

JEE 631 Strategic Planning and Project Management

(Course coordinator: Athikom Bangviwat)

1. Course Description

Strategic planning is known as the basic tool used to communicate with the organization the goals, the actions needed to achieve those goals, and all of the other critical elements developed during the planning exercise.

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

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.

3. Target group of students

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

4. Pre-requisites *[Indicate if the course requires some pre-requisites].*

This course is an introductory course and therefore no pre-requisites are required.

5. Course Learning Outcomes

CLO 1: Able to define the concept, principles, and objectives of strategic planning.

CLO 2: Able to distinguish roles and responsibilities of stakeholders, both who involve directly and support the project.

CLO 3: Able to plan and implement project scheduling, cost estimate, project evaluation and follow up.

6. Method of Teaching and Learning

This course will be delivered in a hybrid format, i.e. a combination of online and on-site lectures and presentations.

7. Course Outline and Organization

This course is opened every first semester.

For the Semester 1/2023 (2565), this course is scheduled every Thursday afternoon (13.30 am – 16.30 pm) from Tuesday 9 August to 6 December 2023.

MODULE 1: Strategic Planning		
MLO 1: Understand the strategic planning process, and the benefits of the strategic planning.		
MLO 2: Gain knowledge on how to prepare a strategic plan.		
MLO 3: Be able to exercise tools for planning.		
Lecture No.: Title	Name of Instructor (Affiliation)	Teaching Period
LECTURE 1: Introduction to strategic planning and project management	Athikom Bangviwat	Week 1
LECTURE 2: Strategic Planning Process; - Diagnostic or data gathering, - Visioning, mission and vision identification	Athikom Bangviwat	Week 2
LECTURE 3: Strategic Planning Process (cont.); - Goal settings, - External Environment,	Athikom Bangviwat	Week 3
LECTURE 4: Strategic Planning Process (cont.); - Action planning, - Monitoring, evaluation, and analysis	Athikom Bangviwat	Week 4
LECTURE 5: Tools for planning; - information analysis, - SWOT,	Athikom Bangviwat	Week 5
LECTURE 6: Tools for planning (cont.); - information analysis, - SWOT,	Athikom Bangviwat	Week 6
LECTURE 7: Planning with good governance - Corporate Governance, - Corporate Social Responsibility	Athikom Bangviwat	Week 7
Mid-term examination		Week 8
EVALUATION: <u>Essay questions and take-home work</u>		

MODULE 2: Project Management		
MLO 1: Gain knowledge on project objectives and characteristics.		
MLO 2: Understand the project participators, and their roles and responsibilities,		
MLO 3: Be able to plan a project, both cost and schedule,		
MLO 4: Realize the effective project control.		
Lecture No.: Title	Name of Instructor	Teaching Period
LECTURE 1: Introduction to Project Management; - Project Objectives, and - Project Characteristics	Athikom Bangviwat	Week 9
LECTURE 2: Project Organization; - Parent organization, and - Project Team	Athikom Bangviwat	Week 10
LECTURE 3: Project Execution Plan; - Objectives of PEP, - Philosophy/Approach,	Athikom Bangviwat	Week 11

LECTURE 4: Cost Estimate; - Definition, - Classification, - Estimate accuracy, and - Contingency	Athikom Bangviwat	Week 12
LECTURE 5: Project Schedule; - Types of schedules, - Activity on arrow, - Activity on node, and - Critical path	Athikom Bangviwat	Week 13
LECTURE 6: Project Control; - Six Steps in Cost Control, - Tools for control	Athikom Bangviwat	Week 14
LECTURE 7: Contract Administration, Project Termination, and Reporting	Athikom Bangviwat	Week 15
Final examination		Week 16
EVALUATION: Essay questions and take-home work		

8. Evaluation Methods

Quiz (during lectures)	20%
Term paper	20%
Final Examination	30%
Total	100%

9. Guided References/Resources

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-ebooks.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 Notes and Handouts