Universidad Europea

1. BASIC INFORMATION

Course	Project Management
Degree program	International Business
School	Facultad de Ciencias Sociales y de la Comunicación
Year	4th
ECTS	6 ECTS
Credit type	Obligatory
Language(s)	English
Delivery mode	On campus
Semester	2nd
Academic year	2024/2025
Coordinating professor	
Professor	

2. PRESENTATION

The Project Management course given in the degree of International Businesses as an element that broadens the knowledge related to the creation of business value through projects, their correct selection, planning, execution and control. In this case, it delves into the methodologies available to implement projects in different business environments and the way in which different tools are used for project management.

Graduates will be able to understand the conceptual framework of project management, as well as the methodology, tools and concepts necessary for effective and efficient management of different projects within the corporate framework. Likewise, students are expected to be able to solve problems, carry out cases and activities in an international environment, considering the alignment of projects with the business negotiation strategy and the creation of value.

3. COMPETENCIES AND LEARNING OUTCOMES

Core competencies:

- CB1. That students have demonstrated to possess and understand knowledge in an area of study that is based on general secondary education, and it is usually found at a level that, although it is supported by advanced textbooks, also includes some aspects that imply knowledge coming from the vanguard of their field of study.
- CB2. That students know how to apply their knowledge to their work or vocation in a professional manner and possess the skills that are usually demonstrated through preparation and defense of arguments and resolution of problems within their area of study.

- CB3. That students have the ability to gather and interpret relevant data (usually within their area of study) to make judgments that include a reflection on relevant issues of social, scientific or ethical nature.
- CB4. To allow students to communicate information, ideas, problems and solutions both to a specialized and non-specialized audience.
- CB5. That students have developed those learning skills necessary to undertake further studies with a high degree of autonomy.

Cross-curricular competencies:

- CT1. Creativity. Create new ideas and concepts from known ideas and concepts, reaching conclusions or solving problems, challenges and situations in an original way.
- CT3. Digital competence. Use information and communication technologies to search for and analyze data, research, communicate and learn.
- CT4. Influential leadership. Influence others to guide and direct them towards specific objectives and goals, taking into consideration their points of view, especially in situations derived from volatile, uncertain, complex and ambiguous environments in today's world.
- CT5. Teamwork. Cooperate with others in shared objectives, participating actively, empathically and exercising active listening and respect for all members.
- CT6. Critical analysis. Integrate analysis with critical thinking in a process of evaluating different ideas or possibilities and their potential for error, based on evidence and objective data that lead to effective and valid decision-making.
- CT11. Planning and time management: Ability to set goals and choose the means to achieve those goals using time and resources effectively.
- CT13. Problem solving: Ability to find a solution to a confusing question or a complicated situation without a predefined solution, which makes it difficult to achieve an end.
- CT15. Responsibility: Ability to fulfill the commitments that the person reaches with himself and with others when carrying out a task and trying to achieve a set of objectives within the learning process. Existing capacity in every subject to recognize and accept the consequences of an act carried out freely.
- CT17. Teamwork: Ability to actively integrate and collaborate with other people, areas and/or organizations to achieve common goals.
- CT18. Use of information and communication technologies (ICT): Ability to effectively use information and communication technologies as a tool for searching, processing and storing information, as well as for developing communication skills.

Specific competencies:

- CE2. Ability to define, design, explain and apply the international business process and the different phases that compose it: planning, organization, management and control.
- CE4. Ability to identify and analyze the economic aspects of globalization linked to: internationalization of companies, foreign trade and global economy.
- CE6. Ability to assimilate and take into account in decision-making the socioeconomic reality of the different geopolitical, geoeconomic and sociocultural areas, as well as their particularities.
- CE10. Ability to use the tools available in the area of production management including planning, sales forecasting, inventory management and quality control of the production process.
- CE15. Ability to perform market analysis prior to international expansion decisions and business growth.
- CE26. Ability to integrate the different budgets of the company and relate it to the technical and economic standard costs and analysis of deviations.

Learning outcomes:

- LO1: Understand the concepts, methodologies and basic techniques for the efficient management of business projects.

- LO2: Understand the methodologies to analyze the economic viability of different projects.

- LO3: Know how to effectively manage and lead teams.

- LO4: Know how to lead the project to achieve measurable results in terms of time, quality and costs.

4. CONTENT

- Definition of the key elements of a project: stakeholders, scope, needs, goals, objectives, time horizon, quality and costs.
- Main management metrics and indicators (KPIs).
- Types of organizational charts, definition of responsibilities and roles.
- The Deming cycle (PDCA).
- Common mistakes in project management.
- Techniques to study the economic viability: NPV, IRR, Payback ...
- Diagrams of Gantt, PERT, decision trees ...
- Introduction to the Six Sigma methodology and continuous improvement (Kaizen).
- Basic concepts of Statistics, Ishikawa diagrams and flow diagrams.

