



**Project management (business
planning, funding, marketing,
performance)**

Study contract

- Bachelor/Master:
42 contact h.; 34 h. student workload
- 3 ECTS
- Evaluation:
 - Attendance
 - Activity
 - Reports/ business plan
 - Presentation

Course goal

- Students understand the process of planning and organizing a project, and acquire some of the skills necessary to
- Students are to be able to make a business plan.
- Students have a knowlage to manage of simple project.

Learning outcomes

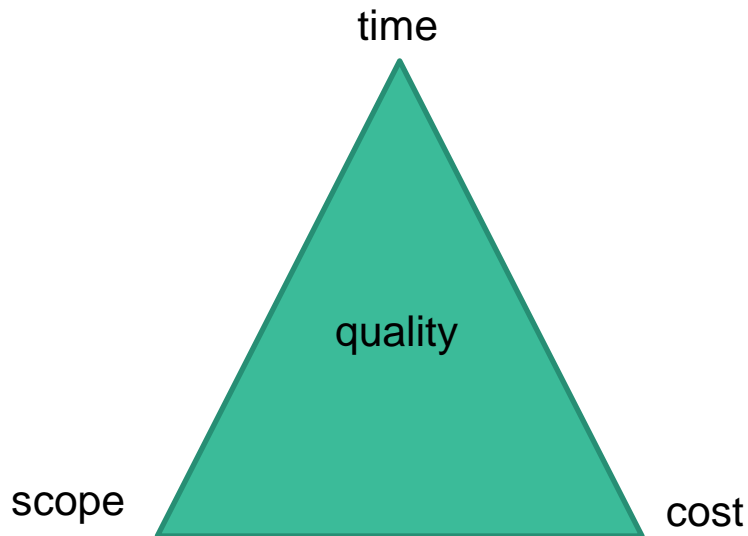
- Knowledge of:
 - Knowledge of basic methods/tools of project management.
 - Knowledge of basic methods of market analysis such as SWOT.
 - Knowledge about sources of external funding opportunities (supporting the projects).
 - Knowledge of marketing and business negotiations techniques.
 - Knowledge of basic methods of HRM.

Learning outcomes

- Ability to:
 - Ability to create a business plan.
 - Explain the basic business ideas.
 - Select, after consideration, proper sources of external funding opportunities.
 - Make a business plan for basic business ideas.

Content

- The principals and nature of project management



Project is unique.
Time schedule.
Clearly-defined aims/
results.
Complex.
Project usually is collective.
Project can be assessed.

Content

- Methodologies of project management
 - PRINCE2
 - History
 - Characteristics
 - Examples
 - PMBOK
 - History
 - Characteristics
 - Examples

Content

- Business planning
 - Market analysis
 - Elements of market analysis, Methods of market research, SWOT analysis
 - Scheduling and estimation
 - Create budgets, Methods of time management, Schedules - Gantt chart
 - Team building and leadership
 - Team building, Leadership, Communication
 - A methodology of assessing risks

Content

- Funding
 - Trusts and foundations
 - Community foundations.
 - Government funding (national).
 - Local government funding.
 - European funding.
 - International funding for example bilateral program.
 - Other founds such as: churches, large/small family foundations, major corporate funding, small corporate funding, universities.

Content

- Marketing
 - 4 P's of marketing
 - Marketing planning
 - Buying behavior

Content

- Performance - presentation of business idea
 - Business plan
 - Business presentation

Contacts.

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