

MGMT 430 Project Management for Creative Industries

This course explores the concepts and techniques of managing projects in service and manufacturing settings. Course content includes the following topics: project selection and evaluation; dynamics, motivation, and evaluation of team members; scheduling, budgeting, and closure.

(Prerequisite: MGMT 101, Minimum of 70 Credits)

Course Learning Outcomes:

By the end of the course, students will be able to:

1. Demonstrate critical knowledge and understanding of key theories, concepts and principles relevant to the project management field.
2. Apply critical knowledge and understanding on the implications of project initiation, execution, monitoring, controlling, and closing in various project environments.
3. Critically analyze the role, responsibilities and functions undertaken by project managers in project performance, stakeholder expectations, and project delivery.
4. Critically evaluate and assess data to create project plans that inform the scheduling of projects and offer solutions using project management software and methodologies. (e.g. Gantt Chart, CPM)
5. Collaborate efficiently in diverse teams to work on tasks and research activities pertinent to project management principles.

Textbook & Course Materials:

- *Horine, G. (2022). Absolute beginner's guide to project management. Pearson Education.*

Course Content:

1. Project Management Overview – Marketing and Social Media Projects
2. The Project Manager
3. Essential Elements for Any Successful Project
4. Defining a Project
5. Planning a Project
6. Developing the Work Breakdown Structure
7. Estimate the Work
8. Developing the Project Schedule
9. Determining the Project Budget
10. Controlling a Project
11. Managing Project Changes