

课程详述

COURSE SPECIFICATION

以下课程信息可能根据实际授课需要或在课程检讨之后产生变动。如对课程有任何疑问，请联系授课教师。

The course information as follows may be subject to change, either during the session because of unforeseen circumstances, or following review of the course at the end of the session. Queries about the course should be directed to the course instructor.

1.	课程名称 Course Title	企业运营的项目化管理 Enterprise Business Operation Projectization Management
2.	授课院系 Originating Department	商学院 Faculty of Economics and Business Administration
3.	课程编号 Course Code	EBA102
4.	课程学分 Credit Value	2
5.	课程类别 Course Type	通识选修课程 General Education (GE) Elective Courses
6.	授课学期 Semester	2019 年秋季 Fall of 2019
7.	授课语言 Teaching Language	中英双语 English & Chinese
8.	授课教师、所属学系、联系方式 Instructor(s), Affiliation & Contact (For team teaching, please list all instructors)	江俊毅, 商学院, Jiangjy@sustech.edu.cn James J. Jiang, Economics and Business Administration, Jiangjy@sustech.edu.cn
9.	实验员/助教、所属学系、联系方式 Tutor/TA(s), Contact	无 NA
10.	选课人数限额(可不填) Maximum Enrolment (Optional)	

11. 授课方式 Delivery Method	讲授 Lectures	习题/辅导/讨论 Tutorials	实验/实习 Lab/Practical	其它(请具体注明) Other (Please specify)	总学时 Total
学时数 Credit Hours	26	6 (两次期中考试, 一次期末考试。) (2 mid-exams; final assessment.)			32
12. 先修课程、其它学习要求 Pre-requisites or Other Academic Requirements	无 None				
13. 后续课程、其它学习规划 Courses for which this course is a pre-requisite	无 None				
14. 其它要求修读本课程的学系 Cross-listing Dept.	无 None				

教学大纲及教学日历 SYLLABUS

15. 教学目标 Course Objectives

<p>1. 通过系统的章节知识帮助学生掌握项目的知识体系。</p> <p>2. 通过案例教学的方式, 培养学生将课程中学到的项目管理知识运用到现实项目管理实践的能力。</p> <p>3. 通过“小组案例讨论”+“个人案例分享”的模式同时注重培养并考察学生团队协作能力与独立思考能力。</p> <p>1. To help students to grasp the knowledge system of project management based on systematic book chapters.</p> <p>2. To develop students' capability to apply the project management knowledge learned in course into practice based on our case teaching.</p> <p>3. To develop and examine the students' capacity of teamwork and independent thinking.</p>

16. 预达学习成果 Learning Outcomes

<p>1. 学生基本掌握项目管理的主要概念与知识体系, 特别地学会一些实用的项目管理工具与方法, 如工作分解结构。</p> <p>2. 学生能够一步步运用所学的项目管理知识, 科学地进行一项实际项目的管理。</p> <p>3. 学生学会如何进行团队学习与自主独立学习。</p> <p>1. Students will have an understanding of the knowledge system of project management, especially some practical project management tools and methods, such as the Work Breakdown Structure (WBS).</p> <p>2. Students could apply the project management knowledge to practically manage one project step by step.</p> <p>3. Students will learn how to learn in teamwork and learn individually and independently.</p>
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17. 课程内容及教学日历 (如授课语言以英文为主, 则课程内容介绍可以用英文; 如团队教学或模块教学, 教学日历须注明主讲人)

Course Contents (in Parts/Chapters/Sections/Weeks. Please notify name of instructor for course section(s), if this is a team teaching or module course.)

