## Syllabus

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| **Course title: Theory-based project development A / Project Planning, Management and Simulation in the Creative Industry** | | | | |
| **Course instructor(s), contact details:** **Nora Szeles, lecturer,** [**sznora@mome.hu**](mailto:sznora@mome.hu)**, tel: +36204727585** | | | | |
| **Code**:  M-AE-E-102-A | **Curriculum** (program/level): ESMA | **Recommended semester**: 2-3 | **Credit:**  5 | **Number of class hours: 36**  **Student task hours: 114** |
| **Related codes**:  ER-THEO-MA-ELM-20232402-02 | **Type**: seminar/lecture | **Can it be an elective course?**  YES | **In case of an elective course what are the specific prerequisites:** | |
| **Course connections (prerequisites, parallels):**  No prerequisites | | | | |
| **Learning outcomes (professional and general competences to be developed):**   * Knowledge: Confident understanding of basic microeconomic methodologies: Project Launch Document, SWOT, recognition and analysis of entry, exit, and operational risks. * Ability: Enhanced decision-making ability. Modelling and analytical skills necessary for market entry. Recognition and management of resources. The skill to be acquired is the recognition of decision-making situations and making decisions, so that the student can apply it in practice with confidence and self-assurance, regardless of their specialized orientation. * Attitude: Openness, adaptability, receptiveness, the ability to become a leader, dialogue. | | | | |
| **Course Goal: The aim of the subject is to significantly expand the students' basic knowledge of business sciences through the topic of project management: developing managerial and entrepreneurial skills, distinguishing errors and faults, recognizing and managing risks and prepare the Project Foundation Document.** | | | | |
| **Topics and themes to be covered in the course:**   1. (22nd of February, Thursday) Concepts and perspectives of project management 2. The importance of unique project goals, vision, mission, strategy. Self-identity, comfort zone, deadline awareness 3. Differences between a project manager and an entrepreneur-manager 4. Cultural and creative industry project management 5. Small group project initiation, and launching a simulation with [Eduardo.com.](https://edu-simulation.com/en/) 6. Structure and basic concepts of the Project Foundation (Initiation) Document (PID). 7. Competitor analysis, resource analysis, SWOT 8. GANTT, budget, and cash flow 9. On-site visit at a Project management company or institution 10. Pre-presentation and revision 11. Final presentations, and resubmissions of the corrected final PID. | | | | |
| **Specificities of process organisation / organisation of learning**:  Course structure, nature of the individual sessions and their timing (in case of several teachers’ involvement, please indicate the distribution of their teaching input):   * Adhering to deadlines is especially important. * Homework submissions are due for each class, with a deadline of 3 days before the next lesson. * From the 3rd lesson onwards, a 2-hour small group work is required from the finalization of the project goal to its submission that will be due prior to the last class.   Students' tasks and responsibilities: note-taking during classes, small group work, processing assigned articles in the form of case studies, independent topic development and its presentation  Learning environment: (e.g. classroom, studio, off-site, online, in-company placement, etc.) classroom | | | | |
| **Assessment:**  (in case of more teachers are involved and they evaluate seperately, separate assessments per teacher needed)  Requirements to be met:   * Agile activity in class. * Development of own project goals.   Method of assessment: (what methods are used for assessment {test, oral question, practical demonstration, etc.}):   * Oral exam – presentation of the small group PID   Evaluation: The homework, classwork, and the project plan to be developed are weighted as follows in the grading:   * Calculation of the grade: • * 50% oral exam: small group presentation • * 25% submissions, timely submission of homework and their grading * 25%: classwork and simulation   Assessment criteria (what is taken into consideration in the assessment):   * Assessment critera will be presented ahead of the oral presentation.   How is the mark calculated (how is the result of each assessed requirement reflected in the final mark? {e.g. proportions, points, weights}):   * A grade of 2-5 will be offered based on the above criteria right after the oral presentation that will yet be subject to the submission the final PID. | | | | |
| **Required Literature:**   * List of articles, blogposts, podcasts and videos will be introduced during the first class. * [https://www.ted.com/talks/simon\_sinek\_how\_great\_leaders\_inspire\_action?](https://www.ted.com/talks/simon_sinek_how_great_leaders_inspire_action?language=en)   **Recommended Literature:**  <https://www.libristo.hu/hu/konyv/harvard-business-review-project-management-handbook-how-to-launch-lead-and-sponsor-successful-projects_36194289?> | | | | |
| **Other information:**  **The subscription to Eduardo is currently subject to internal approval.** | | | | |
| **Recognition of knowledge acquired elsewhere/previously/validation principle:**  No exemption from attending and completing the course.  Exemptions from the acquisition of certain competences and the completion of certain tasks may be granted.  ~~Some tasks may be replaced by other activities.~~  ~~Full exemption may be granted.~~ | | | | |
| **Out-of-class consultation times and location:** | | | | |