University of Cincinnati

I. Course Information:

Title: Product Development and Project Management
Course #: 22-OM4080-001
Credit Hours: 3
Term: Summer 2018
Prerequisites: See college advisor for details.

II. Instructor Information:

Name: William Bresler
Title: Program Manager, Center for Business Analytics
Office Information: 225 Calhoun Street, U-Square Building, Floor 3
Office: (513) 556-5712
Fax: n/a
Email: william.bresler@uc.edu
Office Hours: Monday 1:00-2:00 PM ET in Lindner 106 (or by appointment).
Communication Policy: Students are encouraged to contact me anytime via email or phone. I will return your email as soon as possible.

III. Link to Pace:

This course aligns with PACE, the Lindner College of Business platform for developing the total business professional.

P – Professionalism

- Enhance oral & written communication, express ideas clearly, logically and persuasively.
- Develop and practice teamwork skills through group projects and exercises.
- Practice professional habits of punctuality, preparation, respect and participation.

A – Academics

- Develop foundational knowledge of core business functions and their interactions within firms.
- Begin applying functional and cross-functional knowledge to critically analyze business problems; for example applying techniques for business plan development.
C – Character

- Learn and apply leadership techniques for project management (plan, brief, execute, debrief).
- Build an understanding and initial skills of managing diversity, including understanding cultural differences, and challenges and opportunities of global business.
- Understand importance of ethics and social responsibility in business and personal settings.

E – Engagement

- Build understanding of importance and practices of networking through interactions with business professionals and guest speakers.
- Develop awareness and appreciation of involvement in social organizations, community service, and professional group opportunities.

IV. Course Materials

**Required**


**Optional**

- See lecture material from week 1.

**Options for Purchasing the Text Include:**

- Online (Amazon, etc).
- UC Bookstore, DuBois.

V. Course Description:

- This course covers detailed issues related to managing projects in organizations. The course covers the following material in two separate modules:
  - Concepts of project planning and organization, budgeting and control, and project life cycles and concepts related to organizational workflow including the staffing process, and project planning elements; related concepts of organizational forms, conflict resolution, and issues related to leadership and task management in a project environment.
  - Advanced concepts of project scheduling, including WBS, CPM, PERT, risk analysis, simulation, project budgeting, earned value analysis, critical chain, project tracking and resource constrained scheduling. This includes setting up projects on Microsoft Project and using the information for budgeting, resource management, tracking and ongoing communication and evaluation of projects.
VI. Student Learning Outcomes:

<table>
<thead>
<tr>
<th>Upon successful completion of this course, the learner will be able to:</th>
<th>How is this outcome assessed?</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Apply basic principles of project management</td>
<td>Class participation Assignments Exams</td>
</tr>
<tr>
<td>2. Create and manage basic project plans</td>
<td>Class participation Assignments Exams</td>
</tr>
<tr>
<td>3. Use basic functionality of Microsoft Project</td>
<td>Class participation Assignments</td>
</tr>
</tbody>
</table>

VII. Instructional Methods (Including Description about Bb):

This course utilizes the Blackboard (Bb) Learning Management System to provide student-centered online learning that will enhance the teaching and learning process. Through a variety of instructional methods (lecture, case studies, practical use of project management tools, etc) the learner will become immersed and engaged in the learning process. If you are not familiar with these tools, please visit https://kb.uc.edu/kbarticles/blackboard-landing.aspx.

VIII. Course Communication:

University policy requires the email set up in Blackboard be the primary means of communication. It is advisable that you use your UC email for this purpose and that you check it often. If you choose to change your email in Blackboard to a non-UC email it is your responsibility to ensure you check it frequently. Please see the attached Student Email Policy for more information: http://www.uc.edu/content/dam/uc/infosec/docs/general/Policy_StudentEmail.pdf.

IX. Course and Grading Policies:

1. **Course Structure**: Changes to the syllabus, due dates, course requirements or grading requirements will be made as far in advance as possible. Due dates will be clearly marked in Blackboard. All assignments will be submitted via Blackboard using a Word document, PDF document, Excel document or Project document.

2. **Academic Integrity**: As with all Lindner College of Business efforts, in this course you will be held to the highest ethical standards, critical to building character. Ensuring your integrity is vital and ultimately is your responsibility. To help ensure the alignments of incentives, the Lindner College of Business has implemented a “Two Strikes Policy”
regarding Academic Integrity that supplements the UC Student Code of Conduct (see: http://www.uc.edu/conduct/Code_of_Conduct.html)

- All academic programs at the Lindner College of Business use this “Two Strikes Policy”; Any student who has been found responsible for two cases of academic misconduct may be dismissed from the College.
- All cases of academic misconduct (e.g., copying assignments from other students, failure to adequately cite or reference, cheating, plagiarism, falsification, etc.) will be formally reported by faculty.
- Students will be afforded due process for allegations as outlined in the policy.
- Academic misconduct will result in a reduction of score for the assignment in question. Score can be reduced to a zero at the discretion of the instructor.

