



COURSE SYLLABUS

Custom Project Management, 7.5 credits

Projektledning i kundnära projekt, 7,5 högskolepoäng

Course Code: TPNK18	Education Cycle: Basic level
Confirmed by: Dean Apr 6, 2018	Disciplinary domain: Social sciences (75%) and technology (25%)
Revised by: Director of Education Oct 4, 2018	Subject group: TE9
Valid From: Aug 1, 2018	Specialised in: G1F
Version: 2	

Intended Learning Outcomes (ILO)

After a successful course, the student shall

Knowledge and understanding

- demonstrate comprehension of how human conditions and limitations impact the choice of a product/service

Skills and abilities

- demonstrate skills of conducting a project based on the students own specific competence in collaboration with a client
- demonstrate skills of using project methodology in a business-like way
- demonstrate the ability to present, discuss and motivate the chosen solution
- demonstrate the ability to take a holistic view from idea to finished product/service within product and service design, with the client and the user in focus

Judgement and approach

- demonstrate the ability to assess relevant methods and solutions based on social and ethical aspects

Contents

The course contains theories of the surrounding world as well as models and methods of human behaviour that are translated into a project work. The project work is based on a client's perceived problem that is realized in the form of a solution, product or service.

The course includes the following parts:

- Business intelligence analysis before the design project
- Human conditions and limitations and its impact the choice of a product/service
- Theories, methods and models for product and service design
- Interpret client requirements, analyse, design and present solutions in project form

Type of instruction

The course is conducted through lectures, assignments and project work.

The teaching is conducted in English.

Prerequisites

General entry requirements and completion of the courses Graphic Design and Visual Communication, 15 credits, Applied Web Architecture, 15 credits and Interaction Design, 7,5 credits (or the equivalent).

Examination and grades

The course is graded 5,4,3 or Fail .

The final grade for the course is based on a balanced set of assessments. The final grade will only be issued after satisfactory completion of all assessments.

Registration of examination:

Name of the Test	Value	Grading
Written examination	2.5 credits	5/4/3/U
Written and oral report on project work	3 credits	5/4/3/U
Assignments	2 credits	U/G

Course literature

Literature

The literature list for the course will be provided one month before the course starts.

Name: Strategic Integrated Marketing Communications

Author: Larry Percy

Publisher: Routledge

Published 2014 or later