## Syllabus

|  |
| --- |
| **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****, 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 presentationLearning 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?](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:** |