TEACHING GUIDE - 2026-2027

Project Management

UGRA_007875

Departments	Dept. of Operations, Innovation & Data Sciences, Operations, Innovation and Technology Management (OITM)
Teaching Languages	English
ECTS	5
Teacher responsible	Ramon Garcia Gay - ramon.garcia@esade.edu

Course Goals

In today's organisations, project management has become a key management tool for implementing strategy, managing change and launching new business initiatives. It is a management method widely used in the development of new products or services, their incorporation into the market, and the design and implementation of marketing campaigns, new commercial processes, financial management, information systems or consulting projects. Many companies use projects as an essential part of their approach to steering business growth.

The objective of this Programme is to help the participants create value and to improve their company`'s business results through a more effective and/or efficient management of the projects they carry out, as well as those in which they take part.

Seen from an operational perspective, the aim is for the participants to understand and practise using Project Management tools and methods, in order to prepare themselves for helping to design, plan, implement and assess company projects and, thus, improve their management skills.
When they finish the Programme, the participants will have acquired the skills required to complete projects by a given deadline, within budget and complying with any established specifications.

The specific objectives of the programme are:

To improve technical skills:
Some activities and topics, such as those related to project time and budget management, are common to all projects. During the course, participants will have the opportunity to analyse and practise using tools and techniques that will help them to perfect these essential skills. After completing the course, the participants will have acquired a set of new technical skills, which will help them to implement the projects they are responsible for successfully.

To improve interpersonal skills:
Successful project management is only achieved if the necessary priority and importance are given to all aspects related to interpersonal relationships. It is important to pay attention to the interpersonal skills of both the project manager and of the members of the project team, particularly with regard to teamwork and the ability to create a team spirit.

To improve intellectual skills:
In many respects, project management is a challenge that requires the integration of all the participants intellectual skills. During the course, the participants must analyse and assess complex problems, make decisions, summarise them in action plans and realistic projects. All this means that, in order to implement their projects, in addition to reading and studying what other people have written, the participants must develop their ability to think in a creative, innovative, lateral and holistic manner.

Prerequisits

No prerequisit

Description

Course contribution to program

The aim of the course is to learn and apply basic Project Management tools and methods, in order to design, plan, implement and assess projects and, thus, improve management skills.

Short description

In today's organisations, project management has become a key management tool for implementing strategy, managing change and launching new business initiatives. It is a management method widely used in the development of new products or services, their incorporation into the market, and the design and implementation of marketing campaigns, new commercial processes, financial management, information systems or consulting projects. Many companies use projects as an essential part of their approach to steering business growth.

Activities

- In-class discussions and debates
- Presentations
- Interaction with visiting guest professionals
- Case study analyses

Content

#	Topic
1	1. - Definition Stage: Definition and specification of the objectives pursued and how the specific results of the project will materialise.
2	2. Analysis Stage: Political analysis (of the Stakeholders) and risk analysis and management.
3	3. - Planning and Control Stage: To determine the project activities (Work Breakdown Structure: WBS), assignment of responsibilities (responsibility assignment matrix), assignment of resources () and task scheduling (Gantt charts and network diagrams). Project management and monitoring. Measures for correcting deviations or for modifying the entire project.
4	4. Project Team Creation and Leadership Stage: Project team creation, organisation, communication and leadership. Situational leadership.
5	5. Closure Stage: Finalisation and delivery of the project results (deliverables).

Assessment

Tool	Assessment tool	Category	Weight %
Attendance and punctuality		Ordinary round	15.00%
Quizzes/tests		Ordinary round	25.00%
Group project		Ordinary round	40.00%
Peer evaluation		Ordinary round	20.00%
Written and/or oral exams		Retake	100.00%

PROGRAMS

AI26-Exchange Program Bachelor in Business and Artificial Intelligence (Undergraduates: Business)
- AI26 Year 1 (Optative)

AI26S-Exchange Program Bachelor in Business and Artificial Intelligence (Undergraduates: Business)
- AI26S Year 1 (Optative)

B13-Exchange Program Bachelor of Business Administration (BBA) (Undergraduates: Business)
- B13 Year 1 (Optative)

B13S-Exchange Program Bachelor of Business Administration (BBA) (Undergraduates: Business)
- B13S Year 1 (Optative)

BBA20-Bachelor of Business Administration (BBA) (Undergraduates: Business)
- BBA20 Year 4 (Optative)
- BBA20 Year 3 (Optative)

BBA23-Bachelor of Business Administration (BBA) (Undergraduates: Business)
- BBA23 Year 4 (Optative)
- BBA23 Year 3 (Optative)

BBA25-Bachelor of Business Administration (BBA) (Undergraduates: Business)
- BBA25 Year 1 (Optative)
- BBA25 Year 3 (Optative)

DBAI21-Double Degree in Business Administration and Artificial Intelligence for Business (Undergraduates: Business)
- DBAI21 Year 3 (Optative)
- DBAI21 Year 4 (Optative)

DBAI23-Double Degree in Business Administration and Artificial Intelligence for Business (Undergraduates: Business)
- DBAI23 Year 4 (Optative)
- DBAI23 Year 3 (Optative)

N90-BI Norwegian Business School (Summer School: Business)
- N90 Year 1 (Mandatory)