Project Management
Programme of Study
for specialty 1-26 80 05 Marketing
COMPLIED BY:
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RECOMMENDED FOR APPROVAL:
By Department of Intercultural Economic Communication, Faculty of International Business Communications, Educational Institution "Belarus State Economic University" (Protocol № 9 dated 25.04.2019)

Considered and approved at a meeting of the Scientific and Methodological Council of the Belarus State Economic University (Protocol № 6 dated 25.06.2019)
EXPLANATORY NOTE

Project Management is the process and activity of planning, organizing, motivating, and controlling resources, procedures and protocols to achieve specific goals in scientific or daily problems. A project is a temporary endeavor designed to produce a unique product, service or result with a defined beginning and end (usually time-constrained, and often constrained by funding or deliverables) undertaken to meet unique goals and objectives, typically to bring about beneficial change or added value. The temporary nature of projects stands in contrast with business as usual (or operations), which are repetitive, permanent, or semi-permanent functional activities to produce products or services. In practice, the management of these two systems is often quite different, and as such requires the development of distinct technical skills and management strategies. The primary challenge of project management is to achieve all of the project goals and objectives while honoring the preconceived constraints. The primary constraints are scope, time, quality and budget. The secondary — and more ambitious — challenge is to optimize the allocation of necessary inputs and integrate them to meet pre-defined objectives. Therefore studying “Project Management is advisable and economically viable for the students doing “Event Marketing”.

The objective of the discipline – developing complex approach to project management, analytical skills in the field of event marketing as well as the ability to make managerial decisions based on the methods of project management.

The tasks of the discipline:
- acquiring theoretical knowledge in the field of methodology and methods employed in Project Management,
- developing analytical skills in the field of event marketing,
- shaping a system of expertise which will enable project realization with optimal resource utilization,
- developing creativity in applying the acquired while working on the project theoretical knowledge

A student should know:
- Project Manager’s responsibilities,
- basic methodologies of Project Management,
- main phases of the project,

**Competencies:**
- Classifying the projects and choosing the suitable life cycle for their effective realization,
- Selecting projects for company’s portfolio, optimizing and balancing the portfolio,
- Identifying the processes of project management and building the succession of their fulfilment

**Skills:**
- identifying people interested in the project and assessing their influence on it;
- documenting the goals of the project, planning jobs required for attaining them;
- appointing people responsible for the execution of the project, optimizing the labour intensity of the project;
- scheduling and budgeting the project, monitoring terms and costs;
- analyzing and documenting the experience accumulated during the project execution.

Among efficient teaching methods and techniques aimed at engaging the students into search for knowledge and obtaining the experience of independent problem solving within the discipline one should emphasize the following:
- “case study”
- Communication techniques (discussion, press conference, brain storming, debates etc…)

Studying “Project Management” will facilitate shaping the following professional competencies:
- Using global information sources;
- Mastering modern telecommunication media;
- Elaborating work plans and programmes of project management;
- Elaborating implementation strategies of project management at enterprise;
- Assessing competitiveness and economic efficiency while executing a project;
- Doing preliminary and final documentation

Total discipline hours - 108, of which 36 - in-class hours, 18 – lectures, 18 – seminars. Recommended control – credit.
### STUDY MATERIAL

#### TOPICS

<table>
<thead>
<tr>
<th>№</th>
<th>Topics</th>
<th>Lectures</th>
<th>Seminars</th>
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<tbody>
<tr>
<td>1</td>
<td>Basics and Essentials of Project Management</td>
<td>2</td>
<td>2</td>
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<td>2</td>
<td>Project Life Cycle and structure</td>
<td>4</td>
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<td>3</td>
<td>Organizational Structures and logistics in Project Management</td>
<td>2</td>
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<td>4</td>
<td>Functional Fields of PM and decision-making techniques</td>
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<tr>
<td>5</td>
<td>Elaborating control tables in PM</td>
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<td>6</td>
<td>International Standards</td>
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<td>7</td>
<td>Software for Project Management</td>
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<td><strong>18</strong></td>
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<tr>
<td>Part number</td>
<td>Unit, topic</td>
<td>IN CLASS ACADEMIC HOURS</td>
<td>Other*</td>
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<td></td>
<td></td>
<td>Lectures</td>
<td>Practical classes</td>
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<td>2.</td>
<td>Project Life Cycle and structure. PERT and CPM. The traditional approach. Typical development phases of an engineering project. The PRINCE2 process model.</td>
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<td>Functional Fields of PM and decision-making techniques</td>
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<td>Elaborating control tables in PM</td>
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<tr>
<td>7</td>
<td>Software for Project Management. Project management software and Project management information system. Virtual program management (VPM)</td>
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<td></td>
<td><strong>Total hours</strong></td>
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INFORMATIONAL AND METHODICAL PART

Literature


Supplementary


Methodical recommendations for students’ independent work on Project Management

Students’ independent work is a vital part of learning the subject matter. It is recommended to devote 2-2.5 hours of individual work to prepare for a 2-hour seminar.

The main focus areas of students’ independent work are:
- initial detailed learning study programme;
- learning the proposed list of literature, references on the subject, its availability in the library, finding additional literature;
- preparation for seminars according to the developed plan including study main and additional literature for seminars;
- preparationforthecredit.
<table>
<thead>
<tr>
<th>Название учебной дисциплины, с которой требуется согласование</th>
<th>Название кафедры</th>
<th>Предложения об изменениях в содержании учебной программы учреждения высшего образования по учебной дисциплине</th>
<th>Решение, принятое кафедрой, разработавшей учебную программу (с указанием даты и номера протокола)</th>
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<tbody>
<tr>
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<td>Делового английского языка</td>
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**ДОПОЛНЕНИЯ И ИЗМЕНЕНИЯ К УЧЕБНОЙ ПРОГРАММЕ УВО**
на _____/____ учебный год

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<tr>
<th>№ п/п</th>
<th>Дополнения и изменения</th>
<th>Основание</th>
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Учебная программа пересмотрена и одобрена на заседании кафедры

__________________________________________________________________________

(название кафедры)

(протокол № ___ от _______ 201_ г.)

Заведующий кафедрой

____________________________________________________

(учёная степень, учёное звание) (подпись) (И.О.Фамилия)

УТВЕРЖДАЮ

Декан факультета

____________________________________________________

(учёная степень, учёное звание) (подпись) (И.О.Фамилия)