic and analytical frameworks such as Porters, SWOT, PESTEL, Stakeholder analysis etc to set the scene for your project. Be selective and analytical. You may have to include primary research such as interviews or surveys at this stage. Include both opportunities and challenges here.

3. Operational Requirements

A realistic assessment and discussion of the resources needed for your project. This includes people, facilities, resources and a time schedule for implementation. Here you would outline actions with associated costs, resources and time implications. Ensure that you do not underestimate here as this can lead to project failure. Include any project management approach that you would use with a rationale for the choice. This section may also include details of any planned research that needs to be conducted. Justify your choices and underpin with sources.

4. Financial Projections

Provide a realistic assessment of costs and projected income. Identify when the project will break even on costs.

5. Recommendations & Findings

Based on your previous analysis, come to a recommendation which clearly states if the project should go forward (some feasibility studies end with a recommendation not to take forward a project) and if you decide it should go forward, what the conditions for success are. Conclude with a clear statement of the expected benefits.

Resource/Reference list

Appendices

Format:

- 4000 words +/- 10%
- Not included in the word count are the title page, acknowledgements, list of content, executive summary, appendices and reference list
- The use of graphics like graphs, tables, diagrams can enhance a report. If you use graphics ensure that they look professional.