



**LUND**  
UNIVERSITY

Faculties of Humanities and Theology

## **EUHR15, European Studies: Project Management and Communication Strategies, 15 credits**

*Europastudier: Projektledning och kommunikationsstrategier för EU-projekt, 15 högskolepoäng*  
Second Cycle / Avancerad nivå

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### **Details of approval**

The syllabus was approved by The pro-dean for First-Cycle Studies at the Faculties of Humanities and Theology on 2011-04-15 to be valid from 2011-04-15, autumn semester 2011.

### **General Information**

The course is normally part of the Master of Arts programme in European Studies at the Centre for Languages and Literature but, with the approval of the relevant authenticating body, it can also be offered as a free-standing course or included as part of a professional degree.

*Language of instruction:* English

*Main field of studies*

European Studies

*Depth of study relative to the degree requirements*

A1N, Second cycle, has only first-cycle course/s as entry requirements

### **Learning outcomes**

On completion of the course the student shall

#### **Knowledge and understanding**

- be able to describe and use fundamental concepts in project management
- be able to demonstrate knowledge of how a project is to be planned, prepared, managed and implemented in professional life
- be able to identify the relevant forms of EU support for projects in culture, society and communication.

### **Competence and skills**

- be able to identify and assess the need for resources for planning and realising a project in European culture and communication
- be able to write a project plan, utilising project management theories and methods, for a project in culture, society or communication
- be able to complete, in a group, a project plan, a funding plan and an application for funds from a relevant EU programme (e. g. the Culture programme, the MEDIA programme).

### **Judgement and approach**

- be able to assess research and ethics issues of relevance to project management
- be able to reflect on his or her role in the group work and the group's internal dynamics
- be able to plan his or her further skills development.

### **Course content**

The course introduces principles for project management work focusing on the forms of support available in the European Union. The course includes a theoretical overview of project management dealing with its fundamental concepts and models. Furthermore, students are offered exercises in project planning, financial planning and the writing of an application for funds required for executing a project eligible for EU support. The course also raises awareness of how the skills acquired in the European Studies programme can be used for project management. The course concludes with several group projects in which relevant theories and practical exercises are interwoven.

### **Course design**

Teaching consists of lectures, compulsory seminars and supervision of group projects.

### **Assessment**

The forms of examination are group project work and compulsory assessed seminars. *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.

### **Entry requirements**

To be admitted to the course, students must have passed the courses EUHR11 and EUHR12 or have equivalent knowledge.



## Subcourses in EUHR15, European Studies: Project Management and Communication Strategies

Applies from V11

1101 Project Management and Communication Strategies, 15,0 hp  
Grading scale: Fail, Pass, Pass with distinction