Google Project Management Certificate - Module 2

Overview

Module 2, *Project Initiation: Starting a Successful Project*, is the second course in the Google Project Management Certificate offered through Coursera. This module focuses on the initiation phase of the project life cycle, equipping learners with the skills to define project goals, scope, and success criteria. Designed for beginners, it requires approximately 15 hours to complete and includes videos, readings, assignments, and quizzes.

Key Components

- **Project Goals and Deliverables**: Techniques for defining clear, measurable project goals and identifying deliverables to ensure project alignment.

- **Project Scope and Success Criteria**: Methods to establish project scope and define success criteria to guide project execution and evaluation.

- **Stakeholder Analysis**: Tools such as stakeholder analysis matrices to identify, prioritize, and manage stakeholders effectively.

- **Project Charter Development**: Guidance on creating a project charter to outline project objectives, scope, and key responsibilities.

- **RACI Charts**: Utilization of RACI (Responsible, Accountable, Consulted, Informed) charts to clarify and communicate team roles and responsibilities.

- **Project Management Tools**: Evaluation of tools like Asana, Trello, and Smartsheet to support project initiation and management.

- **Risk Assessment Basics**: Introduction to identifying potential risks during the initiation phase to prepare for effective risk management.

Delivery and Assessment

The module includes approximately 12 videos, 8 readings, 3 assignments, and 3 quizzes. Assessments consist of practice and graded quizzes, with peer-graded assignments to apply concepts like stakeholder analysis and project charters. Content is self-paced, beginner-friendly, and delivered by Google instructors with industry expertise.

Learning Outcomes

Participants will learn to define project goals, scope, and success criteria, create project charters, conduct stakeholder analyses, and use RACI charts. The module prepares learners to set up projects for success and builds foundational skills for subsequent courses in the certificate program.

Conclusion

Module 2 provides critical skills for initiating successful projects, offering practical tools and frameworks for aspiring project managers. It establishes a strong foundation for effective project planning and execution in the Google Project Management Certificate program.