星期 Week	主题 Topic	章节 Chapters	案例布置与案例展示 Case Assignments and presentation
1	课程简介 Class Introduction		
2	项目管理简介 Project Management Introduction	第 1 章 Ch 1	小组练习: 分组 Group-exercise: Forming Groups
3	组织战略与项目选择 Organizational strategy & Project Selection	第 2 章 Ch 2	小组练习: (1) 电影优先级以及 (2) 练习 6 Group-exercise: (1) Film Prioritization (p. 56-60); and (2) Exercise #6.
4	项目组织结构 Project Organizational Structure	第 3 章 Ch 3	布置个人案例 1- Orion 系统 (A) 与 (B) Individual Case #1- Orion Systems (A) & (B)
5	项目定义 (范围) Defining the Project (Scope)	第 4 章 Ch 4	小组练习: 曼联足球俱乐部 Group-exercise: Manchester United Soccer Club
6	项目评估与预算 Project Estimation & Budgeting	第 5 章 Ch5	1) 个人案例展示: 案例 1 2) 小组练习: (1) Sharp Printing, AG; (2) 评估的学习曲线 3) 布置小组案例 1 1) Individual-case-presentation: Case #1 2) Group-exercise: (1) Sharp Printing, AG; (2) Learning Curves for Estimating 3) Group Case #1 to be Assigned
7	团队与团队开发; 特邀演讲: 待定; 期中考试 1 复习; Teams and Team Development; Guest Speaker: To be scheduled; Exam #1 Review	第 11 章 Ch11	1) 小组案例展示: 案例 1 2) 小组练习: Kerzner 办公室设备 1) Group- case-presentation: Case #1 2) Group-exercise: Kerzner Office Equipment
8	期中考试 1: 第 1, 2, 3, 4, 5 章 Mid-Exam #1: Ch1, 2, 3, 4, & 5		
9	项目计划开发: 网络图简介 Developing a Project Plan: Introduction to Network Diagrams	第 6 章 Ch 6	1) 布置个人案例 2: Greendale Stadium 案例 2) 小组练习: (1) 练习 8; (2) 练习 12 1) Individual Case #2: Greendale Stadium Case 2) Group Exercise: (1) Exercise 8; (2) Exercise 12.
10	资源调度 Resource Scheduling	第 8 章 Ch. 8	1) 个人案例展示: 案例 2 2) 小组练习: (1) 练习 1; (2) 练习 11 3) 布置小组案例 2 1) Individual-case -presentation: Case#2 2) Group-exercise: (1) Exercise 1; (2) Exercise 11 3) Group Case #2 to be assigned
11	风险管理与计划评审技术 Managing Risk & PERT	第 7 章 Ch 7.	1) 小组案例展示: 小组案例 2 2) 小组练习: 优势能源技术数据中心迁移-B 部分 1) Group-case-presentation: Group Case#2 2) Group-exercise: Advantage Energy Technology Data Center Migration- Part B
12	项目工期缩短; 特邀演讲: 特定 期中考试 2 复习 Reducing project duration Guest Speaker: To be scheduled; Exam#2 Review	第 9 章 Ch. 9	1) 布置个人案例 3- Nightingale 项目 (A) 和 (B) 2) 小组练习: (1) 练习 2; (2) 练习 8 1) Individual Case #3- Nightingale Project (A) & (B) 2) Group-exercise: (1) Exercise 2; (2) Exercise 8
13	期中考试 2: 第 6, 7, 8, 9, 11 章 Mid-Exam 2: Ch 6, 7, 8, 9, & 11.		

14	领导力与文化 Leadership / Culture	第 10 章, 第 17 章 Ch 10 Ch 17	1) 个人案例 3 展示 2) 布置小组案例 3 1) Individual-case #3-presentation 2) Group Case #3 to be assigned
15	进度与绩效测度与评估; 项目外包; Progress and Performance; Measurement and Evaluation; Project Outsourcing	第 12 章, 第 13 章, 第 14 章 Ch12, Ch13, Ch14	1) 小组案例展示: 小组案例 3 2) 小组联系: (1) 练习 3; (2) 练习 6 1) Group-case-presentation: Group Case #3 2) Group-exercise: (1) Exercise 3; (2) Exercise 6
16	期末考查 Final Assessment		

