

# BUS A148: PROJECT MANAGEMENT FOR BUSINESS/MARKETING/ENTREPRENEURSHIP

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Item	Value
Curriculum Committee Approval Date	11/17/2021
Top Code	059900 - Other Business and Management
Units	1.5 Total Units
Hours	27 Total Hours (Lecture Hours 27)
Total Outside of Class Hours	0
Course Credit Status	Credit: Degree Applicable (D)
Material Fee	No
Basic Skills	Not Basic Skills (N)
Repeatable	No
Open Entry/Open Exit	No
Grading Policy	Standard Letter (S), • Pass/No Pass (B)

## Course Description

Project management is a vital set of skills for all types of organizations looking to bringing a vision to reality. A project could be developing a new product, creating an advertising campaign, initiating an accounting software upgrade, moving business locations, setting up a brand new office, developing a new mobile application and more. Entrepreneurs to large businesses need people who are able to guide others through a process from start to finish. If you have the attitude, aptitude, and skill set, you will always be needed in bringing vision to life to any organization. This course provides an introduction and hands-on experience in establishing the necessary plans to guide a project from start to finish. You will create a project scope, communication plans, schedules, and risk/mitigation analysis to assist others in finishing a project within budget, time, and scope. In the end, you will have the necessary skill set to manage a small project. Transfer Credit: CSU.

## Course Level Student Learning Outcome(s)

1. Create an effective set of plans for a business project
2. Apply 2 or 3 project plan documents (example: project scope) of an existing project or sample project.

## Course Objectives

- 1. Describe purpose and objectives of project management.
- 2. Identify and apply various project documents to achieve success. (project score, communication plan, schedule, risk analysis, etc.)
- 3. Discuss risk management
- 4. Critically think about scope, cost, and resource constraints
- 5. Apply these plans to a sample or existing project.

## Lecture Content

Introduction to Project Management What is a project? Agile Project Management Current Drivers of Project Management Strategy and Project Selection Setting Priorities Stages of Go/NoGo Selection Criteria Defining a Project Project Scope Project Work Breakdown Structure (WBS) Responsibilities Communication Plan Time and Cost Factors Influencing Estimates Method for Estimating Level of Detail Types of Cost Refining Estimates Project Schedule Project Network Calculate Early, Late, and Slack Scheduling Problems Resource constraints Assigning Work Method to Reduce Schedule Managing Risk Risk Process Identify Risk Risk Assessment Risk Responses/Contingency Planning Change Control Effective Project Manager Managing vs. Leading Engaging Stakeholders Building Influence, Social Network, Trust, and Ethics Performance Measurement Collecting data and Reporting Plan vs Actual (Control) Project Closure Wrap-up Closure Activities Project Audit

## Method(s) of Instruction

- Lecture (02)
- DE Live Online Lecture (02S)
- DE Online Lecture (02X)

## Instructional Techniques

This course will utilize a combination of lecture, hands-on guided assignments, classroom/discussion student interactions, problem solving, quizzes, tests, and troubleshooting assignments to achieve the goals and objectives of this course. All instructional methods are consistent across all modalities.

## Reading Assignments

Students will spend a total of 10 hours on: Readings from assigned text, handouts, and websites

## Writing Assignments

Students will spend a total of 22 hours on: Project scope and objectives Various project plans Course reflections

## Out-of-class Assignments

Students will spend a total of 22 hours on: Creation of project scope Development of plans, such as communication plans, project schedule, and risk analysis Identification of scope, time, and resource constraints Development of a work breakdown structure (WBS) Methods for shortening a project

## Demonstration of Critical Thinking

Students will evaluate assignments and projects of other students as well as reflecting on their own work to improve an outcome

## Required Writing, Problem Solving, Skills Demonstration

Skills will be demonstrated during discussions throughout the course. In addition, student will establish a set of documents for a sample or existing project.

## Eligible Disciplines

Business: Master's degree in business, business management, business administration, accountancy, finance, marketing, or business education OR bachelor's degree in any of the above AND master's degree in economics, personnel management, public administration, or Juris Doctorate (J.D.) or Legum Baccalaureus (LL.B.) degree OR bachelor's degree in economics with a business emphasis AND master's degree in

personnel management, public administration, or J.D. or LL.B. degree OR the equivalent. Master's degree required.

### **Textbooks Resources**

1. Required Larson, E., Gray, C.. Project Management: The Managerial Process, ed. McGraw-Hill, 2021 2. Required Barkely, B.. Project Management in New Product Development, ed. McGraw-Hill, 2008 Rationale: Alternative textbook 3. Required Meredith, J., Shafer, S., Mantel, S., and Sutton, M.. Project Management in Practice, ed. Wiley, 2020 4. Required Kerzner, H.. Project Management: A Systems Approach to Planning, Scheduling, and Controlling, ed. Wiley, 2020

### **Software Resources**

1. MS Excel/Google Sheets. Microsoft or Google, Recent ed. ed. 2. MS Word/ Google Docs. Microsoft or Google, Recent ed. ed. 3. MS Project. Microsoft, Recent ed. ed.