

Courses in M21 - Project Management and Business Engineering

Besides the three Transversal Management Courses including:

IIM US172Y - Core Project Management;
IIM US1730 - Management Information Systems;
IIM US1735 - Business Ethics.

The Major of Project Management and Business Engineering offers the whole set of following modules:

IIM USM30B : Project Management Specialization

Description

After fundamental project management techniques (as presented and practiced during course nb1: Project Management Core Course), advanced techniques to tackle complexity in projects are reviewed in this course. Complexity comes in when: resources are shared with other projects or operations, project scope cannot be encompassed by one single person, at least, two management levels in the project.

Objectives

1. To know how to run a Project Management Office;
2. To know how to manage a project schedule consistent with resource allocations;
3. To know how to apply EVM (Earned Value Management) to projects.

Selected topics

Project networking - Critical Path Method and Negative float;
S-curve - Resource leveling - Resource loading and Resource smoothing;
Work Breakdown Structure and Project performance evaluation;
WBS matrix and Construction of PBS;

Integration of project baselines;

48 H - 5 ECTS

IIM USM30A : Business Engineering

Description

This is a course on the elements of entrepreneurship and the steps to take to get your idea into the world of business.

This course will provide participants with the necessary basis and tools to analyze and conduct a business project with different perspectives: economic, financial, marketing, logistics and legal aspects. This course constitutes the basis for this specialization and different features are detailed in the complementary modules.

Objectives

To enable students to develop analytical thought with respect to the market and the practicability of their ideas.

Selected topics

Business analysis & feasibility: economic environment, customer, market prospective;
Entrepreneurship;
Financial analysis of a business project;
International exchanges, institutions and strategies;
Risk management.

36 H - 4 ECTS

IIM US1739 : Feasibility study and Business Plan

Description

Due to complex business environment and intensive competition, entrepreneurs and managers must follow an in depth preparatory process before making business decision. It is essential that entrepreneurs and managers avoid mistakes leading to definitive failures. This includes good understanding of elements and forces driving the business feasibility and process to build and evaluate a successful business plan.

Objectives

1. Purposes and audiences for business plans;
2. Framework for a feasibility study;
3. Structure and content of a business plan;
4. Guide students in preparing business plans;
5. Help students in presenting business plans;
6. Train students in critical evaluation of business plans.

Selected topics

Fundamentals, essential elements and characteristics of a business plan modelling;
Feasibility study;
Preliminaries for financials, Income statement forecasting;
Funding the business;
Steps to develop project baseline plan;
Scenarios;
Case studies.

IIM US1733 : Organization and Team Dynamics

Description

Teamwork gets tasks done. However, what is a team? How does it function? What are the dynamics of a team? What does it take to be an effective team leader? This course teaches the characteristics of a well-functioning team and techniques for effective group decision-making. It looks at how to develop and adapt your own leadership style, how to set effective team goals, and how to implement strategies to secure the commitment of team members.

Selected topics

Principles of group dynamics and development;
Dimensions of team member behavior;
Assessment of how effectively a team functions.

36 H - 4 ECTS

IIM US1734 : Personal development

Description

This module enables you, as future managers, to enhance your personal ability to communicate with people in work organization and thus, affords significant levers for finally improving client satisfaction, employee motivation and corporate good will.

Objectives

1. To become aware of the methodological toolbox and practices of Business communication in order to develop managerial dimension and assume greater responsibilities in managing people & client relationship;
2. To acquire the abilities for self-insurance, personal openness, independent insight, value sharing and welcoming diversity;
3. To work on oneself and develop a new approach of the environment avoiding the pitfall of self-centeredness;
4. To approach course content and applications in a useful, practical, managerial way.

Selected topics

Written communication in the professional life;
Networking, relationships, etc and professional life;
Speech, oral communication;
Social network analysis;
Master & Set up delegation with collaborators;
Master meeting with a group.

36 H - 4 ECTS

IIM US1738 : Entrepreneurship

Description

L'entrepreneuriat or entrepreneurship as its French etymology indicates means to take in between, to take the initiative of filling those profitable spaces whose existence others did not suspect.

Objectives

This course intends to provide participants with the basics of entrepreneurship, an understanding of principles, tools and main elements to apply in their own living environment. More specifically:

1. Comprehend the history of entrepreneurship through business examples of the preceding and present century and the entrepreneurial spirit throughout history;
2. Understand how the application of entrepreneurial principles can lead to success not just in business but in your life overall, and what constitutes success.

36 H - 4 ECTS

IIM US173A : B to B Marketing

Description

Today with the turbulent markets, increased competition, distribution channels in flux, price pressures, etc ... it is critical to gain knowledge, tools and techniques to use of new technologies for business marketing and develop skills for C and B to B. This course will bring leading-edge thinking and practice for developing skills for business marketers.

Objectives

1. To understand what is the B2B marketing and its component;
2. To gain knowledge, tools, and techniques for business marketing and to develop skills especially for B to B business;
3. To know how to activate concretely every component to reach its B2B objectives.

Selected topics

Selling skills in customer-driven b-to-b markets;
Business markets sales management;
Value-based selling in competitive markets;
Phone sales in business markets;
High-level strategic selling;
Key account and customer relationship management;
Trust and security.

36 H - 4 ECTS

IIM US1732 : Contract Management & Business Law

Description

Any project is a contract (contracting authority is product owner, contractor is project owner. This course is designed to provide the practitioner in the contract management and procurement profession with the sum knowledge required for doing her/his job. It is based on UE and US regulations and best practices.

Objectives

The course will help participants develop negotiation skills as well as their ability to understand legal and specific components of a contract to contribute to a final deliverable.

Selected topics

Negotiation skills;

Contract management;
International contract management;
Acquisition strategy;
Contract Pre-Post & Award;
Unique Commercial & Government contracting.

36 H - 4 ECTS

Internship

Students will apply the learning of their two years study in a real world situation. An internship will complete the Master curriculum and offer an action learning opportunity.

360 H - 12 ECTS

[Courses in M1- Core curriculum](#)
[Transversal Management Courses](#)
[Courses in M22 - SDQM](#)
[Courses in M23 - IBCD](#)
[Courses in M24 - EBAM](#)
[Supporting Placement Courses](#)