



Project management (GR. DISEÑO)

Guía docente 2023-24

PRESENTACIÓN

Breve descripción: PM course aims to provide the necessary training to manage projects using teamwork and a current business approach. Course contents are based on the essential concepts of project management from the origin (identification, definition, planning, execution, monitoring, and closure)

- **Titulación:** Grado en Diseño
- **Módulo/Materia:** Communications and Business. Project Management, Entrepreneurship, and Innovation
- **ECTS:** 3
- **Curso, semestre:** 3rd year, 1st semester
- **Carácter:** Mandatory
- **Profesorado:** Juan F. Carías and Victoria Rodríguez
- **Idioma:** English
- **Aula, Horario:** [Schedule](#)

COMPETENCIAS

BASIC

BC1 – Students should have demonstrable knowledge and understanding of a study area that builds on the base knowledge of general secondary education, and at a level at which, although supported by advanced textbooks, also includes aspects that imply knowledge related to the vanguard of the field of study.

BC2 – Students should know how to apply their knowledge to their work or vocation in a professional manner and should have abilities that can be demonstrated by means of elaboration and defense of arguments, as well as problem-solving within their field of study.

BC5 – Students should have developed the learning and study skills that are necessary for undertaking studies with a high degree of autonomy.

GENERAL

GC3 – Ability to apply creativity to project design and group work.

GC6 – Ability to speak English, B2 level, with knowledge of scientific and academic terminology related to the world of art, design, and applied arts.

SPECIFIC

SC25 – Know the control and coordination procedures that professional teams use while working on integrated design projects.

SC26 – Understand procedures related to business management and the organization of professional design offices.

SC27 – Know the principles of innovation and creative entrepreneurship and their application to design.



PROGRAMA

Introduction

- What is a project?
- What is project management?
- What are the phases of a project?

Identification

- Autoanalysis
- Stakeholder analysis
- Quantitative analysis
- Frame of reference
- Problems analysis
- Objectives tree
- Action definition
- Strategy definition

Definition

- Objectives definition
- Team definition
- Initial planning definition
- Budget definition
- Special needs definition

Planning

- Work Breakdown Structure
- Dependencies
- Early start Gantt chart
- Critical path identification
- Slack calculation
- Resource balancing

ACTIVIDADES FORMATIVAS

Classroom teaching activities

Students are expected to have a participative attitude and read the material given by the Professor before each class.

It is necessary for the correct development of the course that the Students form working groups to put in practice the concepts explained in class.

Lectures: given by the Professor on the aspects indicated in the subject program, with the help of power point presentations and videos. All material will be available for the Students posted on ADI.

Practice: We will develop in class some examples to help understand the practical aspect of some of the most important concepts explained.

Questions and doubts: Each student or team may have personal meetings with the Professor if needed.



Personal work

Work in group: Students will have to form groups or teams to develop a project. Students will have to apply all the concepts explained in class and be creative and entrepreneurial but also self-sufficient.

Hour distribution of the activity:

- Lectures and practices in class: 25 h
- Personal work and work in group: 45 h
- Evaluation: 2h
- Question and answer sessions: 3 h

EVALUACIÓN

CONVOCATORIA ORDINARIA

The evaluation consists of two parts: continuous evaluation and final evaluation. To pass the course the student is required to get, in both parts, at least 5 points out of 10. In case of failing one of the parts, the grade of the subject will be 4 and the failed part must be recovered in the extraordinary call.

CONTINUOUS EVALUATION	WEIGHT %
Follow-up meetings	20
1º Delivery	10
2º Delivery	15
3º Delivery	20
Auto and coevaluation	5
FINAL EVALUATION	WEIGHT %
Final exam	30
Total	100



CONVOCATORIA EXTRAORDINARIA

The failed parts from the ordinary examination will have to be recovered in this call. The passed grades are saved for this extraordinary call and they are considered in the average shown in the following table.

	WEIGHT %
Continuous evaluation: Report	50
Final exam	50
Total	100

HORARIOS DE ATENCIÓN

For doubts, questions or anything you need. Please, make an appointment with us:

Dr. Juan F. Carías [Appointment Calendar](#)

Email: jfcarias@unav.es

Dra. Victoria Rodríguez vrodriguez@unav.es

BIBLIOGRAFÍA

BIBLIOGRAFÍA BÁSICA

Kerzner, H. (2009). Project Management: A systems approach to planning, scheduling, and controlling. 4th Edition. John Wiley and Sons. [Localízalo en la Biblioteca](#)

Kerzner, H. (2011). Project management, metrics, KPIs, and Dashboards. A guide to measuring and monitoring project performance. John Wiley and Sons. [Localízalo en la Biblioteca](#)

BIBLIOGRAFÍA COMPLEMENTARIA

Guías HBR. Gestión de proyectos. Motiva a tu equipo, controla los objetivos y obtén resultados. Harvard Business Review Press. [Localízalo en la Biblioteca](#)

Morris, P.W.G. (1997). The management of projects. 1st Edition. Thomas Telford. [Localízalo en la Biblioteca](#)



Universidad de Navarra

De Heredia, R. (1999). Dirección Integrada de Proyectos. 3^a Edición. Publicaciones ETS de Ingenieros Industriales de Madrid. [Localízalo en la Biblioteca](#)

Cleland, D. y Ireland, L. (2006). Project management: strategic design and implementation. 5th Edition. McGraw-Hill. [Localízalo en la Biblioteca](#)

Serer, M. (2006). Gestión Integrada de proyectos. 2th Edición. Ediciones UPC. [Localízalo en la Biblioteca](#)

Snyder, C. (2013). A user's manual to the PMBOK Guide. 5th Edition. John Wiley and Sons. [Localízalo en la Biblioteca](#)

Klastorin, T. (2010). Gestión de proyectos. Profit Editorial. [Localízalo en la Biblioteca](#)

Guerra, L., Coronel, A., Martínez, L. y Llorente, A. (2009). Gestión integral de proyectos. FC Editorial. [Localízalo en la Biblioteca](#)

Cleland, D. y King, W. (1987). Systems analysis and Project management. 3rd Edition. McGraw-Hill Series in Management. [Localízalo en la Biblioteca](#)

Davidson, J. (1995). Managing projects in organizations. Jossey-Bass Publishers. [Localízalo en la Biblioteca](#)

Echeverría, D. (2011). Manual para project managers: cómo gestionar proyectos con éxito. Wolters Kluwer. [Localízalo en la Biblioteca](#)

Nicholas, J.M. (2004). Project management for business and engineering. Principles and practice. 2nd Edition. Elsevier Butterworth Heinemann. [Localízalo en la Biblioteca](#)

Gido, J. y Clements, J.P. (2012). Administración exitosa de proyectos. 5^a Edición. Cengage Learning Editores. [Localízalo en la Biblioteca](#)

Caamaño, J.E. (2012). Project management práctico: técnicas, herramientas y conocimientos. Publicaciones Vértice.

Mootee, I. (2014). Design Thinking for Strategic Innovation: What They Can't Teach You at Business or Design School. John Wiley and Sons. [Localízalo en la Biblioteca](#)

Nicholas, M. y Ahlstrom, P. (2012) This is Lean: Resolving the Efficiency Paradox. Rheological Publishing. [Localízalo en la Biblioteca](#)

Ries, E. (2011). The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses. Crown Publishing Group. [Localízalo en la Biblioteca](#)