ÓBUDA UNIVERSITY
JOHN VON NEUMANN FACULTY OF INFORMATICS

| **Institute of Biomatics and Applied Artificial Intelligence** | | | | | | |
|---|---|---|---|---|---|---|
| Name of the subject: | Code of the subject: | Credits: | Weekly hours: | | | |
| | | | | lec | sem | lab |
| **Business Projects** | NBVBU0EMNE | | full-time | 1 | 1 | |
| Responsible person for the subject: Prof. Dr. Kornélia Lazányi | | | Classification: Professor | | | |
| Subject lecturer(s): | | | | | | |
| Prerequisites: | | | | | | |
| Way of the assessment: | midterm mark | | | | | |

| **Course description** | |
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| Goal: | 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. |
| Course description: | 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. |

| **Lecture schedule** | |
|---|---|
| Education week | Topic |
| 1. | Understanding the basics of the business concept |
| 2. | Drafting the scope of a project |
| 3. | Planning an initiative |
| 4. | Identifying key stakeholders and their interests |
| 5. | Stakeholder analysis |
| 6. | Developing a business concept |
| 7. | Defining and managing the scope of a project |
| 8. | Market analysis |
| 9. | Validation of the business idea |
| 10. | Creation of the MVP |
| 11. | Prototyping |
| 12. | Financial aspects of business projects |
| 13. | Pitch, elevator pitch |
| 14. | Final presentation |

| **Mid-term requirements** | |
|---|---|
| Conditions for obtaining a mid-term grade/signature | Student participation in the lectures and seminars is required.<br>Final presentation and final submission is mandatory. |

| **Assessment schedule** | |
|---|---|
| **Education week** | Topic |
| **14** | Final presentation |
| **14** | Final submission |

| **Method used to calculate the *mid-term grade*** (to be filled out only for subjects with mid-term grades) | |
|---|---|
| 89%-100% | excellent (5) |
| 76%-88% | good (4) |
| 63%-75% | average (3) |

| | |
|---|---|
| 51%-62% satisfactory (2)<br>0%-50% failed (1) | |
| **Type of the replacement** | |
| Type of the replacement of written test/mid-term grade/signature | Retake is organised in the first 10 days of the exam period. |
| **Type of the exam** (to be filled out only for subjects with exams) | |
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| **Calculation of the exam mark** (to be filled only for subjects with exams) | |
| | |
| **Final grade calculation methods:** | |
| 60% final submission 40% final presentation. | |
| **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).<br><br>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.<br>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)). |
| Other references: | Materials uploaded to moodle. |