

SKDA54, Project Management and Digital Development, 7.5 credits

Projektledning och digital utveckling, 7,5 högskolepoäng
First Cycle / Grundnivå

Details of approval

The syllabus was approved by the board of the Department of Strategic communication on 2013-06-26 and was last revised on 2016-08-26. The revised syllabus applies from 2016-08-29, autumn semester 2016.

General Information

The course in the main field of study strategic communication is an elective course in the Bachelor's programme in strategic communication and digital media 180 credits, and the Bachelor's programme in strategic communication 180 credits. The course is given in Helsingborg.

Language of instruction: Swedish and English

Main field of studies

Strategic Communication

Depth of study relative to the degree requirements

G2F, First cycle, has at least 60 credits in first-cycle course/s as entry requirements

Learning outcomes

On completion of the course, the students shall be able to

Knowledge and understanding

- show basic knowledge and understanding of project management from a planning and cooperation perspective,

Competence and skills

- demonstrate the ability to apply basic methods for project planning,
- demonstrate the ability to develop a project description and create a digital artifact,
- demonstrate the ability to analyse and reflect on own behaviour in the relation to other project members,

Judgement and approach

- demonstrate the ability to reflect critically on group dynamic processes in relation to ethical aspects,
- be able to reflect on the importance of cooperation and leadership in a project group.

Course content

The aim of the course is to introduce the student to the professional role of the project manager and the management of digital projects. The student will be trained to cooperate in, plan and manage digital projects. A central starting point for the course is the planning and the implementation of a practical project that is carried out in groups.

The educational starting point of the course lies in the connection between theory and practice in strategic communication in which the students develop and carries out a project that is related to theories of project planning and management as well as group development.

The course contains:

- project as a work plan method,
- project planning tools,
- project management,
- the labour market and professional work roles,
- contact with clients,
- group processes and group development.

The student is given the possibility to choose a special theme in strategic communication that constitutes the basis for the digital project.

Course design

The teaching is given as lectures, seminars as well as project work. Participation in guest lectures and seminars are compulsory. Students who have been unable to participate due to circumstances such as accidents or sudden illness will be offered the opportunity to compensate for or re-take compulsory components. This also applies to students who have been absent because of duties as an elected student representative.

Assessment

The course is examined through active participation in seminars, a project work in groups with written and oral presentation as well as a written individual reflection over the project work.

In connection with the course, three examination sessions been offered; a regular test and two re-examinations. Within a year of the end of the course, two further re-examinations on the same course content are offered. After this, further re-examination opportunities are offered but in accordance with the current course syllabus.

Subcourses that are part of this course can be found in an appendix at the end of this document.

Grades

Marking scale: Fail, Pass, Pass with distinction.

For the grade Pass, it is required that the student satisfies the intended learning outcomes that are stated for the course. To pass with distinction, it been furthermore required that the student demonstrates special theoretical consciousness and special analytical ability.

Entry requirements

For admission to the course, the student must have completed 60 credits at first cycle level in the Bachelor's programme in strategic communication and digital media 180 credits, or 60 credits in the Bachelor's programme in strategic communication are required 180, credit, of which the first semester in the programme should be completed.

Further information

No other assignments

Subcourses in SKDA54, Project Management and Digital Development

Applies from H16

- 1601 Project - report and production, 6,0 hp
Grading scale: Fail, Pass, Pass with distinction
- 1602 Project Management Methods, 1,5 hp
Grading scale: Fail, Pass

Applies from H13

- 1301 Project Management and Digital Development, 7,5 hp
Grading scale: Fail, Pass, Pass with distinction