Educational Institution
Belarus State Economic University

APPROVED BY
Rector of
Educational Institution Belarus State
Economic University
_____V.U. Shutilin
_____2019
Registration number № *УД 3804-19/уг*

Project Management

Programme of Study
for specialty 1-26 80 05 Marketing

2019

COMPLIED BY:

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RECOMMENDED FOR APPROVAL:

By Department of Intercultural Economic Communication, Faculty of International Business Communications, Educational Institution "Belarus State Economic University" (Protocol № 9 dated 25.04.2019)

Considered and approved at a meeting of the Scientific and Methodological Council of the Belarus State Economic University
(Protocol № 6 dated 25.06.2019)

EXPLANATORY NOTE

Project Management is the process and activity of planning, organizing, motivating, and controlling resources, procedures and protocols to achieve specific goals in scientific or daily problems. A project is a temporary endeavor designed to produce a unique product, service or result with a defined beginning and end (usually time-constrained, and often constrained by funding or deliverables) undertaken to meet unique goals and objectives, typically to bring about beneficial change or added value. The temporary nature of projects stands in contrast with business as usual (or operations), which are repetitive, permanent, or semi-permanent functional activities to produce products or services. In practice, the management of these two systems is often quite different, and as such requires the development of distinct technical skills and management strategies. The primary challenge of project management is to achieve all of the project goals and objectives while honoring the preconceived constraints. The primary constraints are scope, time, quality and budget. The secondary — and more ambitious — challenge is to optimize the allocation of necessary inputs and integrate them to meet pre-defined objectives. Therefore studying "Project Management is advisable and economically viable for the students doing "Event Marketing".

The objective of the discipline – developing complex approach to project management, analytical skills in the field of event marketing as well as the ability to make managerial decisions based on the metods of project management.

The tasks of the discipline:

- acquiring theoretical knowledge in the field of methodology and methods employed in Project Management,

- developing analytical skills in the field of event marketing,

- shaping a system of expertise which will enable project realization with optimal resource utilization,

- developing creativity in applying the acquired while working on the project theoretical knowledge

A student should know:

- Project Manager's responsibilities,

- basic methodologies of Project Management,

- main phases of the project,

Competencies:

- Classifying the projects and choosing the suitable life cycle for their effective realization,
- Selecting projects for company's portfolio, optimizing and balancing the portfolio,
- Identifying the processes of project management and building the succession of their fulfilment

Skills:

- identifying people interested in the project and assessing their influence on it;
- documenting the goals of the project, planning jobs required for attaining them;
- appointing people responsible for the execution of the project, optimizing the labour intensity of the project;
- scheduling and budgeting the project, monitoring terms and costs;
- analyzing and documenting the experience accumulated during the project execution.

Among efficient teaching methods and techniques aimed at engaging the students into search for knowledge and obtaining the experience of independent problem solving within the discipline one should emphasize the following:

- "case study"
- Communication techniques (discussion, press conference, brain storming, debates etc...)

Studying "Project Management" will facilitate shaping the following professional competencies:

- Using global information sources;
- Mastering modern telecommunication media;
- Elaborating work plans and programmes of project management;
- Elaborating implementation strategies of project management at enterprise;
- Assessing competitiveness and economic efficiency while executing a project;
- Doing preliminary and final documentation

Total discipline hours - 108, of which 36 - in-class hours, 18 – lectures, 18 – seminars. Recommended control – credit.

STUDY MATERIAL

TOPICS

№	Topics	Hours	
		Lectures	Seminars
1	Basics and Essentials of Project Management	2	2
2	Project Life Cycle and structure	4	4
3	Organizational Structures and logistics in Project Management	2	2
4	Functional Fields of PM and decision – making techniques	2	4
5	Elaborating control tables in PM	4	4
6	International Standards	2	2
7	Software for Project Management	2	2
	Total	18	18

STUDY AND METHODICAL MAP OF PROJECT MANAGEMENT

Part number topic	Unit, topic	IN CLASS ACADEMIC HOURS							Other*	Knowledge control
		Lectures	Practical classes	Seminars	Laboratory classes	Individual work (controlled)				
						L	Pr	Lab		
1.	Basics and Essentials of Project Management. The temporary nature of projects. Two forefathers of project management. The "Critical Path Method".	2		2					Handouts.Supportive notes [1-3; 6;7]	Recitation
2.	Project Life Cycle and structure. PERT and CPM.The traditional approach. Typical development phases of an engineering project. The PRINCE2 process model.	4		4					Handouts. Supportive notes [1-3; 5-7]	Recitation
3.	Organizational Structures and logistics in Project Management	2		2					Handouts. Supportive notes [1; 3 , 5]	Recitation
4.	Functional Fields of PM and decision –making techniques	2		2					Handouts. Supportive notes [1; 3 , 5]	Recitation

5.	Elaborating control tables in PM	4		4						Handouts. Supportive notes [1-3; 5; 10]	Recitation
6.	International Standards. ISO 21500: 2012. ISO 31000: 2009. ISO/IEC/IEEE 16326-2009 - Systems and Software Engineering--Life Cycle Processes--Project Management. GAPPS, Global Alliance for Project Performance Standards	2		2						Handouts. Supportive notes [1; 3-5]	Recitation
7.	Software for Project Management.Project management software and Project management information system. Virtual program management (VPM) **Total hours**	2		2						Handouts. Supportive notes [1; 5; 10; 12;15; 16]	Recitation

INFORMATIONAL AND METHODICAL PART
Literature

1. *P.Lewis, James.* FundamentalsofProjectManagement/James P.Lewis, - AMACOM, American Management Association, 2017.

