

Syllabus

Course title: Project Management in the Creative Industry – create the Project Initiation Document and Convince the Decision makers / Theory-based project development B				
Course instructor(s), contact details: Nora Szeles, lecturer, sznora@mome.hu, tel: +36204727585				
Code: M-AE-E-102-B	Curriculum (program/level): ESMA	Recommended semester: 1-3.	Credit: 5	Number of class hours: 36 Student task hours: 114
Related codes: M-AE-102, ER-THEO-MA- ELM-20232402-02	Type: (seminar/lecture/ consultation, etc.)	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, very useful microeconomic methodologies: Project Launch Document, SWOT, recognition and analysis of entry, exit barriers, competition. Overview of a new venture’s 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 and present perfectly the Project Initiation Document.				
Topics and themes to be covered in the course: <ol style="list-style-type: none"> 1. Concepts and perspectives of project management¹ 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. Launching a simulation with Eduardo.com. 				

6. Structure and basic concepts of the Project Initiation Document (PID), a basic financial projection and cash flow plan.
7. Competitor analysis, resource analysis, SWOT.
8. GANTT, budget, and cash flow
9. On-site visit at or by 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: