LIUC - Università Cattaneo – Managing project and multi-cultural organisations
A.Y. 2019-2020

Date	TS	TF	H	MT	Group	Lab	Subjects
25/09/19	14:00	18:00	4	AM	All	N	Introduction to the course: goals, methods and tools. Projects & Project Management: definitions, characteristics, history and current scenario. The assignment: groups, rules, forms WBS: structure and graphic representation WBS – main elements: WP and milestones
02/10/19	14:00	18:00	4	AM	All	N	OBS - goals settings: organization of people who work on the project OBS: structure and graphic representation Project Management Organization Structure RAM: Assign resources & responsibilities to activities How to manage project time Project Timing: The Gantt Diagram Following the work in progress of a project
09/10/19	14:00	18:00	4	AM	All	N	CBS, budgeting and costs analysis
16/10/19	14:00	18:00	4	AM	All	N	Multicultural Org.
23/10/19	14:00	18:00	4	MR	All	N	Assignments Start-Up
06/11/19	14:00	18:00	4	AM	All	N	Project Management & Organisation Behaviour
13/11/19	14:00	16:00	2	AM	All	N	Test
14/11/19	14:00	16:00	2	MR/CS	G1 & G2	C004	How to create an effective Project Team
14/11/19	16:00	18:00	2	MR/CS	G3 & G4	C004	How to create an effective Project Team
20/11/19	14:00	16:00	2	MR/CS	G5 & G7	Ossola 1	How to create an effective Project Team
20/11/19	16:00	18:00	2	MR/CS	G6 & G8	Ossola 1	How to create an effective Project Team
27/11/19	14:00	18:00	4	MR	All	N	Assignments' Intermediate Presentation
25/11/19	09:00	11:00	2	MR	G5 & G7	LAB G	Lab.: A Software to manage Projects
25/11/19	11:00	13:00	2	MR	G1 & G2	LAB G	Lab.: A Software to manage Projects
06/12/19	14:30	16:30	2	MR	G6 & G8	LAB G	Lab.: A Software to manage Projects
06/12/19	16:30	18:30	2	MR	G3 & G4	LAB G	Lab.: A Software to manage Projects
11/12/19	14:00	18:00	4	AM	All	N	Coaching to Assignments
18/12/19	14:00	18:00	4	AM	All	N	Assignments' Presentation

"Managing project and multi-cultural organisations" rules:

Attendants

A participant has to attend at least 75% of the course's lessons (hours).

The exam is made up of two evaluation tools:
- **A Project work based on a Case Study (structure, contents, punctuality at WiP sessions, active participation will be considered) - 60% of the final evaluation;**
- **A written test (multiple choice & open questions) - 40% of the final evaluation.**

For Italian students the final mark has to be formally registered in the winter session.

Non Attendants

A non-attendant student may take the exam with an oral discussion during any examination session. In this case they have to study the text book:

- Harold Kerzner, "Project management: a systems approach to planning, scheduling, and controlling" (2006)

To better organize the experiential training is necessary to know the number of the attendant students, all the details of these activities will be provided shortly.

Project Work Guidelines

All communications related to the Project Work have to contain a subject with the following structure: MPMO Project Work - Group XX - Item (Ex. MPMO - Project Work - G1 - WBS) and must be sent by mail to mramponi@liuc.it.

It is necessary to send the final version of the Project Work by mail to mramponi@liuc.it and amartone@liuc.it before 2.00 PM - 13 December 2019, delivered in MS Word or PDF format.

Intermediate deadlines will be published on the page dedicated to this course on the LIUC University website.

On the day of the project presentation (18 December 2019) the Project Work must be delivered by hand to a course teacher (only 1 copy) in paper form and each group should have a prepared presentation (PPT or similar).

The paper version of the Project Work has to contain:
1. Title Page: title of the course, title of the project, number of the group, names of all the team members (actively involved in the elaboration of the Project Work)
2. Short presentation of the project
3. SWOT analysis
4. Project charter
5. WBS
6. WBS dictionary - the description of the activities should be 2/3 lines each
7. OBS
8. Responsibility Matrix - RAEW
9. GANTT
10. Cost analysis: CBS and temporal distribution of project costs

The characteristics of the tools listed above will be explained, step by step, during the course lectures.

Topics/areas for the project

The project must be within one of the following areas (unless an alternative is agreed with the course teachers) and should consider, at least, the elements listed below:

☐ Launch of a new product – product innovation:
- ✓ Analysis of the new product strategic alignment
- ✓ Analysis of the technical and economic feasibility
- ✓ New product Design
- ✓ Supplies
- ✓ Industrialization
- ✓ Prototyping / production start

- Event - sports tournament:
  - ✓ Target audience identification
  - ✓ Analysis of the technical and economic feasibility
  - ✓ Definition of location
  - ✓ Definition of tournament structure
  - ✓ Definition of sponsorship and fees
  - ✓ Advertising
  - ✓ Event management
- Event - Charity:
  - ✓ Identification of charity's objectives
  - ✓ Definition of sponsorship and fees
  - ✓ Analysis of technical and economic feasibility
  - ✓ Definition of location
  - ✓ Definition of event structure
  - ✓ Advertising
  - ✓ Event management
- Creation of a web service (community, app, website):
  - ✓ Identification of the service's objectives
  - ✓ Analysis of technical and economic feasibility
  - ✓ Applications Design
  - ✓ Applications Realization
  - ✓ Advertising
  - ✓ Determination of partnerships
  - ✓ Market penetration strategy and activities
- Launch of a new commercial service:
  - ✓ Market analysis
  - ✓ Analysis of technical and economic feasibility (costing & pricing)
  - ✓ Location - identification and preparation
  - ✓ Supplies
  - ✓ Logistics
  - ✓ Staff identification and training
  - ✓ Determination of partnerships