

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): <ul style="list-style-type: none"> • 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: <ol style="list-style-type: none"> 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. 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 separately, 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 criteria 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?

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: