

1 Module content

Course	MA in InterCultural Management (ICM) - 1 st year
University, Faculty	University of Burgundy, Languages and Communication Faculty
Module title	Project Management
Lecturer	Deborah Arnold
Objectives	<p>During this course, students will develop their knowledge and skills in project management methodologies and apply these to real projects undertaken in other modules in order to:</p> <ul style="list-style-type: none"> - Understand and implement the main stages in designing and running a project, with particular reference to audiovisual or web-based productions <ul style="list-style-type: none"> ○ Writing a project brief / specifications ○ Organising a project in terms of phases and tasks, represented by a Gantt diagram ○ Identifying the human, financial and material resources required to implement the project (budget, funding model) ○ Identifying key success factors and risks ○ Identifying channels for the dissemination of the project results - Demonstrate awareness of the issues surrounding project management in an intercultural environment, including representations and practices in relation to: <ul style="list-style-type: none"> ○ Collaboration and communication ○ Time and deadlines ○ Intellectual Property Rights
Number of hours	15
Semester	Second
Number of students	Around 30

2 Evaluation

Evaluation methods	<p>Formative assessment: constructive feedback in each session on the different elements of the dossier (project brief, Gantt diagram, budget)</p> <p>Summative assessment: Evaluation of each project brief based on the following criteria:</p> <ul style="list-style-type: none"> - Coherence of product/project concept in relation to the aims and target audience (40%) - Feasibility of the project in relation to the human, financial and material resources identified (20%) - Demonstration of awareness of intercultural aspects (15%) - Effective demonstration of collaboration (distribution of roles, collective production of dossier) (10%) - Visual quality of the final dossier (5%) - Quality of oral presentation - clarity, respect of allotted time, demonstration of critical thinking and reflection (10%) <p>Grades will be attributed on a group basis. Students are thus strongly advised to ensure an equal distribution of roles, workload and contribution to the written dossier and oral presentation.</p>
Weighting	100%
Examination types	<p>Evaluation of written dossier submitted one week prior to oral (one dossier per group).</p> <p>Oral presentation (15' per group).</p>

3 Teaching methods

Pedagogy	Active learning approach. Project-based learning, collaborative learning.
Teaching and learning activities	<p>Methodological and theoretical input from teacher. Analysis and discussion of case studies and examples provided by teacher and students.</p> <p>Group work in class and between classes to produce the three main elements of the dossier: project brief, Gantt chart and budget.</p>

4 Program

1. Introduction to Project management in intercultural contexts. Case studies from European projects and students' own examples. Identification of projects and groups.
2. Elements of a project brief. Practical activity in groups.
3. Planning a project. Main principles, Gantt charts, risk analysis. Practical activity in groups.
4. Financial, human and material resources. Budget and funding models. Practical activity in groups.
5. Oral examination in groups.

5 References

Required reading:

Kuchta, D. & Sukpen, J. (2014). Culture and Project Management. *Journal of Intercultural Management*, 5(3), pp. 23-38.
<https://www.degruyter.com/view/j/joim.2013.5.issue-3/joim-2013-0016/joim-2013-0016.xml>

Optional reading:

Frame, J. D. (2003). *Managing Projects in Organizations: How to Make the Best Use of Time, Techniques, and People*, 3rd edition, Jossey-Bass.

Grisham, T. W. (2010). *International project management: leadership in complex environments*. Wiley.

Kerzner, H. (2001). *Project management: A systems approach to planning, scheduling, and controlling* (7th ed.). Wiley.

Köster, K. (2009). *International project management*. Sage Publications.

Wysocki, R. K. (2009). *Effective Project Management: Traditional, Agile, Extreme*, 5th edition. Wiley.