

MGMT 430 Project Management

This course delves into the principles of project management, covering essential aspects such as project selection, team dynamics, scheduling, budgeting, and closure. Students will grasp project management theories, apply diverse methodologies for decision-making, adapt strategies to various organizational structures, analyse project performance, meet stakeholder expectations, and ensure successful project delivery. Additionally, they will learn to utilize data evaluation techniques and tools like Gantt Charts and CPM to craft precise project plans and contribute effectively to project teams through organized collaboration and research activities. *(Prerequisite: FINC 201, ACCT 202, ENGL 205, Minimum of 70 Credits)* (3 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 skills to implement the different phases of a project management plan in different business settings.
3. Critically analyse the role, responsibilities and functions undertaken by project managers in project performance, stakeholder expectations, and project delivery, aligned with best practice.
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.
5. Operate efficiently both independently and within teams to work on tasks and research activities aligned with 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
12. Managing project deliverables.
13. Managing project issues – Digital marketing and social media
14. Managing project risks
15. Managing project quality
16. Managing project communications
17. Ending a project