

产品创新管理与项目管理导论

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01510701,,产品创新管理与项目管理导论,Introduction to Project Management and Innovative Product Development

总学分: 1,总学时: 20,周学时:16/4/16

开课单位: 基础工业训练中心,课程类别: 全校性选修课,课程特色: 全外文授课,课程面向: 本科生

考核方式: 考查,教学方式: 案例教学为主

课程团队: Sinisa Krajnovic; Feng Zhu

课程内容简介:新工科对于工程项目管理的创新能力,沟通交流和协作的能力,国际化工作的能力,提出了较高的要求。这门课程可以帮助学生通过16个学时的学习后初步掌握这些能力,能够在国际化的环境里面开展创新和项目管理等工作。主讲教师Sinisa作为爱立信公司前高级副总裁,国际知名咨询公司麦肯锡全球资深合伙人,拥有多年的国际工程管理与创新经验,合讲教师朱峰在高科技行业有多年研发和教育经验,曾获清华大学校级优秀博士论文与优秀博士研究生。该课程介绍了项目管理,创新管理和产品开发的关键概念,并支持学生有效地参与创造和实现商机。将业务和技术方面结合在一个课程中,学生将专注于使用适用的创新技术寻找新的业务解决方案。学生将能够获得与项目管理,创新管理和产品开发相关的知识和技能,此外还可以通过产品开发项目获得实践经验。通过课堂讨论和课程活动,学生将能够获得额外的国际经验和曝光率,并提高他们的英语语言能力。在课程期间,将使用各种教学方法:从术语和概念的基本解释,练习,案例研究工作来呈现知识应用的个人工作以及项目的团队合作。除了对理论讲座的描述之外,重点将放在实际工作上,学生将计划和管理一个项目。

Course Description:The course introduces a key concepts of project management, innovation management and product development, and supports students to participate effectively in the creation and realization of business opportunities. Combining business and technology aspects in one program, students will focus on finding new business solutions using applicable innovative technologies. Students will be able to gain knowledge and skills related to project management, innovation management and product development, and, additionally, gain practical experience through a product development project. Through class discussions and course activities students will be able to gain additional international experience and exposure, as well as improve their English language proficiency. During the course variety of teaching methods will

be used: from basic explanations of terms and concepts, exercises, working on case studies, individual work in finding the application of the presented knowledge and team work on the project. Beyond mere description of theoretical lectures, the emphasis will be on practical work, where students will plan and manage a project. Sinisa Krajnovic is a global executive with long senior international leadership experience and expertise in Information and Communications Technology (ICT). He is Senior Advisor in McKinsey & Company in Technology, Media & Telecommunications. Since 2018 he is visiting professor at the Tsinghua University School of Economics and Management (TSEM) in China. He was Executive Vice President of Ericsson North East Asia, and global R&D head for 15,000 engineers for global 5G products.

先修要求:offline only because of face to face seminar discussion 线下研讨会为主，不能线上授课

适用院系专业:所有专业

教学目标:初步建立学生工程项目管理的创新能力，沟通交流和协作的能力，国际化工作的能力，能够在国际化的环境里面开展创新和项目管理等工作。 Initially establish students' innovative ability in engineering project management, the ability to communicate and collaborate, the ability to work internationally, and the ability to carry out innovation and project management in an international environment.

预期学习成效:1. 项目管理基础知识 2. 创新管理基础知识 3. 产品管理基础知识 4. 界定和解决问题的能力 5. 面向投资人和高管的商业计划书，原型机开发和创新的能力 6. 理解创新和终身学习的重要性 7. 国际化环境工作的能力 8. 英语商业沟通的技巧 1. Basic knowledge of project management 2. Basic knowledge of innovation management 3. Basic knowledge of product development 4. Defining and solving problems 5. Making a proposal to investors and/or senior management based on early prototyping and innovation, to gain support and required investments 6. Understanding of the critical importance of innovation and lifelong learning 7. Additional international experience and exposure 8. Improved English language proficiency and business communication skills

参考书: - Project Management Institute (PMI): PMBOK (Project Management Body of Knowledge) Guide - Seventh Edition, 2021 - You can find interesting articles on Project Management, Innovation Management and Product Development in publications such as the Harvard Business Review, and various academic journals. As preparation for the class, find one or two articles on the topic that you find

interesting, so that you can add insights to the class discussion.