I. Course Information:

   **Title:** Product Development and Project Management  
   **Course #:** 22-OM4080-001  
   **Credit Hours:** 3  
   **Term:** Fall 2017  
   **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 3:30-5:00 PM ET in Lindner 106 (or by appointment).  
   **Communication Policy:** Students are encouraged to contact me anytime via email or phone. Expect a response within 36-48 hours except on weekends.

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.

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</td>
</tr>
<tr>
<td></td>
<td>Assignments</td>
</tr>
<tr>
<td></td>
<td>Exams</td>
</tr>
<tr>
<td>2. Create and manage basic project plans</td>
<td>Class participation</td>
</tr>
<tr>
<td></td>
<td>Assignments</td>
</tr>
<tr>
<td></td>
<td>Exams</td>
</tr>
<tr>
<td>3. Use basic functionality of Microsoft Project</td>
<td>Class participation</td>
</tr>
<tr>
<td></td>
<td>Assignments</td>
</tr>
</tbody>
</table>

VII. Instructional Methods (Including Description about Bb):

The following 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 (e.g. discussion boards, video lectures, readings, online assessments, 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/karticles/blackboard-landing.aspx](https://kb.uc.edu/karticles/blackboard-landing.aspx).

VIII. Course Communication:

University policy requires that the email set up in Blackboard is 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](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](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:** Counted as a zero.
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:**

<table>
<thead>
<tr>
<th>Assignment Type</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Individual assignments (2)</td>
<td>50 Points</td>
</tr>
<tr>
<td>Group Assignments (3)</td>
<td>180 Points</td>
</tr>
<tr>
<td>Mid-Term Exam</td>
<td>125 Points</td>
</tr>
<tr>
<td>Final Exam</td>
<td>125 Points</td>
</tr>
<tr>
<td>Class participation</td>
<td>20 Points</td>
</tr>
<tr>
<td><strong>Total Points Available</strong></td>
<td><strong>500 Points</strong></td>
</tr>
</tbody>
</table>

**Description of Major Assignments**

- **Individual Assignment (45 pts.):**
  - Recap / review of major learnings through the course.
- **Individual Assignment (5 pts.):**
  - Evaluation of team members.
- **Group Assignments (180 pts.):**
  - Three case studies targeting different aspects of project management. Students will be expected to work as teams to deliver the requirements of each case study.
- **Mid-Term Exam (125 pts.):**
  - Will test on all material covered Aug 21, 2017 through Oct 16, 2017. Exam will consist of Project Management Institute type multiple choice questions, problems, as well as other types of questions.
- **Final Exam (125 pts.):**
  - Will test on all material covered Oct 30, 2017 through Nov 27, 2017. In addition, will test of selected material covered on the mid-term exam.
Exam will consist of Project Management Institute type multiple choice questions, problems, as well as other types of questions.

- **Class Participation (20 pts.):**
  - Class attendance. Please send an email to me if you will miss class.
  - Degree of engagement during class.
  - 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>Week - Date:</th>
<th>Chapters:</th>
<th>Topics:</th>
<th>Assignment:</th>
<th>Due Date:</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 – Aug 21</td>
<td>Intro, 1, 2</td>
<td>Project management basics and systems</td>
<td>Assignment 1 (Group) - Blue Spider Case</td>
<td>Sep 15 @ 6 PM ET</td>
</tr>
<tr>
<td>2 – Aug 28</td>
<td>NO CLASS</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3 – Sep 4</td>
<td>NO CLASS</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4 – Sep 11</td>
<td>3, 4</td>
<td>Project life cycle, conception, definition</td>
<td></td>
<td></td>
</tr>
<tr>
<td>5 – Sep 18</td>
<td>5</td>
<td>Basic project planning</td>
<td>Assignment 2 (Group) – DU Singer Case: Part 1</td>
<td>Oct 2 @ 6 PM ET</td>
</tr>
<tr>
<td>6 – Sep 25</td>
<td>6 (start)</td>
<td>Project scheduling and networks</td>
<td></td>
<td></td>
</tr>
<tr>
<td>7 – Oct 2</td>
<td>6 (finish), 7 (start)</td>
<td>Advanced network analysis and scheduling</td>
<td></td>
<td></td>
</tr>
<tr>
<td>8 – Oct 9</td>
<td>NO CLASS</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>9 – Oct 16</td>
<td>7 (finish)</td>
<td>Advanced network analysis / scheduling</td>
<td></td>
<td></td>
</tr>
<tr>
<td>10 – Oct 23</td>
<td>MID-TERM EXAM</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>11 – Oct 30</td>
<td>8</td>
<td>Project cost estimating and budgeting</td>
<td>Assignment 3 (Group) – DU Singer Case: Part 2</td>
<td>Nov 13 @ 6 PM ET</td>
</tr>
<tr>
<td>12 – Nov 6</td>
<td>9,10</td>
<td>Project quality and risk management</td>
<td></td>
<td></td>
</tr>
<tr>
<td>13 – Nov 13</td>
<td>11</td>
<td>Project execution monitoring and control</td>
<td>Assignment 4 (Individual) - Problems</td>
<td>Nov 20 @ 6 PM ET</td>
</tr>
<tr>
<td>14 – Nov 20</td>
<td>12, 13</td>
<td>Project evaluation, AGILE, LEAN</td>
<td>Assignment 5 (Individual) – Team Evaluation</td>
<td>Nov 27 @ 6 PM ET</td>
</tr>
<tr>
<td>15 – Nov 27</td>
<td>14, 15, 16</td>
<td>Project structure, integration, roles and managing teams</td>
<td></td>
<td></td>
</tr>
<tr>
<td>16 – Dec 4</td>
<td>FINAL EXAM</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
XI. Rubrics:

- Complete requirements identified in assignments by the time indicated.
- Participate in class as described above.