

EE6010

## PROJECT MANAGEMENT AND TECHNOPRENEURSHIP

### 项目管理和技术创业

Academic Unit: 3.0

Pre-requisite: Nil

Effective: Academic Year 2013-2014

Last update: February 2013

### LEARNING OBJECTIVE

The objective of the first module is to introduce students to the basic project initiation and planning processes including scope definition, project estimation and work breakdown structure. The second module centers on providing students with the tools and techniques to develop well-designed project implementation schedule that clarifies and describes what the project should deliver and within what timeframe. The third module emphasizes on understanding of project performance monitoring, control and evaluation. The fourth module focuses the role of innovation in creating new ventures and fundamentals of entrepreneurship. Ultimately, the course aims to equip students with the necessary knowledge and skills to professionally manage projects in order to ensure successful delivery in an acceptable timeframe and at an acceptable cost.

### CONTENT

第一个模块的目标是向学生介绍基本的**项目启动和规划过程**，包括范围定义，项目估计和工作分解结构。  
第二个模块的重点是为学生提供制定精心设计的**项目实施时间表**的工具和技术，以澄清和描述项目应该在什么时间框架内交付什么。  
第三个模块强调对**项目绩效监测、控制和评估**的理解。  
第四个模块侧重于**创新**在创建新企业和创业基础方面的作用。  
最终，该课程旨在使学生掌握专业管理项目所需的知识和技能，以确保在可接受的时间框架内以可接受的成本成功交付。

Project Initiation and Planning. Project Scheduling and Implementation. Project Monitoring, Control and Evaluation. Innovation and Entrepreneurship.

项目启动和规划。  
项目进度和实施。  
项目监督、控制和评估。  
创新创业。

### COURSE OUTLINE

This course is designed to provide an understanding of the key elements in project management as well as the processes and motivations of innovation and entrepreneurship. The first module enables students to identify and plan the scopes and objectives of the project. The second module introduces knowledge on effective project scheduling and implementation strategies. The third module covers the important steps in the monitoring, control and evaluation of the project. The fourth module is to equip students with the essentials of innovation and how to translate innovative ideas into commercial ventures. This course is a core course for all Master of Science (MSc) students.

本课程旨在让学生了解项目管理的关键要素，以及创新和创业的过程和动机。  
第一个模块使学生能够识别和规划项目的范围和目标。  
第二个模块介绍了有效的项目调度和实施策略。  
第三个模块涵盖了项目监测、控制和评估的重要步骤。  
第四个模块是让学生掌握创新的基本要素，以及如何将创新理念转化为商业投资。  
本课程是所有理学硕士（MSc）学生的核心课程。

### LEARNING OUTCOME

This course is to provide students with the understanding of the major concepts, methods, and techniques of project management, in particular issues related to the organization, planning, realization, and control of projects. The students will learn the processes and techniques associated with project management including cost, time, quality, risk, communication, human resources and procurement management while gaining the knowledge and skills to work as a project manager. The students will also gain the knowledge in innovation and entrepreneurship including key processes in introducing products and services to the market. The students will develop new skills and acquire knowledge on innovation that will enhance their ability to contribute to the long-term competitiveness of businesses.

本课程旨在帮助学生了解项目管理的主要概念、方法和技术，特别是与项目的组织、计划、实现和控制有关的问题。  
学生将学习与项目管理相关的流程和技术，包括成本、时间、质量、风险、沟通、人力资源和采购管理，同时获得作为**项目经理**的知识和技能。  
学生还将获得创新和创业的知识，包括向市场推出产品和服务的关键流程。  
学生将发展新的技能和获得创新知识，这将增强他们的能力，为企业的长期竞争力做出贡献。

## ASSESSMENT SCHEME

Continuous Assessment	50 %	[Individual Assignment (15% each) x 2 = 30%] [Group Assignment (10% each) x 1 = 10%] [Quiz (10% each) x 1 = 10%]
Final Examination	50 %	

[个人作业 (每人15%) × 2 = 30%]  
[小组作业 (每人10%) × 1 = 10%]  
[测验 (每人10%) × 1 = 10%]

## TEXTBOOK

1. Claude H. Maley, Project Management Concepts, Methods, and Techniques, 1st Edition, Auerbach Publications, 2012. (NTU eBook Collection)

**REFERENCES** Claude H. Maley, 项目的管理概念、方法和技术, 第一版, Auerbach出版社, 2012。  
(南大电子书合集)

1. J. R. Bessant, Innovation and Entrepreneurship, 2nd Edition, John Wiley and Sons, 2011. (HD53.B557 2011)  
j· r· 贝桑特:《创新与创业》, 第二版, 约翰· 威利父子出版社, 2011年版。B557 2011)
2. James P. Lewis, Fundamentals of Project Management, 3rd Edition, American Management Association, 2007. (HD69.P75L674f 2007)  
james p. -Lewis, -项目管理基础, -3rd-Edi ti ón, 美国管理协会, 2007。  
(HD69. P75L674f 2007)