Project development and management

Project development and management (H.K. Wytrzens)

Learning outcomes

The course will provide students with knowledge on project-oriented organization of work and with skills for project cooperation in the field of horticulture and fruit production. Students will be able to apply techniques for checking the feasibility of projects, formulating project objectives, defining deliverables, exclusions and limits of projects. The theoretical understanding of project organization will allow the students to plan and implement project activities and to assess critically project management documents.

Course contents

The course offers a practical introduction to project development and management. It shows the applicability of project management in horticulture as well as fruit production by focusing on

- feasibility checks and systematic development of project ideas
- project phases, types and context (stakeholder analysis)
- project plans (scope planning, work breakdown structure, scheduling, resource planning, budgeting)
- implementation activities (team building, and motivating, controlling, and steering projects)
- project reports and evaluations
- project closure

Teaching methods

Theory input (as frontal presentation) is followed up by interactive exercises, discussions, practical teamwork and case study training. Systematic feedback from the teacher rounds each teaching unit off.

Readings/Bibliography

Lecture notes made available after the lesson on the on-line platform of unibz; handouts provided by the instructor through internet services managed by unibz.

Recommended supporting literature:

- Wytrzens H.K. (2014) Projektmanagement. 4. Auflage; Facultas
Assessment methods

Written exam at the end of the course on the entire program (lectures, and exercises) (50 % to 100% of the overall course mark) and results of a teamwork case study (0 – 50 % of the overall mark).

Teaching tools

Frontal lessons aided by visual presentation. Participatory coaching approach. Case study examples.