UCONN | COLLEGE OF LIBERAL ARTS AND SCIENCES

COMMITTEE ON CURRICULA AND COURSES

Proposal to Add a New Graduate Course

Last revised: September 24, 2013

1. Date: April 8, 2014
2. Department requesting this course: Public Policy
3. Semester and year in which course will be first offered: Fall 2014

Final Catalog Listing

Assemble this after you have completed the components below. This listing should not contain any information that is not listed below!

PP 5382. Project Management in Survey Research
3 credits. Seminar.

An exploration of project management techniques applied to survey research projects.

Items Included in Catalog Listing

Obligatory Items

1. Abbreviation for Department, Program or Subject Area: PP
2. Course Number: 5382
3. Course Title: Project Management in Survey Research
4. Number of Credits (use digits, "3" not "three"): 3
5. Course Description (second paragraph of catalog entry): This course will explore the application of project management techniques to the management of survey research projects.
6. Course Type, if appropriate:
   __Lecture __ Laboratory _X_ Seminar __ Practicum

Optional Items

7. Prerequisites: None.
8. Recommended Preparation: PP 5379 Principles and Methods in Survey Research
9. Consent of Instructor: Not Required.
10. Exclusions: None.
11. Repetition for credit: None.
12. S/U grading: A-F Graded.

Justification

1. Reasons for adding this course: This is a new course developed for the Graduate Program in Survey Research which began offering courses in 2011.

2. Academic merit: GPSR students pursue careers as project managers and project directors. Project management techniques shape the management of survey research projects and better equip our students for their desired roles. In addition to research skills, students acquire knowledge and understanding of the relationship between survey design and survey management, how to plan a survey research project in a variety of industry sectors, learn how to develop and implement a project budget, manage project contracts and lead a project team. In addition, this course requires student use of the technology most often used to facilitate survey project management.

3. Overlapping courses: None

4. Number of students expected: about 20
5. Number and size of sections: 1 section
6. Effects on other departments: none
7. Staffing: Staffing for the course will be provided by the Department of Public Policy. No new staff is necessary to offer this course.
8. Dates approved by
   Department Curriculum Committee:
   Department Faculty:
9. Name, Phone Number, and e-mail address of principal contact person:

Ken Dautrich
860-570-9090
K.Dautrich@uconn.edu

Syllabus

A syllabus for the new course must be attached to your submission email.

Additional Approval

New graduate courses must also be approved by the Graduate Faculty Council.

PP5397: PROJECT MANAGEMENT IN SURVEY RESEARCH

Semester: Fall 2012
Instructor: Erin St.Onge-Carpenter
E-mail: erin.st_onge@uconn.edu
Phone: 561.596.8044
Office Hours: By appointment

Overview:

This course will explore the application of project management techniques to the management of survey research projects. Students will examine the relationship between survey design and survey management, how to plan a survey research project in a variety of industry sectors, learn how to develop and implement a project budget, manage project contracts and lead a project team.

Course Goals:

- Students will **apply** technology, project management techniques, theories, and execution styles meaningfully to project management.
- Students will **identify** fundamental elements of successful project management.
- Students will **create** a survey research project plan.
- Students will **develop** a personal style of project management based on their learning.

Assignments and Assessments:

The assignments and discussion board activities for this course will provide students with the opportunity to apply the information they have learned and address real issues that may happen throughout the course of a survey project. The format for the discussions/activities and assignments will vary depending on what area of project management is being covered. All assignments will be available through HUSKY CT and must be submitted via HUSKY CT. The course can be accessed directly via:

http://learn.uconn.edu
Log on using your Net ID and select PP5397.

