

1. OVERVIEW

Subject area	Project Management
Degree	Bachelor's Degree in Business Administration and Management
School/Faculty	SOCIAL SCIENCE AND COMMUNICATION
Year	4º
ECTS	6 ECTS
Type	Optional
Language(s)	Spanish
Delivery mode	On campus and online
Semester	S2
Year	2024/2025
Coordinating professor	Violeta Doval

2. INTRODUCTION

The subject area "Project Management" is part of the Business Administration and Management degree. It builds knowledge about the creation of business value through projects and their proper selection, planning, implementation and control. Students will explore the current methods for working on projects in different business environments and how different tools need to be used to manage projects.

Students will be able to understand the conceptual framework for project management and the methods, tools and concepts needed to manage different types of projects effectively and efficiently in the world of business. In addition, students will learn how to solve problems and complete case studies and activities in an international environment, considering the alignment of projects with business strategy and value creation.

3. LEARNING OUTCOMES

KNOWLEDGE (CON, by the acronym in Spanish):

CON1. Define the fundamental concepts of business, entrepreneur and the business environment, as well as the key functional areas of a company such as organisation in a market economy.

- Students will understand the framework, methods, tools and theoretical concepts of project management for the effective management of organisational-level projects aligned with business strategy and value creation.

ABILITIES (HAB, by the acronym in Spanish):

HAB2. Solve problems and practical cases using mathematical and data analysis techniques and tools to solve economic issues. Use basic calculus, algebra and programming methods to gain a better understanding of the operational functioning of the company and its environment.

HAB5. Analyse information to build and implement a strategic plan: External and internal strategic analysis; formulating, choosing and implementing corporate and competitive strategies, as well as strategic control.

- Complete problem scenarios, case studies and activities that demonstrate that the student has acquired the concepts described in the previous paragraph.

SKILLS (COMP, by the acronym in Spanish):

COMP01. Define, apply and explain the process of general management, identifying its different stages: planning, organisation, management and control.

COMP10. Develop, describe and apply the different parts of a business plan in an entrepreneurial process, the sources of financing available for start-ups, and the different tools available to the entrepreneur (business canvas, elevator pitch, etc.) in the different phases of the entrepreneurial process.

4. CONTENTS

1. Projects and their environments:
 - a. What is a project.
 - b. Stakeholders.
 - c. The role of the project manager and leadership.
 - d. The project management process and international framework.
 - e. Project selection.
 - g. Success factors.
2. Phases of project management according to the Project Management Institute (PMI):
 - a. Initiation.
 - b. Planning.
 - c. Execution.
 - d. Monitoring and control.
 - e. Closing.
3. Main metrics, KPIs and scorecard for effective project management.
4. Tools and techniques used in the various areas of knowledge, process groups and project management processes (estimation, project management software, quantitative and analytical methods, etc.).
5. Introduction to the Six Sigma method.

5. TEACHING/LEARNING METHODS

The types of teaching-learning methods are as follows:

ON CAMPUS MODE

- Case studies.
- Collaborative learning.
- Problem-based learning
- Project-based learning.
- Lectures.

ONLINE MODE

- Case studies.
- Collaborative learning.
- Problem-based learning
- Project-based learning.
- Lectures.

6. LEARNING ACTIVITIES

The types of learning activities, plus the amount of time spent on each activity, are as follows:

On campus mode:

Learning activity	Number of hours
Lectures	35h.
Independent working	40h.
Oral presentations	10h.
Case studies and problem solving	10h.
Group work	20h.
Knowledge tests	5h.
Tutorials	15h.
Projects	15h.
TOTAL	150h.

Online mode:

Learning activity	Number of hours
Online seminars	5h.
Reading course material and consulting complementary resources	22,5h.
Individual applied activities: problems, case studies, projects	35h.
Collaborative applied activities	12,5h.
Tutorials	17,5h.

Self-assessment questionnaires and knowledge tests	7,5h.
Autonomous learning	50h.
TOTAL	150h.

7. ASSESSMENT

The assessment systems, plus their weighting in the final grade for the subject area, are as follows:

On campus mode:

Assessment system	Weighting
Exams	50%
Essays/projects/case studies/problem solving	40%
Personal attitude/class participation	10%

Online mode:

Assessment system	Weighting
Exams	50%
Essays/projects/case studies/problem solving	40%
Personal attitude/class participation	10%

On the Virtual Campus, when you open the subject area, you'll find details of your assessment activities, including the submission dates and assessment procedures for each activity.

7.1. Ordinary exam period

To pass the subject area in the ordinary exam period, students will need a final grade of at least 5.0 out of 10.0 (weighted average) for the subject area. In addition, they must have submitted all deliverable group and individual activities (all activities passed with a minimum grade of 5.0).

Students will also need a grade of at least 5.0 in the final exam for it to be included in the weighting with the other activities.

In the case of midterm exams, for a student to pass the subject area without having to sit the final exam in the ordinary exam period, their weighted average grade for the midterm exams needs to be at least 5.0, and they must have a grade of at least 3.0 in all the midterm exams for them to be included in the weighting. In addition, all group and individual activities must be submitted and passed with a minimum

grade of 5.0. If a student scores less than 3.0 in any of the midterm exams, they would have to sit the final exam in the ordinary exam period, covering all the subject area material.

7.2. Extraordinary exam period (resits)

To pass the subject area in the extraordinary exam period (resits), students will need a final grade of at least 5.0 out of 10.0 (weighted average) for the subject area. In addition, they must have submitted all deliverable group and individual activities (all activities passed with a minimum grade of 5.0).

Students will also need a grade of at least 5.0 in the final exam in the extraordinary exam period for it to be included in the weighting with the other activities.

Any activities not passed in the ordinary exam period (minimum grade of 5) must be submitted after receiving the relevant corrections and feedback from the teacher. Students must also submit and pass (minimum grade of 5) any activities that were not submitted in the first place.

8. TIMELINE

This section details the timeline and submission dates for the assessment activities in this subject area.

Assessment activities	Date
Submitted work 1	End of February/beginning of March
Submitted work 2	1st/2nd week of May

The timeline may be subject to change for logistical reasons related to the activities. Students will be informed of any changes in due time via the appropriate channels.

9. BIBLIOGRAPHY

The reference material for the subject area is as follows:

- 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.

The recommended bibliography is indicated below:

- 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

The Educational Guidance and Diversity Unit (ODI, by the acronym in Spanish) offers support to our students throughout their university experience to help them achieve their academic goals. Our work also centres around the inclusion of students with special educational needs, accessibility for all on the different university campuses and equal opportunities.

This Unit offers students:

1. Support and follow-up by means of personal counselling and plans for students who need to improve their academic performance.
2. With regard to support for diversity, non-significant curricular adjustments are made, i.e. in terms of methodology and assessment, for those students with special educational needs, thus pursuing equal opportunities for all students.
3. We offer students a variety of extracurricular learning resources for developing different skills to enrich their personal and professional development.
4. Career guidance through the provision of tools and counselling to students with career doubts or who believe they have made a mistake in their choice of qualification.

Students who need educational support can contact us at:

orientacioneducativa@universidadeuropea.es

11. SATISFACTION SURVEYS

Your opinion matters!

Universidad Europea encourages you to complete our satisfaction surveys to identify strengths and areas for improvement for staff, degree courses and the learning process.

These surveys will be available in the survey area of your virtual campus or by email.

Your opinion is essential to improve the quality of the course.

Many thanks for taking part.