| bcomu2111 2024 | Management of participative and collaborative projects |
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| 5.00 credits | 30.0 h | Q1 |

| Language : | French |
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| Place of the course | Bruxelles Saint-Louis |
| Learning outcomes | **At the end of this learning unit, the student is able to :** **Competency 3 - Develop a digital culture for the organisation which mobilises management, teams and partners in communication strategies and projects.** *Learning outcome:* 3. Organise cooperation, collaboration and participation regarding communication projects, within the framework of a hybrid and evolving work organisation; encourage the sharing of information, experiences and innovations regarding communication projects. 4. Implement a project and team management method based on digital collaboration techniques, rapid adaptation to endogenous and exogenous changes, and awareness of sustainability and inclusiveness issues. 5. Initiate and support the creation of partnerships by integrating diverse cultural rationales, including at an international level. |
| Evaluation methods | **First session:** • Mandatory course attendance 1. An attendance sheet will be systematically distributed from the 2nd lesson and for all the following ones 2. For each session missed without a valid reason within the meaning of the study rules, 2 points out of 20 will be deducted from the student's final mark 3. By delay of more than 30 minutes without valid reason or early departure without valid reason, 1 point out of 20 will be removed from the student's final mark • Work during inversed-class sessions 1. 5 points out of 20 2. Evaluation of groups of students on the basis of the work provided during the inversed class sessions as well as on the basis of the quality of the deliverables provided 3. Members of the same group could have different grades! • Oral exam on the whole subject: 15 points out of 20 **Second session:** • Work during inversed class sessions: grade report 1. 5 points out of 20 2. Evaluation of groups of students on the basis of the work provided during the inversed class sessions as well as on the basis of the quality of the deliverables provided 3. Members of the same group could have different grades! • Oral exam on all the material as well as the defense of a personal work consisting of the critical analysis of a fictitious project in the form of a complete project study 1. 15 points out of 20 2. If the personal work is not submitted, the student will not be allowed to present his oral exam 3. For students in the case of a second session, more precise instructions will be sent at the beginning of July |
| Teaching methods | The first two sessions are ex-cathedra. The following will be organized in the form of an agile project. Students will therefore be actors of their learning. The course material is published on moodle. Student contributions are also published on Moodle. |
| Content | The mobilization and coordination of human resources (professionals and volunteers) participating in projects have become complex due to the diversity of skills and partners to be involved and the rapidity with which innovations in the field of social digital networks follow one another. and digital communication. Being projects manager requires knowledge and mastery of the following points: • Basic principles of Project Management (PM): definition of needs, creation of specifications, creation and management of the project life cycle, critical points, project breakdown, deliverables, validation stages, definition of resources and planning. |

|  | • Role of the project manager and the steering committee, the project manager, the service providers, among the intended users that of the "users", testers...<br>• Human resources management: analysis of the skills required for a digital communication project, composition of teams and typology of contracts, motivation levers, management of risks related to individuals, procedures for validating deliverables, ERP, collaborative platforms.<br>• PM methodologies: waterfall development methodologies, V-model, iterative model, agile methodologies, dashboards and monitoring.<br>• Time management: load distribution, PERT method, Gantt charts, planning reorganization modes.<br>• Cost management: budget design, cash management planning, expense control, profitability calculation.<br><br>**Course plan**<br><br>• Session 1: The red thread of project management<br>• Session 2: Agile project management: SCRUM<br>• Next sessions: inversed classroom in the form of an agile project<br>• Last session: complete review of the deliverables by the teacher |
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| Bibliography | Voir les slides du cours.<br>See the end of the slides of the course. |
| Faculty or entity in charge | ESPB |

| Programmes containing this learning unit (UE) | | | | |
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| Program title | Acronym | Credits | Prerequisite | Learning outcomes |
| Master [120] in Communication Strategy and Digital Culture (shift schedule) | COMB2M | 5 | | 🔍 |
| Attestation de réussite : accession au niveau A pour les fonctionnaires fédéraux | ACNA7FC | 5 | | 🔍 |