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2015 INTERNATIONAL MODULE ADVANCED INTERNATIONAL PROJECT MANAGEMENT TOPICS BENTLEY UNIVERSITY & UNINOVE: A GENERAL OVERVIEW AND OUTCOMES

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Contextualização:

The growing need for innovation, serving the opportunism imposed by the pace of the market, seems to imply the increasing complexity, carrying new challenges to the project success. Thomas and Mengel (2008) extol the urgent need to review the course of education in PM in order to keep up with this reality. The partnership Bentley and Uninove sought to fill this gap through a course of advanced topics in international project management.

Objetivos:

This study aims to evaluate the satisfaction and perception of the participants of the International Module - Advanced Project Management Topics, held in June 2015 at Bentley University, Waltham, MA, USA.

Metodologia:

Study of inductive and qualitative approach, exploratory nature, with case study method (Martins & Theóphilo, 2009). As the unit of analysis, the study considers the International Module Advanced Topics in Project Management, held at Bentley University in June 2015, based on the evaluation of 17 participating students. It was also considered the educational materials provided on the course, workshops and reports developed by the participants.

Fundamentação Teórica:

Innovation is a prerequisite for economic development (Schumpeter, 1997), as well as a strategic element for organizations (Ansoff, 1984; Shenhar & Dvir, 2007). However, it increases the complexity, bringing more risks to the projects (Shenhar & Dvir, 2007; Hass, 2009). For Thomas and Mengel (2008) is imperative that education in PM, contemplate these aspects to increase the success of projects.

Resultados e Análises:

The documentary evidence and perceptions of the participants point to the effective coverage of the topics "innovation" and "complexity" in the International PM Module held in Bentley. The lectures focused on complexity, while the visited companies are innovative. The participants demonstrated high level of satisfaction with the content and organization of the course. Suggestions for improvement emerged isolated, but nothing related to the structural aspects of the program, considered a success.

Considerações Finais:

Innovation is critical to the success and survival of organizations. However, innovation increases complexity in PM. Complexity is an issue that has been gaining momentum in PM literature, considering it one of the main aspects related to the success of the projects. The International Management Module Project Management has been focused on these topics and had the positive recognition of the group of participants.

Referências:



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Schumpeter, J. A. (1997). Teoria do desenvolvimento econômico: uma investigação sobre lucros, capital, crédito, juro e o ciclo econômico. São Paulo: Editora Nova Cultural.

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Palavras-chave:

Project Management; Project Management Education; Innovation; Project Complexity

Atenção:

- Adotar os tópicos acima para a redação do resumo do Pôster.
- O uso do template é obrigatório. Este modelo já possui a formatação solicitada pelo congresso. Utilize-o para escrever o resumo do seu pôster.
- Texto justificado, fonte Times New Roman, corpo 12, espaçamento simples (entre caracteres, palavras e linhas).