3. **Disability:** Students with disabilities who need academic accommodations or other specialized services while attending the University of Cincinnati will receive reasonable accommodations to meet their individual needs as well as advocacy assistance on disability-related issues. Students requiring special accommodation must register with the Disability Services Office. http://www.uc.edu/aess/disability.html

4. **Counseling Services, Clifton Campus:** Students have access to counseling and mental health care through the University Health Services (UHS), which can provide both psychotherapy and psychiatric services. In addition, Counseling and Psychological Services (CAPS) can provide professional counseling upon request; students may receive five free counseling sessions through CAPS without insurance. Students are encouraged to seek assistance for anxiety, depression, trauma/assault, adjustment to college life, interpersonal/relational difficulty, sexuality, family conflict, grief and loss, disordered eating and body image, alcohol and substance abuse, anger management, identity development and issues related to diversity, concerns associated with sexual orientation and spirituality concerns, as well as any other issue of concerns. After hours, students may call UHS at 513-556-2564 or CAPS Cares at 513-556-0648. For urgent physician consultation after-hours students may call 513-584-7777.

5. **Title IX:** Title IX is a federal civil rights law that prohibits discrimination on the basis of your actual or perceived sex, gender, gender identity, gender expression, or sexual orientation. Title IX also covers sexual violence, dating or domestic violence, and stalking. If you disclose a Title IX issue to me, I am required forward that information to the Title IX Office. They will follow up with you about how the University can take steps to address the impact on you and the community and make you aware of your rights and resources. Their priority is to make sure you are safe and successful here. You are not required to talk with the Title IX Office. If you would like to make a report of sex or gender-based discrimination, harassment or violence, or if you would like to know more about your rights and resources on campus, you can consult the website www.uc.edu/titleix or contact the office at 556-3349.
6. **Missed and/or late examinations, quizzes, and graded exercises:**

   **Graded exercises:**
   - Late on due date or turned in next calendar day: Grading starts at a 90%.
   - Turn in 2 calendar days late: Grading starts at 80%.
   - Turn in 3 calendar days late: Grading starts at 70%.
   - No assignment accepted after 3 calendar days late.

   **Quizzes and exams:**
   - Missed ‘pop quiz’ counts as zero. Provision will be made for extraordinary situations.
   - Missed scheduled quiz or exam counts as zero unless other arrangements made at least 1 week in advance. Provision will be made for extraordinary situations.

7. **LCB Weather Related Protocol:**

   When inclement weather threatens the safety of the University of Cincinnati community, the Senior Vice President for Administration and Finance may invoke University Rule 3361: 10-55-01 and declare an emergency closing.

   The Lindner College of Business will observe the university emergency closing protocol for all on-campus classes. During a university emergency closing, all college offices will be closed.

   Students should clarify with their course instructors how the closure will affect assignments and deadlines, and whether class information from the missed session(s) will be posted on Blackboard, and/or if the class will meet virtually during the closure.

   **In the event of inclement weather and the university is closed, the closure will not affect online courses. All course assignments and activities will remain as scheduled in the course syllabus.**

8. **Criteria for letter grades:**

   Your course grade will be based on your performance on the items listed below. I reserve the right to curve grades up or down as I deem necessary.

   **Point Allocation:**
   - Individual assignments (2)  50 Points
   - Group Assignments (3)  180 Points
   - Mid-Term Exam   125 Points
   - Final Exam   125 Points
   - Class participation   20 Points
   - **Total Points Available**  500 Points

   **Description of Major Assignments**
   - **Individual Assignment (45 pts.):**
     - Recap / review of major learnings through the course.
   - **Individual Assignment (5 pts.):**
     - Evaluation of self and team members.
• **Group Assignments (180 pts.):**
  o Three case studies targeting different aspects of project management. Students will be expected to work as team to deliver the requirements of each case study.

• **Mid-Term Exam (125 pts.):**
  o Will test on all material covered from the first day of class to the day before the mid-term. Exam could consist of multiple-choice, fill in the blank, short answer essay, and problems as well as other types of questions.

• **Final Exam (125 pts.):**
  o Will test on all material covered from the day after the mid-term until the day before the final. In addition, will test selected material covered on the mid-term exam. Exam could consist of multiple-choice, fill in the blank, short answer essay, and problems as well as other types of questions.

• **Class Participation (20 pts.):**
  o Please send an email to me if you will miss class.
  o Degree of engagement during class.
  o Pop quizzes, Q&A sheets, ucvlabs practice, syllabus review or other material where attendance will be required to participate (if used).
  o Participation in-group assignments as evaluated by team members and instructor (see individual assignment above).

X. **Course Schedule:**

- The schedule detailed below is the one planned. Material can be deleted, added, or dates changed as needed depending on the time required for each topic.

