WILMINGTON UNIVERSITY
COLLEGE OF BUSINESS
BASIC COURSE INFORMATION

COURSE TITLE: Project Management

COURSE NUMBER: MBA 7302

I. RATIONALE:

To introduce new products, services, information systems, or processes, project management methods have proven to be successful and more efficient than traditional organization methods. Understanding project management knowledge areas, phases, and processes are critical success factors to successful project management implementation. Organizational structures that were designed to tackle recurring situations, narrow job descriptions, and well-defined hierarchical relationships have been complemented, and sometimes supplanted, by the dynamic organization of focused task forces, project teams, and program initiatives. The number and variety of demands that fall upon the organizations, the depth of knowledge that is required to respond to each situation, and the need for the organization to remain flexible and respond quickly demand that the critical work be performed in directed bursts of activity. Ever more, people work in teams, often in several teams concurrently, carrying out different responsibilities, seemingly tied together in a web of short- and long-term projects. Objectives, milestones, deliverables, resources, agendas, progress reports, and many other terms have entered the lexicon of the manager, the specialist, and of any one who aspires to a position of responsibility. Project Management offers the advantage of allowing organizations to create products and processes efficiently, through optimal use of resources, in order to respond to rapid time-to-market demands. This course will prepare and equip participants for organizational environments that increasingly rely on qualified project managers who can assist the business firm to operate at its highest potential. In addition, it is useful to anyone who would like to complement his or her studies with management skills that will be valuable in the workplace.

II. MAJOR INSTRUCTIONAL GOALS:

GOAL A:
Describe project management concepts, terminology, current trends, and practices.

Learning Outcomes: The student will:

A-1 Distinguish projects from operational work.
A-2 Determine project scope and decompose project deliverables into tasks and activities.
A-3 Identify the principles of project portfolio analysis.
A-4 Align projects with corporate strategy.
GOAL B:
Identify, analyze, manage, and evaluate projects using project management principles, tools, and techniques.

Learning Outcomes: The student will:

B-1 Determine project requirements using a stakeholder analysis process.
B-2 Perform earned value analysis of selected projects using standard project quantitative methods.
B-3 Perform lessons learned analysis for selected projects by conducting a variance analysis during the lifespan of the project.

GOAL C:
Describe team work skills that include structuring tasks, selecting people, decision making, communicating with team members, fostering team relationships and conflict resolution.

Learning Outcomes: The student will:

C-1 Identify project resources using a resource analysis process and project portfolio management strategies.
C-2 Match team skill requirements with available resources.

GOAL D:
Demonstrate knowledge of the technical foundation of project management including techniques of project estimation, resource allocation, risk management, and information technology tools.

Learning Outcomes: The student will:

D-1 Determine project scope and decompose project deliverables into tasks and activities.
D-2 Develop project plans according to Project Management Institute (PMI) standards.
D-3 Conduct project risk analysis.