2. *Verzuh, Eric.* The Portable MBA in Project Management/Eric Verzuh, - Published by John Wiley & Sons, Inc., Hoboken, New Jersey, 2003.

3. *Ter-Gabrielyan, Gevorg.* 10 Minute Guide to Project Management/GevergTer-Gabrielyan, -AMACOM Books, ISBN 0-473-10445-8, 2015.

4. *Kerzner, Harold.* Strategic Planning for Project Management Using a Project Management Maturity Model/Harold Kerzner, - Published by John Wiley & Sons, Inc., Hoboken, New York, 2007.

5. *C.Tomsett, Michael.* Little Black Book of Project Management/Michael C.Tomsett, - AMACOM Books, ISBN: 0814477321, 2000.

6. An Integrated Approach to Communication Theory and Research / Ed. by Don W. Stacks, Michael B. Salwen, C. Kristen Eichhorn. – 3-rd ed. – NY : Routledge – 2019. – 590 p.

7. The International Encyclopedia of Communication Theory and Philosophy in 4 volumes / Ed. by Klaus Bruhn Jensen, T. Craig, [and others]. – Chichester : John Wiley & Sons. – 2016. – 4 vol.

Supplementary

1) Aakhus, M. Communication as design // Communication Monographs. – Vol. 74. – 2007. – P. 112 – 117.

2) Aakhus, M. Science court: A case study in designing discourse t o managepolicy controversy // Knowledge, Technology, and Policy. – Vol. 2. –1999. – P. 20-37.

3) Bargiela-Chiappini F. Handbook of Business Discourse / Bargiela-Chiappini F. – Edinburgh : Edinburgh University Press Ltd, – 2000. – 501 c.

4) Burnett, A., Badzinski, D. Judge nonverbal communication on trial : Do mock trial jurors notice? // Journal of Communication. – Vol. 55. – 2005. – P. 209-224.

5)   Clayman, S. E. Footing in the achievement of neutrality: The case of news-interview discourse. // Talk at work / Ed. by P. Drew and J. Heritage. – Cambridge : Cambridge University Press, 1992. – P. 163-198.

6)   Drew, P., Heritage, J. (1992). Analyzing talk at work: An introduction // Talk at Work / Ed. by P. Drew and J. Heritage. – Cambridge : Cambridge University Press, 1992. – P. 3-65.

7)   Greatbatch, D. On the management of disagreement between news interviewees // Talk at work / Ed. by P. Drew and J. Heritage. – Cambridge : Cambridge University Press, 1992. – P. 268-301.

8)   Jacobs, S. Language and interpersonal communication // Handbook of interpersonal communication / Ed. by M. L. Knapp and J. A. Daly. – SAGE : Thousand Oaks, CA, 2002. – P. 213 – 239.

Methodical recommendations for students' independent work on Project Management

Students' independent work is a vital part of learning the subject matter. It is recommended to devote 2-2,5 hours of individual work to prepare for a 2-hour seminar.

The main focus areas of students' independent work are:

− initial detailed learning study programme;

− learning the proposed list of literature, references on the subject, its availability in the library, finding additional literature;

− preparation for seminars according to the developed plan including study main and additional literature for seminars;

− preparationforthecredit.

ПРОТОКОЛ СОГЛАСОВАНИЯ УЧЕБНОЙ ПРОГРАММЫ УВО

Название учебной дисциплины, с которой требуется согласование	Название кафедры	Предложения об изменениях в содержании учебной программы учреждения высшего образования по учебной дисциплине	Решение, принятое кафедрой, разработавшей учебную программу (с указанием даты и номера протокола)
Межкультурная коммуникация в событийном маркетинге	Делового английского языка	нет	Протокол № № 9 от 25.04.2019

ДОПОЛНЕНИЯ И ИЗМЕНЕНИЯ К УЧЕБНОЙ ПРОГРАММЕ УВО
на _____/_____ учебный год

№ п/п	Дополнения и изменения	Основание

Учебная программа пересмотрена и одобрена на заседании кафедры

_____ (протокол № _____ от _____ 201_ г.)
(название кафедры)

Заведующий кафедрой

_____   _____   _____
(учёная степень, учёное звание)   (подпись)   (И.О.Фамилия)

УТВЕРЖДАЮ
Декан факультета

_____   _____   _____
(учёная степень, учёное звание)   (подпись)   (И.О.Фамилия)