

GRADUATE COURSE ON ENTREPRENEURSHIP
EAP 5004-1 – PROJECT MANAGEMENT
COURSE SYLLABUS – PROVISIONAL VERSION

Academic area	General management
Instructor	Antonio Cesar Amaru Maximiano, PhD maximin@usp.br http://lattes.cnpq.br/2496969804206964
Teaching assistants	

PREREQUISITES

Students are required to have learned or learn by independent study the fundamentals of project management, namely the concepts and tools associated with the management processes and the basic knowledge areas: scope, time and cost management. Work Breakdown Structure, Precedence Tables and Diagrams, and Earned Value Management principles and formulas are the subjects students must bring to the course.

Students must have reading skills in ENGLISH and SPANISH. FRENCH is a plus.

LEARNING OUTCOMES

This course helps students to learn the project management concepts, tools and skills that apply in the context of business organizations. Upon completion of this course, students should be able to:

- Define how project management helps organizations in accomplishing strategic objectives.
- Explain the roles that project management play in the **implementation of new businesses**.
- Understand and apply effective project management techniques that help organizations to carry out large-scale projects on time, on budget and with minimal disruption to the rest of the business.
- Understand the role that project management techniques plays in time and resource constrained undertakings such as product development, systems development and implementation, organizational development, product customization etc.
- Define the essential features that distinguish project oriented organizations from process and product oriented organizations.

GRADUATE COURSE ON ENTREPRENEURSHIP
EAP 5004-1 – PROJECT MANAGEMENT
COURSE SYLLABUS – PROVISIONAL VERSION

- Define the role of the project manager and other project management tools such as PMOs and portfolio management processes in business organization.
- Explain how project management skills can help general and functional managers to deal with projects.
- Understand and explain the major concepts in the field of project management: managerial processes, knowledge areas, life cycle, areas of application.

SUBJECT CONTENT OF THE COURSE

Among others that may arise:

- Strategic alignment.
- Sustainability and project management – life cycle analysis.
- Project planning applied to business planning and product development.
- Product ideation and creation: design thinking.
- Project management methodologies – PMBOK Guide, Prince and Agile Project Management.
- Project quality management.
- Project oriented organizations.
- Project manager's role and competences.
- Program and Project portfolio management.
- Project Management Offices.
- Education in project management.
- History of project management practices and theories.
- Project knowledge management.
- Project scorecard.
- Management by projects.
- Human resources management: hard and soft.

GRADUATE COURSE ON ENTREPRENEURSHIP
EAP 5004-1 – PROJECT MANAGEMENT
COURSE SYLLABUS – PROVISIONAL VERSION

- Applications of project management: health, pharmaceutical, defense, efficiency, information technology, advertising, sports competitions etc.
- Project complexity management.
- Project team organization and development.

EVALUATION AND GRADING SYSTEM

Students are required to perform the following INDIVIDUAL assignments in order to pass this course:

1. (Session 1) Complete the exercise for this day. See instructions.
2. (Session 2) Prepare a short annotated bibliography for a selection of the course subjects.
3. (Weekly) Submit a summary of an article or text related to the weekly course subject (s). Upload the summary to the STOA system in order to discuss it in small groups in the next session. The groups will subsequently present the conclusions to the colleagues.
4. (Semester project) Write a short case or exercise (1-2 pages) for use in undergraduate education on project management. See example. Or:
5. (Semester project) Write a project plan regarding a business need or opportunity – product development and launch, implementation of information technology systems, advertising campaign, complex sports competition etc. The project plan will emphasize the business case and project scope management. The instructor will provide examples of both the case or exercise and the semester project.
6. Final examination with questions on the entire plan of contents plus the concepts and techniques specified in the prerequisites.

Grading:

- Weekly assignments: 30%
- Case/exercise/project plan: 30%
- Final examination: 30%
- Attendance and participation: 10%

→ Cell phones and computer work not associated with the tasks of the course carry an “I” evaluation.

GRADUATE COURSE ON ENTREPRENEURSHIP
EAP 5004-1 – PROJECT MANAGEMENT
COURSE SYLLABUS – PROVISIONAL VERSION

COURSE SCHEDULE

#	DATE	SUBJECT	YOU EARN UP TO
1		Project management overview Course overview Sources of information on project management Education in project management THIS WEEK'S ASSIGNMENT: GANDES GERENTES DE PROJETOS NO BRASIL	0,5
2		Strategic alignment – project management link to business Case studies – CONTROL TOTAL and/or EMELASA THIS WEEK'S ASSIGNMENT: RESEARCH OF BIBLIOGRAPHY – Write and present an annotated bibliography on a course subject	0,5
3		Project portfolio management – profile models and Analytic Hierarchy Process Case studies – ELEMENTO COSMÉTICOS and/or NIWON INDUSTRIES THIS WEEK'S ASSIGNMENT: SUMMARY PRESENTATION – THEORY + PRACTICE	1,0
4		Project time and cost management Case study – PROJETO CALEIDOSCÓPIO THIS WEEK'S ASSIGNMENT: SUMMARY PRESENTATION – THEORY + PRACTICE	1,0
5		Distant learning session – work on the semester project – project charter due	0,5
6		Project time and cost management – EVM NOVO PRODUTO THIS WEEK'S ASSIGNMENT: SUMMARY PRESENTATION – THEORY + PRACTICE	1,0
7		Project scope management – Noah's Ark Project Management THIS WEEK'S ASSIGNMENT: SUMMARY PRESENTATION – THEORY + PRACTICE	1,0
8		Project quality management – Marriott's Bedding Project THIS WEEK'S ASSIGNMENT: SUMMARY PRESENTATION – THEORY + PRACTICE	1,0
9		THIS WEEK'S ASSIGNMENT: SUMMARY PRESENTATION – THEORY + PRACTICE	1,0
10		Distant learning session – work on the semester project – preliminary version	0,5

GRADUATE COURSE ON ENTREPRENEURSHIP
EAP 5004-1 – PROJECT MANAGEMENT
COURSE SYLLABUS – PROVISIONAL VERSION

#	DATE	SUBJECT	YOU EARN UP TO
11		THIS WEEK'S ASSIGNMENT: SUMMARY PRESENTATION – THEORY + PRACTICE	1,0
12		THIS WEEK'S ASSIGNMENT: SUMMARY PRESENTATION – THEORY + PRACTICE	1,0
13		Presentation of semester projects	10,0
14		Presentation of semester projects	10,0
15		Final examination	10,0

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EAP 5004-1 – PROJECT MANAGEMENT
COURSE SYLLABUS – PROVISIONAL VERSION

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EAP 5004-1 – PROJECT MANAGEMENT
COURSE SYLLABUS – PROVISIONAL VERSION

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GRADUATE COURSE ON ENTREPRENEURSHIP
EAP 5004-1 – PROJECT MANAGEMENT
COURSE SYLLABUS – PROVISIONAL VERSION

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GRADUATE COURSE ON ENTREPRENEURSHIP
EAP 5004-1 – PROJECT MANAGEMENT
COURSE SYLLABUS – PROVISIONAL VERSION

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GRADUATE COURSE ON ENTREPRENEURSHIP
EAP 5004-1 – PROJECT MANAGEMENT
COURSE SYLLABUS – PROVISIONAL VERSION

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GRADUATE COURSE ON ENTREPRENEURSHIP
EAP 5004-1 – PROJECT MANAGEMENT
COURSE SYLLABUS – PROVISIONAL VERSION

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