<table>
<thead>
<tr>
<th>Day - Date:</th>
<th>Chapters:</th>
<th>Topics:</th>
<th>Assignment:</th>
<th>Due Date:</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 – Jun 21</td>
<td>Intro, 1, 2, 3</td>
<td>Project management basics, systems, project life cycle, project conception</td>
<td>Assignment 1 (Group) - Blue Spider Case</td>
<td>Jun 28 @ 1:15 PM ET</td>
</tr>
<tr>
<td>2 – Jun 26</td>
<td>4, 5</td>
<td>Project definition, basic project planning</td>
<td>Assignment 2 (Group) – DU Singer Case: Part 1</td>
<td>Jul 3 @ 1:15 PM ET</td>
</tr>
<tr>
<td>3 – Jun 28</td>
<td>6</td>
<td>Project schedule planning and networks</td>
<td></td>
<td></td>
</tr>
<tr>
<td>4 – Jul 3</td>
<td>7</td>
<td>Advanced network analysis / scheduling</td>
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<tr>
<td>5 – Jul 5</td>
<td>Finish 7, Review for Mid-Term Exam</td>
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<tr>
<td>6 – Jul 10</td>
<td>MID-TERM EXAM</td>
<td></td>
<td></td>
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<tr>
<td>7 – Jul 12</td>
<td>8</td>
<td>Project cost estimating and budgeting</td>
<td>Assignment 3 (Group) – DU Singer Case: Part 2</td>
<td>Jul 19 @ 1:15 PM ET</td>
</tr>
<tr>
<td>8 – Jul 17</td>
<td>9, 10</td>
<td>Project quality and risk management</td>
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<td></td>
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</tbody>
</table>
XI. Rubrics:

- See group and individual assignment rubrics provided in Blackboard.
- Participate in class as described above.

XII. Frequently Asked Questions (FAQs):

- Q1: Are class sessions recorded using Echo360?  A1: No.
- Q2: Can sessions be recorded using personal recording devices?  A2: No.
- Q3: Are date extensions allowed on group or individual assignments?  Q3: No.  See section IX #6 above for guidance on assignments turned in late.  My advice is to work your group and individual schedule such that the assignment is ready to turn in at least 48 hours before due.  Building this buffer or contingency into a schedule is a good project management practice.
- Q4: What is the most appropriate time to ask clarifying questions about case studies or individual assignments?  A4: The day assigned up to 48 hours before due date.
- Q5: When should I ensure I have access to LCB ucvlabs?  A5: First two days of the semester.  Use instructions in Blackboard to get access and send me a screen shot of the @Risk and Microsoft Project 2016 blank pages.  It is not acceptable to say the night before a case study is due…I can’t access ucvlabs OR ucvlabs is to slow.
- Q6: Can Microsoft Project 2016 and @RISK be accessed if a student chooses not to use ucvlabs or purchase Microsoft Project 2016?  A6: Yes.  LCB IT Lab, 2 floor.
• Q7: How do I calculate my current grade in the course? A7: Use information in Blackboard. The total points per activity is known (see above) and your score on each activity is known as it will be posted in Blackboard. Add up both, divide your points earned by the total points available to determine your percentage. Standard grading scale used (see Q17 below).

• Q8: Does my team need a back-up plan for submitting case studies? A8: Yes. Had experiences in the past where the team leader simply forget to submit the case study…team found out a day later and the delay significantly dropped their grade. Had the final case study solution had been stored in a share area and completed early (see Q3 above) then anyone could have submitted the project.

• Q9: Will review sessions be scheduled and advanced notice provided? A9: Yes. Here is the schedule: There is a standing ‘review session’ scheduled after each Tuesday class. I will take this opportunity to review problems covered in class and / or bring my own examples to share. I suggest blocking out time on Tuesday after class to take advantage of this time as needed.

• Q10: Can students provide suggestions to improve the class? A10: Yes. I am always open on ways to improve this class. By the same token, I reserve the right to provide input on how individual students could improve their approach to this class which I think will lead to better performance.

• Q11: Will students need to memorize formulas in this class? A11: No. An opportunity to create a ‘test aid’ will be provided. Each student will need to determine which information to add to their test aid.

• Q12: Is class attendance tracked for each session? A12: Not specifically (i.e. I will not take roll call). More ‘at random’ with the potential for pop quizzes, Q&A sheets, or other material where attendance will be required to participate. Said another way, there is no sign in sheet. Based on class structure, I am not sure how successful a student can be without attending class.

• Q13: Is extra credit available for this course? A13: No.

• Q14: Will a ‘re-grading request’ be considered for group or individual assignments? A14: Yes. The grading will adhere to the detailed rubric provided. However, the requestor needs to know that a regrading request can either raise or lower the grade. Therefore, a re-grade request for a group assignment must be agreed to by all group members.

• Q15: Does this class require the student to ‘extrapolate’ the knowledge gained during the course to new or novel situations not specifically covered in class? A16: Yes.
Q16: What is the grading scale used for this class? A17: The percentage scale used is provided below. ‘Plus’ and ‘minus’ grades will be given within the letter grades A through D as dictated by College of Business policy.

- A: 90.0% – 100%
- B: 80.0% – 89.99%
- C: 70.0% – 79.99%
- D: 60.0% – 69.99%
- F: 0% – 59.99%

Q17: What is the last day to withdraw from this course? A18: Dates associated with registration / withdrawal can be found at: http://www.uc.edu/content/dam/uc/registrar/docs/calendars/summer_2018_dates_deadlines.pdf