

DA 525 - Project Management and Business Communication

INSTRUCTOR: Murat Genç

PHONE: +90 532 7017502

E-MAIL: mgenç@sabanciuniv.edu / muratgen@gmail.com

TEXTS: (All Optional)

Kathy Schwalbe, *Information Technology Project Management, Seventh Edition*

PMI's *A Guide to the Project Management Body of Knowledge*

Jennifer Greene, Andrew Stellman, *Head First PMP Second Edition*

Stephen Covey's *The 7 Habits of Highly Effective People*

OBJECTIVE:

This course is intended to provide industry insight into the world of project management and business communication. Upon completion of this course, students are expected to have a clear understanding of the tasks and challenges that are fundamental to managing projects. The course will cover topics on team management and other aspects of project management on schedules, risks and resources for a successful project outcome. Since communication is a major part of a PM's job, the course will also concentrate on effective communication with team members, presentation techniques for a wide range of audiences and communicating results and recommendations to upper management and clients.

LEARNING OBJECTIVES: The student who successfully completes this course will:

1. Understand the genesis of project management and its importance to improving the success of data analytics / IT projects
2. Demonstrate knowledge of project management terms and techniques such as
 - The triple constraint of project management
 - The project management knowledge areas and process groups
 - Tools and techniques of project management such as
 - Project selection methods
 - Work breakdown structures, Network diagrams, critical path analysis, and critical chain scheduling, Cost estimates
 - Motivation theory, team building, communication management
3. Apply project management concepts on the term project
4. Use Microsoft Project 2013 to plan a small project
5. Appreciate the importance of good project management by sharing his/her own examples of good and bad project management, and by learning from the participants' experiences
6. Build and demonstrate competence in effective communications
7. Learn from expert guest speakers

CLASS TIME/PLACE:

Wednesdays 19:00-22:00, Saturdays 09:00-12:00, Minerva Palace – SU Karaköy Building 2nd Floor

EVALUATION

- Attendance and in-class participation 25%
- Homeworks and presentations 25%
- Exam 25%
- Project 25%

SCHEDULE:

Session	TOPIC
1	Introductions Introduction to Project Management – Discussion on PM Experiences Guest Speaker: Pinar Donmez, Chief Data Scientist - Kabbage Inc.
2	The Project Management Context And Processes How to Write Good Recommendations and Concept Documents Project Integration Management
3	Project Scope Management Project Time Management
4	Project Time Management Microsoft Project 2013
5	Project Cost Management Project Quality Management Guest Speaker
6	Project Human Resources Management / MBTI Project Communications Management
7	Effective Communication Skills Elavating Your Executive Communications Guest Speaker
8	Project Risk Management Project Procurement Management
9	Stakeholder Management Learning from Failures
10	Leading Change
11	Student Presentations
13	Exam
14	Wrap up and selected topics