

# Syllabus

## *Descrizione corso*

<b>Titolo insegnamento</b>	Project Management
<b>Codice insegnamento</b>	25561
<b>Titolo aggiuntivo</b>	
<b>Settore Scientifico-Disciplinare</b>	SECS-P/08
<b>Lingua</b>	Inglese
<b>Corso di Studio</b>	Corso di laurea magistrale in Imprenditorialità e Innovazione
<b>Altri Corsi di Studio (mutuati)</b>	
<b>Docenti</b>	dott. Francesca Zoccarato, Francesca.Zoccarato@unibz.it <a href="https://www.unibz.it/en/faculties/economics-management/academic-staff/person/51436">https://www.unibz.it/en/faculties/economics-management/academic-staff/person/51436</a>
<b>Assistente</b>	
<b>Semestre</b>	Secondo semestre
<b>Anno/i di corso</b>	1
<b>CFU</b>	6
<b>Ore didattica frontale</b>	36
<b>Ore di laboratorio</b>	8
<b>Ore di studio individuale</b>	-
<b>Ore di ricevimento previste</b>	18
<b>Sintesi contenuti</b>	The course Project Management provides students with fundamental knowledge, methods and tools to plan, execute, and control projects in various organizational settings. It covers key areas such as project planning and scheduling, budgeting and resource allocation, stakeholder engagement, and risk management. Particular attention is given to projects characterized by high complexity and uncertainty, which are typical of innovation processes.
<b>Argomenti</b>	List of covered topics:

dell'insegnamento	<p>           Planning and Scheduling Strategies            Project Life Cycle            Pricing, Estimating and Budgeting Tools            Cost Control and Resource Allocation            Stakeholders Engagement            Risk Management            Time management            Management of Innovative Projects and Dealing with Complexity and Uncertainty         </p> <p>Detailed description:</p> <p>Project Management is a discipline that supports the successful planning, execution, and completion of temporary, goal-oriented initiatives across a variety of sectors (both profit, non-profit and public). It provides the structure and tools needed to manage resources, schedules, risks, and stakeholders effectively.</p> <p>This course introduces students to the fundamental concepts and techniques of Project Management, with a focus on practical application, to successfully plan, launch, lead and realize benefits from projects in different types of organizations. A specific module will be dedicated to the management of innovation-oriented projects, which are often characterized by high uncertainty and complexity.</p>
Parole chiave	Planning; Scheduling; Resource Allocation; Stakeholder Engagement; Innovation & Uncertainty Management
Prerequisiti	
Insegnamenti propedeutici	
Modalità di insegnamento	<p>The course combines frontal lectures, guest lectures from industry experts, and in-class discussions supported by practical examples. In addition, students will take part in small group exercises focused on specific project management topics. These exercises will allow students to apply selected tools and concepts in practice and will contribute to the final assessment.</p>
Obbligo di frequenza	
Obiettivi formativi specifici e risultati di apprendimento attesi	

<b>Obiettivi formativi specifici e risultati di apprendimento attesi (ulteriori info.)</b>	
<b>Modalità di esame</b>	<p>For attending students: Written and oral exam.</p> <ul style="list-style-type: none"> <li>• Written exam at the end of the course.</li> <li>• In-class oral presentation of short group project works (2–3 mini-projects focused on specific project management topics, that will not be part of the written exam).</li> </ul> <p>Non-attending students: Written exam. This exam will include additional critical reflection questions on those topics addressed through the project works by attending students.</p> <p>NOTE 1: Project works are valid for one academic year and cannot be carried over beyond that timeframe.</p> <p>NOTE 2: Students who attend at least 70% of the classes will be regarded as attending students.</p>
<b>Criteri di valutazione</b>	<p>Non-attending Students: 100% Individual Written Exam</p> <p>Attending Students:</p> <p>50% Individual Written exam</p> <p>50% Project work presentations</p> <p>The written exam consists of multiple-choice questions, open questions, review questions or written critical assessments of project management issues. It is relevant for written exam: clarity of answers based on the knowledge provided in readings, textbooks and slides, ability to summarize, evaluate, and establish relationships between topics, ability to critically analyze project management issues.</p> <p>The project works consist of the analysis and discussion of a business case or the application of Project Management Tools. Cases will be assigned by the lecturer and presented during some of the lectures. The presentations are expected to be based on theoretical concepts covered in class and the extant literature and should address the questions, educational goals and learning outcomes attached to each case study. It is relevant for project work: ability to work in a team, creativity, skills in critical thinking,</p>

	ability to summarize in own words and presentation skills.
<b>Bibliografia obbligatoria</b>	<p>Suggested reading: Project management: achieving competitive advantage, 2007, fifth edition, Jeffrey Pinto, Pearson Education Limited</p> <p>The selection of relevant chapters will be discussed in class.</p>
<b>Bibliografia facoltativa</b>	
<b>Altre informazioni</b>	
<b>Obiettivi di Sviluppo Sostenibile (SDGs)</b>	Partnership per gli obiettivi, Buona occupazione e crescita economica