5. TEACHING-LEARNING METHODOLOGIES

The types of teaching-learning methodologies used are indicated below:

- Masterclass.

- Case method.

- Cooperative learning.

- Problem Based learning (PBL).

- Project Based Learning.

6. LEARNING ACTIVITIES

Listed below are the types of learning activities and the number of hours the student will spend on each one:

Learning activity	Number of hours
Masterclass	23
Individual Work	30
Formative Assessment	10

Problem Solving	20
Tutoring	10
Group Participation Activities	20
Case Studies	15
Oral Presentations	5
Asynchronous Lectures	17
TOTAL	**150h**

7. ASSESSMENT

Listed below are the assessment systems used and the weight each one carries towards the final course grade:

Assessment system	Weight
Knowledge assessment	50%
Case studies and problem solving	20%
Project	20%
Participation in forums and debates	10%

When you access the course on the *Campus Virtual*, you'll find a description of the assessment activities you have to complete, as well as the delivery deadline and assessment procedure for each one.

7.1. Ordinary Call Exam

To pass the course in ordinary call, the student must obtain a final grade equal to or greater than 5.0 out of 10.0 (weighted average) of the subject and have presented all the deliverable individual and group activities (have all the activities passed with a minimum score of 5.0).

It will also be necessary for the student to obtain a grade equal to or greater than 5.0 in the final exam, so that it can be averaged with the rest of the activities.

If there are partial exams, in order for the student to pass the course without having to take the final exam in ordinary call, the weighted average of said partial exams must be equal to or greater than 5.0, and all partial exams must have a grade equal to or greater than 3.0 so that they can make the average. In addition, all individual and group activities must be presented and passed with a minimum grade of 5.0. Obtaining a grade lower than 3.0 in any of the partial exams will oblige the student to take the final exam in ordinary call with all the materials (all units) of the course.

7.2. Extraordinary Call Exam

To pass the course in extraordinary call, the student must obtain a grade equal to or greater than 5.0 out of 10.0 in the final grade (weighted average) of the subject and have presented all the deliverable individual and group activities (have all activities passed with a minimum grade of 5.0).

It will also be necessary for the student to obtain a grade equal to or greater than 5.0 in the final exam in extraordinary call, so that it can be averaged with the rest of the activities.

All the activities not passed in the ordinary call must be submitted again and approved (minimum required grade of 5.0), after having received the corresponding corrections from the professor, or submit and pass (minimum required grade of 5.0). ,0) those that were not delivered.

8. SCHEDULE

This table shows the delivery deadline for each assessable activity in the course:

Assessable activities	Deadline
Team assignment 1	End February / Early March
Team assignment 2	1st/2nd week in May

This schedule may be subject to changes for logistical reasons relating to the activities. The student will be notified of any change as and when appropriate.

9. BIBLIOGRAPHY

Recommended bibliography:

• Project Management Institute (2017). Guía de los fundamentos para la dirección de proyectos (Guía del PMBOK). Newton Square: Project Management Institute, Inc.
• Project Management Institute. (2017). A guide to the Project Management Body of Knowledge (PMBOK Guide). Newton Square: Project Management Institute, Inc.
• Echeverría, D. y Conejo, C. (2018). Manual para project managers. Wolter Kluwers. Tercera Edición.
• Kezner, H. (2017). Project Management: A systems approach to planning, scheduling and controlling. Wiley. 12th Edition.
• Kezner, H. (2017). Project Management Metrics, KPIs and Dashboards: A guide to measuring and monitoring project performance. Wiley. 3rd Edition.

10. EDUCATIONAL GUIDANCE AND DIVERSITY UNIT

From the Educational Guidance and Diversity Unit we offer support to our students throughout their university life to help them reach their academic achievements. Other main actions are the students

inclusions with specific educational needs, universal accessibility on the different campuses of the university and equal opportunities.

From this unit we offer to our students:

1. Accompaniment and follow-up by means of counselling and personalized plans for students who need to improve their academic performance.
2. In terms of attention to diversity, non-significant curricular adjustments are made in terms of methodology and assessment for those students with specific educational needs, pursuing an equal opportunities for all students.
3. We offer students different extracurricular resources to develop different competences that will encourage their personal and professional development.
4. Vocational guidance through the provision of tools and counselling to students with vocational doubts or who believe they have made a mistake in their choice of degree.

Students in need of educational support can write to us at:

orientacioneducativa@universidadeuropea.es

11.   ONLINE SURVEYS

Your opinion matters!

The Universidad Europea encourages you to participate in several surveys which help identify the strengths and areas we need to improve regarding professors, degree programs and the teaching-learning process.

The surveys will be made available in the "surveys" section in virtual campus or via e-mail.
Your assessment is necessary for us to improve.

Thank you very much for your participation.