Overview of Assignments:

Assignment #1: Short Paper on the Project Management Process
Based on the readings and the information in Sessions 01-04, prepare a short paper (3-5 pages) that discusses the various theories, procedural guidelines, and tools of project management (pros and cons of various tools and techniques presented) and how you would implement them into your own project management style. (see Assignment One Instructions in Module 03)

Due 10/8/12 at 5:00PM EST

Assignment #2: Responding to an RFP

Building on what has been discussed in the course up to this point; prepare a general response to an RFP in one of 3 sector areas (Government Contracts; Consumer Insights for Private Corporations; Non-Profit/Political/Educational Polling). This assignment can be completed in either MS Word (up to 5 pages) or MS PowerPoint (up to 20 slides) format. This project is not a formalized proposal or project management plan, but rather is intended to help you think through the process of how you would react to an RFP (what methodological approach you would take, what vendors you would seek out, what kind of team you would need, timeline, estimated budget, etc.) given what you have learned thus far. (see Assignment Two Instructions in Module 07)

Due 11/19/12 at

5:00PM EST Final Assignment: Develop a Project Management

Plan

Develop a formal project management plan based on materials provided. Ideally students will work from the RFP response prepared for Assignment 2 (and instructor feedback) and build on that to develop a complete project management plan. Elements of the plan include: budget worksheet, timeline, recommended approach/methodology (and rationale), team (expertise areas and project responsibilities), outside vendors, client management plan, analysis/presentation plan and project deliverables. (see Final Assignment Instructions in Module 10)

Due 12/10/12 at
5:00PM EST

Assessments:

Upon completion of each session, students will take a short quiz that covers the key topics from the readings and lecture for the session. Note: These quizzes will not appear on weeks that major assignments are due. Each quiz is due by Monday at Midnight (Tuesday of the week at 12:00am).

Application Activities:

Throughout the course there will be several opportunities to participate in a dialogue with your fellow students and with the instructor about the topics being studied via the course discussion board. Specifically, there will be three required application activities in which a question or topic will be presented and students will be required to contribute original response posts as well as reactions to other students' posts. These three application activities will require that you craft a thorough, well-thought out response to the particular
question or topic presented. The particular requirements and expectations of students for these application
activities are outlined in the "Application and Discussion Board Activity Requirements" document, which can be found in Module 1 on the course webpage.

Application Activity #	**Initial**	**Response**	**Feedback (Optional)**
Application Act. 1	9/15/12, midnight EST	9/16/12, 5:00PM EST	9/17/12, 5:00PM EST
Application Act. 2	10/27/12, midnight EST	10/28/12, 5:00PM EST	10/29/12, 5:00PM EST

Application Act. 3	11/10/12, midnight EST	11/11/12, 5:00PM EST	11/12/12, 5:00PM EST

In addition to the three application activities, there will be other opportunities to interact and have a dialogue with the instructor and fellow students via less formal discussion board activities. For these discussions, a question or topic relating to the subject being discussed in a particular module will be posted which will start a discussion. From there, students should comment or present questions in response to the initial instructor post. The idea with these less formal discussion board dialogues is to allow for interaction similar to what would take place in a physical classroom setting. These activities do not require students to craft a formal response (as is required for application activities), but instead asks students to contribute to the dialogue so that the instructor and the students can engage in a meaningful discussion about topics covered in the course.

Grading:

- Assignment 1: Short Paper on Project Management Techniques 15%
- Assignment 2: Responding to an RFP 15%
- Final Assignment: Develop a Project Management Plan 25%
- Quizzes: 25%
- Application Activities and Discussion Board Participation: 20% (5% for each application activity and 5%
  combined for all informal discussion board participation throughout the semester)

Text & Readings:

All reading materials for the course are available through Electronic Course Reserves and are accessible via the course website. The primary text that we will use throughout the course is:

- Managing Projects in Organizations: How to Make the Best Use of Time, Techniques, and People. (J. Davidson Frame, 2003)

We will also use chapters from the *Handbook of Survey Research* (Rossi, Wright & Anderson, eds.) and *Survey*
Research Methods (Earl Babbie). Additionally, Microsoft Office Project software will be introduced in Module
03 and there will be a reading from *Microsoft Project 2010 Step by Step* for this session.