18. 教材及其它参考资料 Textbook and Supplementary Readings

Gray, Clifford F., & Larson, Erik W. (2008). Project Management - The Managerial Process, (4nd ed. 5th ed. or after). New York: McGraw-Hill Irwin. ISBN 978-0-07-352515-0

课程评估 ASSESSMENT

19. 评估形式 Type of Assessment	评估时间 Time	占考试总成绩百分比 % of final score	违纪处罚 Penalty	备注 Notes
出勤 Attendance		根据学生的出勤, 将按照以下标准在学生最终成绩中增加额外的分数: 全勤=10分; 缺勤 1天=7分; 缺勤 2天(仅 2天)=5分 According to your attendance the following extra credit will be added to YOUR final grade: PERFECT attendance, no days missed = 10 points; ONE (and only one) absence = 7 points; TWO (and only two) = 5 points	不要忘记在出勤表中签字。一旦出勤表中你的签字处为空白, 你当天将被视为缺勤。 Do NOT forget to sign the attendance log. Once your unsigned field receives the "blank mark" you are officially counted absent for that day!	只是在出勤表中签名而后离开学生将被标记为缺勤。因为出勤算作额外加分, 所以不接受任何理由的缺勤! 当然, 特殊情况下通过书面请假可以酌情考虑。 Those that just sign the attendance log and then leave class shall be marked absent. Since attendance is extra credit, I do NOT accept ANY excuses! Documented evidence for exceptional cases such as illness will be considered.
课堂表现 Class Performance		根据学生的课堂表现以及小组活动表现进行额外的加分, 课堂加分的时机不提前告知。 There will be opportunities to earn extra credit during the course through in-class assignments and group activities. These opportunities will be unannounced.		
小组测验 Group Exercise		25% (总计 100分) 25% (100 points in total)		
小组案例展示(3个案例) Group cases		15% (总计 60分) 15% (60 points in total)	迟交案例研究报告将按照每天 5 分的标准进行处	本课程需要完成 3 篇个人案例报告与 3 篇小组案例报告的撰写。每篇案例报告撰写均采用问答的格式, 要求 1-

presentation(3 cases) 个人案例展示(3个案例) Individual case studies(3 cases)		15% (总计 60 分) 15% (60 points in total)	罚。 Each late submission will be assessed a 5 points penalty per day.	2 页纸, 两倍行距, 1 英寸页边距, 任何参引文献需要注明。最终, 将根据案例分析的深度, 内容以及格式进行评分。 请注意, 案例研究报告只在课堂时间(课前, 课间休息)接受提交, 并只接受硬拷贝(打印版), 不接受任何形式的电子版。 Three required individual case write-ups and three group case write-ups are to be completed during the semester. The written reviews are to be 1-2 pages type-written, double spaced, one-inch margins using a question/answer format citing of any outside references (if needed). Cases will be graded based on depth of analysis, content and format. Please note case study submissions WILL NOT BE accepted by any other means except hard-copy during the class meeting time.
期中考试 (2 次) Mid-Term Test (2 times)	第 8 周, 第 13 周 8 th week, 13 th week	35% (总计 140 分) 35% (140 points in total)	缺考将直接零分处理, 除非提前书面申请并得到授课老师同意。 Missed exams will be given a grade of ZERO. Exceptions require ADVANCE notification, documentation and the approval of the professor.	本课程将会有两次期中考试, 每次 70 分, 两次总计 140 分。 There will be two mid-term exams during the semester, each will be 70 points for a total of 140 points;
期末考查 Final Assessment	第 16 周 16 th week	10% (总计 40 分) 10% (40 points in total)	缺勤期末考查的学生将直接挂科处理。 A student missing the final assessment will be given a failing grade for the course.	
其它(可根据需要改写以上评估方式) Others (The above may be modified as necessary)				

20. 记分方式 GRADING SYSTEM

- A. 十三级等级制 Letter Grading
 B. 二级记分制(通过/不通过) Pass/Fail Grading

课程审批 REVIEW AND APPROVAL

21. 本课程设置已经过以下责任人/委员会审议通过

This Course has been approved by the following person or committee of authority

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