



APPLIES TO ACADEMIC YEAR 2004/2005

GRA 2416 Project Management

Program

Master's Degree Program in Marketing Management, 4th year, Master of Science in Marketing (Management)

Responsible for the course

Jan Terje Karlsen

Department

Leadership and Organizational Management

Term

According to study plan

ECTS Credits

6

Objective

The course will give an introduction to project management. The students will be given an understanding of what a project is and a foundation for planning, organizing and controlling projects. The course will further give an understanding of the problems of project work and will by the help of theory and practical examples show how to manage a project to achieve the goals.

Prerequisites

Organizational theory

Compulsory literature

Gray, Clifford. F and Erik W. Larson. 2003. *Project Management: The Managerial Process*. 2nd ed. Boston, Mass. McGraw-Hill/Irwin.

Compendium (collection of articles and book chapters).

Recommended literature

Course outline

What is a project
Project selection
Project success criteria
Project management
Project planning
Project control
Risk management
Conflict management
Project organization
Stakeholder management and project relations
Project portfolio
Contract administration
Culture and international projects

Computer-based tools

Computer-based tools are not used in this course.

Course structure

The course consists of 36 hours of lectures and discussions on cases.

Evaluation

Your course grade will be based on the following activities and weights:
20% - Class contribution (graded individually)

30% - Student presentations; exercises, cases or research articles (group)
50% - Term paper in a group of up to 3 students

Evaluation code(s)

GRA 24161 class contribution, presentations and term paper accounts for 100 % of the final grade in the course GRA 2416.

Aids at the examination

All aids allowed.

Makeup exam

A re-sit is normally held at the end of the next course.