Observance of Religious Holidays: After reviewing the syllabus carefully, please contact the instructor if you foresee a conflict between the week a major assignment is due and your religious observations.

Reasonable Accommodation: The University of Connecticut is committed to protecting the rights of individuals with disabilities. Qualified individuals who require a reasonable accommodation are invited to make their needs and preferences known as soon as possible. Please contact either the course instructor or the Center for Students with Disabilities if you feel you may be qualified. If you need further assistance please contact a staff member at the Center for Students with Disabilities. http://www.csd.uconn.edu/regional.html

Academic Misconduct Statement: Academic Misconduct in any form is in violation of the University of Connecticut's Responsibilities of Community Life: the Student Code and will not be tolerated. This includes, but is not limited to" copying or sharing answers on tests or assignments, plagiarism, and having someone else do your academic work. Depending on the act, a student could receive an F grade on the test or assignment, F grade for the course, and could be suspended or expelled from the University. Please see the Student Code at http://www.dosa.uconn.edu/ for more details and a full explanation of the Academic Misconduct policies.

Module Number	Date Available	Topic	Pre-Session Preparation/ Assignments Due
00	8/27/2012	Introduction: syllabus review, overview of topics to be covered, grading structure, contact information	Review course syllabus Assignment – Getting to Know You Form (submit via assignment tool by Friday, August 31, 2012 at Midnight)
01	9/4/2012	The Process of Project Management & Management within Survey Organizations	Readings: Rossi, et.al., Ch. 4 (pp. 123-14 Frame, Intro & Ch. 1 (pp.1-49)
02	9/11/2012	Tools and Techniques for Project Management/ Project Planning	Readings: Frame, Ch. 6 (pp. 163-209) Application Activity #1
03	9/18/2012	Project Management Software/Tracking; Microsoft Project Introduction	Obtain access to vPC to access MS Project 2010 Readings: MS Project Step by Step, Introduction (skim pp. xv-xxiv) Ch.1 (pp. 2-20), Ch.2, Part 1 (p 22-27)
04	9/25/2012	Key People in Project Management (Clients, Colleagues, Vendors)	Readings: Frame, Ch. 2 (pp. 50-79)
05	10/2/2012	Submit Assignment #1: Short Paper on the Project Management Process via drop box by 5:00 PM (ET) on Monday, October 8th	Assignment #1
06	10/9/2012	Responding to an RFP/Preparing a Proposal	Readings: Frame, Ch. 4 & 5 (pp. 111-136
07	10/16/2012	Developing a Methodology	Readings: Frame, Ch. 5 (pp. 137-159)
08	10/23/2012	Project Planning and Kick-off: Doing your homework, assembling a team, allocating resources, securing vendors	Readings: Frame, Ch. 3 (pp. 80-107) Application Activity #2
09	10/30/2012	Project Execution: Developing field materials, field monitoring/management	Readings: Rossi, et.al., Ch. 9 (pp. 329-35
10	11/6/2012	Project Execution: Managing Resources (budget/ contract, personnel, time, etc.) & Addressing Problems	Readings: Frame, Ch. 7 (pp. 210-240) Application Activity #3
11	11/13/2012	Submit Assignment #2: Responding to a RFP via drop box by 5:00 PM (ET) on Monday, November 19th	Assignment #2

		Thanksgiving Recess	
12	11/27/2012	Project Execution: Analysis/Presentation/Follow-ups	Readings: Babbie, Ch. 18 (pp. 327-335)
13	12/4/2012	Ethical Considerations in Survey Project Management; Variations/Non-traditional Project Management /Re-cap of Project Management Fundamentals	Readings: Frame, Ch. 8 (pp. 241-247)
	12/10/2012	**Final Assignment: Project Management Plan Due via drop box by 5:00 PM (ET) on December 10th**	