

## Syllabus

### Course description

<b>Course title</b>	Project management
<b>Course code</b>	25561
<b>Scientific sector</b>	Secs-P/08
<b>Degree</b>	Master in Entrepreneurship and Innovation
<b>Semester and academic year</b>	2. semester, a.y. 2024-25
<b>Year</b>	1 <sup>st</sup> study year
<b>Credits</b>	6
<b>Modular</b>	No

<b>Total lecturing hours</b>	36
<b>Total lab hours</b>	8
<b>Total exercise hours</b>	Not foreseen
<b>Attendance</b>	Highly recommended, but not required
<b>Prerequisites</b>	Not foreseen
<b>Course page</b>	<a href="https://www.unibz.it/en/faculties/economics-management/master-entrepreneurship-innovation/course-offering/">https://www.unibz.it/en/faculties/economics-management/master-entrepreneurship-innovation/course-offering/</a>

<b>Specific educational objectives</b>	<p>The course refers to the typical educational activities and belongs to the scientific area of Business.</p> <p>This course guides students through fundamental project management concepts and tools needed to successfully launch, lead, and realize benefits from projects in profit and nonprofit organizations. Successful project managers skillfully manage their resources, schedules, risks, and scope to produce a desired outcome. In this course, students explore project management with a practical, hands-on approach through in-class discussions and case studies. This course also includes guest lectures from national and international business consultants and experts. Students will learn key project management skills and strategies and will have the opportunity to apply this knowledge through projects.</p>
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<b>Lecturer</b>	Vittoria Magrelli (Dr); <a href="mailto:Vittoria.magrelli@unibz.it">Vittoria.magrelli@unibz.it</a>
<b>Scientific sector of the lecturer</b>	Secs-P/08
<b>Teaching language</b>	English
<b>Office hours</b>	please refer to the lecturer's web page (18 hours) <a href="#">Academic Staff / Free University of Bozen-Bolzano (unibz.it)</a>
<b>Lecturing assistant</b>	Not foreseen
<b>Teaching assistant</b>	Not foreseen

<p><b>List of topics covered</b></p>	<p>List of covered topics:            Planning and Scheduling Strategies            Pricing and Estimating Tools            Cost Control            Strategic Communications            People management            Risk Management            Management of Innovative Projects            Time management</p> <p>Detailed description</p> <p>Project Management is concerned with designing projects upon which we all depend and executing successfully projects is the very reason for any organization's existence, whether that organization is large or small, manufacturing or service, for-profit or not-for-profit. Project management is also at the center of so many of the changes affecting the business world – changes in customer preference, changes in supply networks brought about by internet-based technologies, and changes in the extent of environmental responsibility that we expect from companies. Promoting the creativity that will allow organizations to respond to so many changes is becoming the prime task of operations managers.</p> <p>To successfully launch, lead, and realize benefits from projects in profit and nonprofit organizations, this course will offer a broad range of topics ranging from the definitions and foundational concepts of Project Management in general over to practical tools within Project Management, such as e.g. Planning and Scheduling, Pricing and Estimating, Managing Risks, Strategic Communications and Negotiation.</p>
<p><b>Teaching format</b></p>	<p>Frontal lectures, guest lectures from industry experts, in-class discussions, case studies and projects. The case studies are discussed in class and students will receive an assessment for each case study discussion.</p>
<p><b>Learning outcomes</b></p>	<p>Knowledge and understanding</p> <ul style="list-style-type: none"> <li>• Know the basic concepts and definitions related to project management</li> <li>• Appreciate and understand the role and importance of strategic projects in enterprises</li> <li>• Understand the unique strategic and managerial challenges associated with project development</li> </ul> <p>Applying knowledge and understanding</p> <ul style="list-style-type: none"> <li>• Understand and recognize key project</li> </ul>

	<p>management processes and challenges in an enterprise</p> <ul style="list-style-type: none"> <li>• Critically evaluate key project management challenges and use optimization potentials</li> <li>• Ability to launch and lead strategic projects</li> </ul> <p>Making judgments</p> <ul style="list-style-type: none"> <li>• Make judgements about the distinctive managerial implications of project management on an enterprise</li> <li>• Critically compare and evaluate different project management trajectories</li> <li>• Strategically assess potential benefits and costs associated with project execution</li> </ul> <p>Communication skills</p> <ul style="list-style-type: none"> <li>• Develop communication skills for presenting and discussing projects</li> <li>• Ability to communicate and negotiate with people with different professional experiences the project goals and potential outcomes</li> </ul> <p>Learning skills</p> <ul style="list-style-type: none"> <li>• Ability to carry out strategic projects</li> <li>• Identify and adopt key performance metrics for project assessment</li> <li>• Develop and assess concepts related to project management</li> </ul>
<p><b>Assessment</b></p>	<ul style="list-style-type: none"> <li>• Written and oral: written exam, in-class oral project work presentation (project development) and in class analysis of project based case studies.</li> <li>• Project work done in groups or, for non-attending students, individually</li> </ul> <p>NOTE1: Project work are valid for 1 academic year and cannot be carried over beyond that timeframe.</p> <p>NOTE2: Students that attend at least 70% of the will be regarded as attending students. Non attending students will be assessed individually through an individual project, a mid-term essay and final exam.</p>
<p><b>Assessment language</b></p>	<p>English</p>
<p><b>Evaluation criteria and criteria for awarding marks</b></p>	<p>40% Individual Written exam  30% Project work presentations  30% In-class discussions and case studies</p>

	<p>The written exam consists of review questions or written critical assessments of project management issues. It is relevant for written exam: clarity of answers based on the knowledge provided in readings, textbooks and slides, ability to summarize, evaluate, and establish relationships between topics, ability to critically analyze project management issues.</p> <p>The project work consists of the analysis and discussion of a business case. Cases will be assigned by the lecturer and presented during some of the lectures. The presentations are expected to be based on theoretical concepts covered in class and the extant literature and should address the questions, educational goals and learning outcomes attached to each case study. It is relevant for project work: ability to work in a team, creativity, skills in critical thinking, ability to summarize in own words and presentation skills.</p> <p>In-class discussions refer to presentation of case studies and project management tools by other students as well as interaction with lecturer.</p>
<p><b>Required readings</b></p>	<p>A list of required readings will be made available online or linked to.</p> <p>Subject Librarian: David Gebhardi, <a href="mailto:David.Gebhardi@unibz.it">David.Gebhardi@unibz.it</a></p>
<p><b>Supplementary readings</b></p>	<p>Supplementary readings may be distributed and recommended to the students.</p>