



BALDWIN ONLINE AND
ADULT PROGRAMS

BuAd 350
Project Management for Sustainable Impact
(Independent Course - 3 Credits)

Faculty Member: Dr. John Wetter (bio listed below)
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Semester: Summer 2020

Course Description

This course focuses on a holistic approach to project management. The content deals with planning, scheduling, organizing, and controlling projects; for example, product development, construction, information systems, new businesses, and special events. The course includes major topics of Strategy, Priorities, Organization, Project Tools, and Leadership. Primary class emphasis is on project management processes. Project management is becoming more important in today's world. Mastery of key concepts could give you a significant competitive advantage in the marketplace. The goal is to gain a high-level understanding of each phase of the project life cycle and to be exposed to proven project management techniques. Supplemental readings will have a special emphasis on the emerging area of sustainable project management.

Course Objectives

At the conclusion of this course, students should be able to:

1. Describe the principles of project management and examine how multiple projects fit into the overall programs and strategic direction for an organization.
2. Articulate an understanding of the recognized project management areas of knowledge for successfully managing projects of varying size and complexity.
3. Use project management processes and intelligently discuss project management concepts for initiating, planning, executing, monitoring, controlling, and closing projects.
4. Articulate the issues, concerns, and objectives of sustainable project management.

Required Texts and Materials

Primary Text: Project Management: The Managerial Process, Fifth Edition by Erik W. Larson and Clifford F. Gray, McGraw-Hill Irwin, 2011 ISBN 978-0-07-340334-2 MHID 0-07-340334-2 Available as "used" at low cost...and rental option is available

Note: The book can be purchased as "used", between \$10-\$40 hardcopy. Use Google search.

There may be a free pdf on line at:

<https://mrtashfeen.wikispaces.com/file/view/Project+Management+5th+Edition.pdf>

I can't verify the accuracy of the free pdf but it seems to be a complete 5th edition.

Another potential source of used books:

<https://www.directtextbook.com/isbn/9780073403342>

Another potential source for ebook (rental) is VitalSource:

<https://www.vitalsource.com/products/project-management-the-managerial-process-larson-erik-w-gray-clifford-v0077476107>

Recommended Text: Project Management Institute. (2017). *A Guide to the Project Management Body of Knowledge, PMBOK Guide* (6th ed.). PA: Project Management Institute. ISBN-9781628251845
This text is freely available to those who may have a student membership in PMI. See alternates below.

This is also available in freely downloadable (no membership requirements) in PDF format, 2000 edition, which is an acceptable replacement for the course.

<http://www.cs.bilkent.edu.tr/~cagatay/cs413/PMBOK.pdf>

Supplemental Readings: Additional articles and/or publications may be assigned throughout the semester.

Supplemental Materials: Distributed as Required

Grading Components

Chapter Notes/Significant Points	30%
Chapter Assignments: (2-3 questions or exercises per chapter)	
Review Questions	10%
Chapter Exercises	15%
Cases (short cases w/discussion questions)	20%
Final Exam	25%

GRADING SCALE:

A	93-100	C+	77-79
A-	90-92	C	73-76
B+	87-89	C-	70-72
B	83-86	D+	67-69
B-	80-82	D	60-66
		F	below 60

All submitted documents should include your last name as part of the file name. For example: "wetter_BuAd350 M1W1 Chapter 1Notes.doc". Your name should also appear in somewhere the text of the submitted document or in the document header/footer.

Chapter Notes/Significant Points

Students will read up to two (2) text chapters per week (plus the related PMBOK reference chapters) and record significant points for each chapter in a notebook or computer journal, preferably in their own words. Students should record at least 10 significant points per chapter and reference page numbers. *Entries must be submitted via Blackboard. Consult Blackboard for specific dates.*

Chapter Assignments

There will be a list of assignments to be completed, including 2- 3 **Review Questions** and/or **Exercises** for each chapter. The list of assigned questions and exercises will be available prior to the beginning of the specific course week. Completed assignments will be submitted via Blackboard. *Please label these appropriately for each chapter and submit in Blackboard. Consult Blackboard for specific dates.*

Cases

There will be a number of short cases assigned throughout the semester corresponding to particular chapters in the text. There will be 2-3 discussion questions at the end of each short case. The case assignments will be made available before the beginning of the week in which they are assigned. *Include your name and the applicable chapter in the system file name of the word document.*

Final Exam

The final will consist of multiple choice and/or brief essay questions based on material from the entire semester. It will be made available towards the end of the semester. *The final exam will be submitted via Blackboard.*

Conferences

Email questions always accepted. I will be available for conferences by phone appointment. Please do not hesitate to contact me if you are having difficulty or are unsure of an assignment. **Please plan to check in with me by email at least three times during the semester to provide me a view of your progress.**

Assignment Due Dates:

Strict "due dates" for particular assignments are posted, you will find a 10% penalty if the assignment is submitted later than the due date.

Plagiarism:

Please refer to Mary Baldwin University Policy

Professor Bio:

Dr. Wetter is currently employed as a Senior Project Manager (Transition Manager) for Xerox Corporation. Additionally, he is an Adjunct Assistant Professor of Project Management for the University of Maryland University College and an Adjunct Professor at Mary Baldwin University.



Academic Experience

- Ten plus years as Adjunct Associate Professor in Project Management at UMUC, teaching PMAN600, PMAN634, and PMAN670 (now PMAN637)
- Five plus years as Adjunct Professor in Project Management at Mary Baldwin University, teaching BuAd350 Project Management for sustainable Impact
- Four years as Adjunct Professor at the University of Vermont and BACC, teaching undergraduate courses in Small Business Management, Principles of Management, and Foundations of Management
- Ad-hoc teaching experience at George Washington University, as part of my PhD program in Technology Management.

Professional Experience:

- Over twenty years' experience as Senior Project/Transition Manager for Xerox Corporation. This consists of completing several extensive Information Technology based projects in the medical, manufacturing, academic, banking, finance, telecom, insurance, and automotive industries. Many of these projects were global in nature; team management was performed in a matrix environment utilizing all knowledge areas of project management.
- Six years' experience as Executive Project Manager, localizing software applications for international markets.

Education:

- Ph.D. Technology & Project Management, George Washington University, DC
- MBA Management, University of Scranton, PA
- B.S. Business Administration, University of Scranton, PA

Publications:

Wetter, John. J., *Impacts of Research and Development Expenditures: The Relationship Between Total Factor Productivity and U.S. Gross Domestic Product Performance*. Springer Science-Business Media, NY, 2011

Other publications: on request...