

**The Joint Graduate School of Energy and Environment
King Mongkut's University of Technology Thonburi**

**Course Plan
Semester : 1/2020**

JEE 631 : Strategic Planning and Project Management 3 (3-0-6)

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.

Last update : 14 August 2019

No.	Date	Topics	Class Activities
1	20 Aug 20	Course Description and Evaluation, Introduction to strategic planning and Project Management.	
2	27 Aug 20	Strategic Planning Process; - Diagnostic or data gathering, - Visioning, mission and vision identification	Blue Ocean Strategy
3	3 Sep 20	Strategic Planning Process (cont.); - Goal settings, - External Environment, - Internal Capacities	Avoiding Micromanagement Amabile and Kramer's Progress Theory
4	10 Sep 20	Strategic Planning Process (cont.); - Action planning, - Monitoring, evaluation, and analysis	The Inverted-U Model
5	17 Sep 20	Tools for planning; - information analysis, - SWOT, - Mindmap	The Five Competitive Forces That Shape Strategy
6	24 Sep 20	Tools for planning (cont.); - information analysis, - SWOT, - Mindmap	Mind Map
7	1 Oct 20	Planning with good governance - Corporate Governance, - Corporate Social Responsibility	SWOT Analysis - FMB The Link between Competitive Advantage and Corporate Social Responsibility What Makes Great Boards Great CSR
8	8 Oct 20	Student Presentation	
9	15 Oct 20	Mid-term Examination	
10	22 Oct 20	Introduction to Project Management; - Project Objectives, and - Project Characteristics	
11	29 Oct 20	Project Organization; - Parent organization, and - Project Team	
12	5 Nov 20	Project Execution Plan; - Objectives of PEP, - Philosophy/Approach, - Contents of PEP, - Critical issues	
13	12 Nov 20	Cost Estimate; - Definition, - Classification, - Estimate accuracy, and - Contingency	
14	19 Nov 20	Project Schedule; - Types of schedules, - Activity on arrow, - Activity on node, and - Critical path	
15	26 Nov 20	Project Control; - Six Steps in Cost Control, - Tools for control	
16	3 Dec 20	Student Presentation	
17	10 Dec 20	Final Examination	

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

References

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