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|--|------------|--|---------------|-----------------|
| <b>Obuda University</b><br>John von Neumann Faculty of Informatics   |            | <i>Institute of Biomaterials and Applied Artificial Intelligence</i> |               |                 |
| <b>Name and code: Business projects</b>  |            | <b>Credits:4</b>   |               |                 |
| <i>Computer Science Engineering MSc</i>  |            | <i>2022/23 year I. semester</i>                                      |               |                 |
| Responsible person of subject: Kornélia Lazányi  |            |  |               |                 |
| Subject lecturers: Kornélia Lazányi  |            |  |               |                 |
| Prerequisites (with code):   |            | -  |               |                 |
| Weekly hours:  | Lecture: 1 | Seminar.: 1  | Lab. hours: 0 | Consultation: 0 |
| Way of assessment (exam or midterm grade):   | midterm    |  |               |                 |
| <b>Course description:</b>   |            |  |               |                 |
| <i>Goal:</i> The purpose of the course is to provide insight into business processes and operations. Students of the course will be able to structure, organize and manage projects across various functional fields and across organizational borders. They will also understand how to create, manage and control projects and project teams in cascade and scrum methodologies.   |            |  |               |                 |
| <i>Course description:</i> The course endeavours to create a basic understanding of business processes and their implications to IT. Students will get acquainted with various project management approaches and will learn how to join in the PDCA cycle of the business entity, as well as to define and achieve KPIs regarding their own contribution to business strategies. The course also entails a short intro into business communication with special emphasis on pitch. |            |  |               |                 |

| <b>Lecture schedule</b>   |   |
|---|---|
| <i>Education week</i>   | <i>Topic</i>  |
| 1.  | Understanding the basics of the business concept      |
| 3.  | Planning an initiative                                |
| 5.  | Defining and managing the scope of a project          |
| 7.  | Project management approach                           |
| 9.  | Implementation  |
| 11.   | Implementation II                                     |
| 13.   | Oral communication                                    |
| <b>Seminar schedule</b>   |   |
| <i>Education week</i>   | <i>Topic</i>  |
| 2.  | Developing a business concept                         |
| 4.  | Creating an initiative                                |
| 6.  | Drafting the scope of a project                       |
| 8.  | Identifying key stakeholders and their interests      |
| 10.   | Developing a project workflow                         |
| 12.   | Identifying milestones and checkpoints                |
| 14.   | Pitch, elevator pitch                                 |
| <b>Midterm requirements</b>   |   |
| Student participation in the lectures and seminars is required.                       |   |
| All homeworks and the classroom test are required to be completed during the midterm. |   |
| <b>Assessments schedule</b>   |   |
| <i>Education week</i>   | <i>Topic</i>  |
| 14.   | Written report on the business project – 70% of grade |
| 14.   | Pitch – 30% of grade                                  |

### Final grade calculation methods

| Achieved result | Grade            |
|-----------------|------------------|
| 89%-100%        | excellent (5)    |
| 76%-88<%        | good (4)         |
| 63%-75<%        | average (3)      |
| 51%-62<%        | satisfactory (2) |
| 0%-50<%         | failed (1)       |

A minimum of 50% must be achieved in each part.

### Type of exam

The course is evaluated with a midterm mark.

### Type of replacement

Report can be submitted later as a form of retake – pitch cannot be retold or presented later than the 14<sup>th</sup> week!

### References

Obligatory:

Brewer, J. L., & Dittman, K. C. (2018). Methods of IT project management. Purdue University Press.

Recommended:

Nelson, R. R. (2007). IT project management: Infamous failures, classic mistakes, and best practices. MIS Quarterly executive, 6(2).

Sauer, C., & Reich, B. H. (2009). Rethinking IT project management: Evidence of a new mindset and its implications. International Journal of Project Management, 27(2), 182-193.

Pervoukhin, D. V., Isaev, E. A., Rytikov, G. O., Filyugina, E. K., & Hayrapetyan, D. A. (2020). Theoretical comparative analysis of cascading, iterative, and hybrid approaches to IT project life cycle management. Бизнес-информатика, 14(1 (eng)).