

JEE 631 Strategic Planning and Project Management
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1. Course Description

The objective of this course is to enable the students to learn the basics of strategic planning and project management. It will explain how to develop a strategic plan and implement a project, like definition, objectives, characteristics, and phases of projects as well as execution plans, cost/schedule estimation and control. Project evaluation is also included.

2. Target Knowledge, Skills, and Abilities (KSA)

This course provides students with knowledge on project planning and execution, together with an ability to understand and perform strategic planning. The abilities to complete projects and plan for group or organization strategically are targeted.

3. Target group of students

The course is opened to Master and PhD students with a background in science or engineering.

4. Pre-requisites

None.

5. Course Learning Outcomes

CLO 1: Able to understand key concepts and plan for projects.

CLO 2: Able to execute, progress monitor, and analyze causes of discrepancies, both time and budget.

CLO 3: Able to initiate remedial solutions for the discrepancies.

CLO 4: Able to perform strategic planning.

CLO 5: Able to communicate in writing and orally the outcomes of problem solving projects.

6. Method of Teaching and Learning

This course will be delivered in a hybrid format, i.e. simultaneously online and on-site with live lectures, group discussion, and individual/team project presentations.

7. Course Outline and Organization

No.	Date	Topics
1	6 August 2025	Course Description and Evaluation, Introduction to strategic planning and Project Management.
2	13 August 2025	Strategic Planning Process; - Diagnostic or data gathering, - Visioning, mission and vision identification
3	20 August 2025	Strategic Planning Process (cont.); - Goal setting, - External Environment - Internal Capacities
4	27 August 2025	Strategic Planning Process (cont.); - Action planning, - Monitoring, evaluation, and analysis
5	3 September 2025	Tools for planning; - information analysis, - SWOT - Mindmap
6	10 September 2025	Tools for planning(cont.); - information analysis, - SWOT - Mindmap
7	17 September 2025	Planning with good governance - Corporate Governance, - Corporate Social Responsibility
8	24 September 2025	Mid-term Examination
9	1 October 2025	Introduction to Project Management; - Project Objectives, and - Project Characteristics
10	8 October 2025	Project Organization; - Parent organization, and - Project Team
11	15 October 2025	Project Execution Plan; - Objectives of PEP, - Philosophy/Approach, - Contents of PEP, - Critical issues
12	22 October 2025	Cost Estimate; - Definition, - Classification,

		- Estimate accuracy, and - Contingency
13	29 October 2025	Project Schedule; - Types of schedules, - Activity on arrow, - Activity on node, and - Critical path
14	5 November 2025	Project Control; - Six Steps in Cost Control, - Tools for control
15	12 November 2025	Project Contracting
16	19 November 2025	Student Presentation
17	26 November 2025	Final Examination

8. Evaluation Methods

In-class participation / Assignments / Take-home Exam / Mini-Project.

● Grading System:

Quiz (during Lectures)	20%
Term paper	20%
Mid-term Examination	30%
Final Examination	30%
Total	100%

9. References/Resources

Lecture notes and related literature distributed by the instructors.

A. Text books :

1. Project Management – The Managerial Process, International 2nd Edition, Clifford F. Gray/ Erik W. Larson, McGraw Hill.
2. Project Management Basics – A Step by Step Approach, Robert L. Kimmons, Marcel Dekker, Inc.
3. Strategic Management and Competitiveness and Globalization (2007, 7th ed.) by Michael A. Hitt, R. Duane Ireland, and Robert E. Hoskisson.

B. Downloaded documents :

1. SWOT Analysis : Strategy Skills, Team FME/www.free-management-ebooks.com, ISBN 978-1-62620-951-0
 2. Five Forces Framework/<http://www.free-management-ebooks.com/dldebk/dlst-porter.htm>
 3. PESTLE Analysis/<http://www.free-management-ebook.com/dldebk-pdf/fme-pestle-analysis.pdf>
 4. The Principles of Project Management/file:///C:/Documents%20and%20Settings/VAIO/My%20Documents/Downloads/w_sitb01.pdf
 5. "Using the Balanced Scorecard as a Strategic Management System," Robert S. Kaplan and David P. Norton, Harvard Business Review, July-August 2007.
 6. "The Five Competitive Forces That Shape Strategy," Michael Porter, Harvard Business Review, January, 2008.
 7. "SWOT Analysis I: Looking Outside for Threats and Opportunities"
 8. "Blue Ocean Strategy", W. Chan Kim and Renee Mauborgne, Harvard Business Review Press, 2015.
- C. Lecture Note and Handouts