

Study Course Title	Project Management I - Project Management principles and methods (Design Thinking)
Study Course Code	VadZB076
Branch of Science	Economics and business
Sub-branch of Science	Business management
Credits(ECTS)	6
Total Number of Contact Hours	60
Number of Lecture Hours	18
Number of Seminar and Practical Assignment Hours	42
Number of Hours for Laboratory Assignments	0
Independent Study Hours	90
Language of Instruction	Latvian and English
Responsible Unit	BA School of Business and Finance of the University of Latvia

Study form	Lectures	Seminars and Practical Assignments	Laboratory Assignments	Independent Studies
Full-time Regular Studies	18	42	0	90
Distance learning	4	8	0	138

Course Developer

Doctoral Degree of Science Doctor of Science (Ph. D.) in Social Sciences, Assoc. prof. Inga Uvarova
Professional Master's, lecturer Elina Mīkelsone

Prerequisite Knowledge

Prerequisite knowledge required for the acquisition of the course corresponds to the study program admission requirements and the general knowledge, skills and competences obtained at the previous level of education.

Study Course Abstract

The course introduces the basic principles and methods of project management, emphasizing the design thinking approach as an effective tool for solving problems and creating innovations. Students will learn the design stages – empathy, problem definition, idea generation, prototyping and testing. The course will practically apply various creative thinking methods, as well as develop and present real design thinking projects using the project canvas model. During the course, students will individually and in teams identify problems, generate innovative solutions, prototype and present the results, also developing project management skills – time planning, task allocation, goal setting and results evaluation.

Aim of course to provide students with theoretical and practical knowledge of the basic principles of project management, with an emphasis on the Design Thinking approach, which is used in the development of innovative and user-centered solutions. To develop skills in structuring ideas, collaborating in a team, and implementing projects using design thinking tools, the canvas model, and creative idea generation techniques.

Course Plan Full-time Regular Studies

1. Project management basics and project life cycle 1L 1S
2. Teamwork and project management roles 1L 4S
3. Time, resource and risk management 2L 3S
4. Canvas tools for structuring projects 1L 2S
5. Project budget, implementation and control
6. Design and design thinking method 1L 4S
7. Empathy phase – understanding user needs 2L 4S

8. Problem definition and project boundaries 1L 4S
 9. Creative idea generation methods 2L 4S
 10. Prototyping as a project method 2L 4S
 11. Testing and feedback 1L 4S
 12. Project presentation and storytelling 2L 4S
 13. Final project presentation and evaluation 4S
- Total 16L 42S

Course Plan Distance learning

1. Project management basics and project life cycle 1L
 2. Teamwork and project management roles
 3. Time, resource and risk management 1S
 4. Canvas tools for structuring projects 1S
 5. Project budget, implementation and control 1L 1S
 6. Design and design thinking method 1L
 7. Empathy phase – understanding user needs
 8. Problem definition and project boundaries 1S
 9. Creative idea generation methods 1L
 10. Prototyping as a project method 1S
 11. Testing and feedback 1S
 12. Project presentation and storytelling 1S
 13. Final project presentation and evaluation 1S
- Total 4L 8S

Characterization of students' independent work organization and tasks

Full-time: Group work and presentations on results.

Distance: Independent study via Moodle (video lectures, study materials, self-assessment tests, etc.)

Learning Outcomes

Knowledge:

1. Knows the stages of project management, interactions, main principles and methods.

Skills:

2. Able to manage a simple project using a design thinking approach.
3. Communicate, work and collaborate in a team, present.

Competence:

4. Create a project canvas model and structure project management steps.
5. Apply creative idea generation methods and use them practically.

Requirements for Awarding Credits

Full-time

Interim examinations:

1. Active participation in practical work. The examination is graded on a 10-point scale. Weighting in the total assessment – 20%
2. Intermediate project tasks. The examination is graded on a 10-point scale. Weighting in the total assessment – 30%

Final examination:

3. Exam – presentation of the final project in a group. The examination is graded on a 10-point scale. Weighting in the total assessment – 50%

Distance learning

Interim examinations:

1. Active participation in practical work. The examination is graded on a 10-point scale. Weighting in the total assessment – 20%

2. Intermediate project tasks. The examination is graded on a 10-point scale. Weighting in the total assessment – 30%

Final examination:

3. Exam – presentation of the final project in a group. The examination is graded on a 10-point scale. Weighting in the overall assessment – 50%

Criteria for Evaluating Learning Outcomes

In accordance with Regulations of the Cabinet of Ministers of the Republic of Latvia, at the end of the course, students' knowledge is evaluated according to the following criteria: the amount and the quality of the obtained knowledge, acquired skills and competence in compliance with the planned learning outcomes.

Type of Assessment	Learning Outcomes				
	1	2	3	4	5
1. Active participation in practical work	-	+	+	-	+
2. Intermediate project tasks	+	+	-	+	-
3. Exam	+	+	+	+	+

Compulsory Reading List

1. Brown, T. (2009). Change by Design: How Design Thinking Creates New Alternatives for Business and Society. Harvard Business Press., pp. 1-14, 39-64, 87-112, 139-162, 187-210
2. Larson, E., & Gray, C. Project Management: The Managerial Process (8th Edition, 2020, McGraw-Hill), pp.1-54, 102-131, 342-366
3. PMI (Project Management Institute). A Guide to the Project Management Body of Knowledge (PMBOK® Guide) – 7th Edition (2021), pp.1-137

Further Reading List

1. Kelley, T., & Kelley, D. (2013). Creative Confidence: Unleashing the Creative Potential Within Us All. Crown Business.
2. Liedtka, J., & Ogilvie, T. (2011). Designing for Growth: A Design Thinking Tool Kit for Managers. Columbia University Press.
3. Meredith, J.R., Shafer, S.M., & Mantel, S.J. Project Management: A Strategic Managerial Approach (9th Edition, 2017, Wiley), pp. 1-29, 159-188, 221-255
4. IDEO.org (2015). The Field Guide to Human-Centered Design. IDEO.org

Periodicals and Other Sources

1. PMI.org – Project Management Institute website: <https://www.pmi.org/>
2. MindTools – Project Management Toolkit: https://www.mindtools.com/pages/main/newMN_PPM.htm