

PROJECT MANAGEMENT

Diploma: Master Behavioral and Digital Economics for Effective Management, 2nd year

Description: 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:

- Understand and implement the main stages in designing and running a project, with particular reference to audiovisual or web-based productions
 - Writing a project brief / specifications
 - Organizing 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:
 - Collaboration and communication
 - Time and deadlines
 - Intellectual Property Rights

Hours: 20

ECTS: 4

Level: intermediate

Code UE (to mark on the learning agreement): 3-2M1IMBS2CS2



School of
Management