

The Manchester MBA

Elective: **Leading Business Projects**

MANCHESTER
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The University of Manchester
Alliance Manchester Business School

Projects are one of the most important ways organisations deliver strategic change, from capability transformation and new product development to major infrastructure programmes.

This elective takes a broader view of project success, moving beyond traditional project management tools to explore how organisations can shape, lead and deliver projects that create lasting value.

You will examine the role of project organising in enabling strategic transformation across both public and private sector organisations, learning how projects progress from initial concept and stakeholder alignment through to delivery, adoption and beneficial use.

The course explores the leadership, governance and organisational design decisions that influence project outcomes, alongside the challenges posed by uncertainty, complexity and competing stakeholder interests.

Drawing on real-world examples and contemporary project challenges, you will develop a holistic understanding of how successful projects are conceived, communicated and executed.

Through interactive discussions, practical exercises and applied analysis, you will strengthen your ability to define project strategy, engage stakeholders, and lead projects that support organisational objectives and long-term strategic change.

How you'll benefit



Lead Strategic Change: Develop a broader understanding of how projects enable organisations to achieve transformation and long-term strategic objectives.



Shape Effective Project Strategies: Learn how to design, define and communicate project strategies that align with business goals and stakeholder expectations.



Navigate Complexity and Uncertainty: Build practical approaches for managing risk, uncertainty and complexity across the project lifecycle.



Influence and Engage Stakeholders: Strengthen your ability to communicate project rationale, secure buy-in and work effectively across diverse stakeholder groups.



Enhance Your Project Leadership: Reflect on your own leadership approach and develop the skills needed to shape, lead and deliver high-impact business projects.

Delivery method

This six month course is delivered through a choice of a three-day in-person or virtual workshop, supported by online learning.



Eunice Maytorena-Sanchez

Dr Eunice Maytorena-Sanchez is a Professor in Complex Project Management at Alliance Manchester Business School and Course Unit Director of the Leading Business Projects elective.

She has extensive experience developing senior leaders through executive education programmes, including leadership development initiatives. Her expertise spans strategic project management, stakeholder engagement, and the management of risk, uncertainty and complexity in project environments.

Eunice has worked with organisations across the public, private and not-for-profit sectors, including BP, Heathrow Airport, Transport for London and Anglian Water.

Have any further questions about The Manchester MBA?



Please get in touch - mba@manchester.ac.uk

This document provides an example of the course content and faculty members who will be teaching this MBA course; however, details are subject to change.