

**Graduate Certificate**

**in**

**Project Management**



**Department of Communication**

**Florida State University**



## Table of Contents

<b>Overview</b> .....	3
<b>Description</b> .....	3
<b>Admissions</b> .....	4
<b>Program Requirements</b> .....	5
<b>Curriculum</b> .....	6
<b>Program of Studies</b> .....	7
<b>Course Descriptions by Area</b> .....	7
Area I: Project Management (6 hours required).....	8
Area II: Communication Theory (3 hours) .....	8
Area III: Research Methods (3 hours).....	9
Area IV: Practical Application (3 hours).....	10



## FLORIDA STATE UNIVERSITY GRADUATE CERTIFICATE IN PROJECT MANAGEMENT

### Overview

The importance of project management has grown substantially in the past decade as the size and complexity of projects have increased. Professional specialization, a greater number of interdependencies, and more reliance on outsourcing have contributed to a high rate of project failures, cost over-runs, and greater demands on service and product providers in a wide variety of industries and markets. Projects are too often delivered late, or not within requirements, and budgets are often exceeded, affecting the financial bottom line adversely. Such difficulties underscore the need for highly professional and certified project managers to manage projects. This certificate program is designed to provide project managers with the professional foundation they require to consistently attain project management success.

The Project Management Institute's *PMBOK Guide* defines a project as "a temporary endeavor undertaken to accomplish a unique product or service" and project management as "the application of knowledge, skills, tools, and techniques to project activities to meet project requirements." The goal of this certificate program is to impart to students a working knowledge of project management, enabling students to effectively master software tools and methodologies important in successfully managing projects.

Students who successfully complete the Florida State University Graduate Certificate Program in Project Management will gain knowledge of key Project Management Body of Knowledge (PMBOK) concepts and approaches, including project management process groups, knowledge areas, and the application of tools and techniques of project management as defined in the PMBOK. Students will also be exposed to advanced project management concepts and approaches, as well as related communication theory and either communication research methods or practical applications. See the "Program of Studies" section for details. While preparing practicing and potential project managers with the foundation needed to excel in the project management workplace, this program is also designed to prepare students for the Project Management Professional (PMP) certification exam.

### Description

The certificate program offers an interdisciplinary approach to the study of Project Management. In order to accomplish this task, the courses that are incorporated in the program



come from a variety of departments with core focuses in the following areas: Communication, Education, Industrial Engineering, Management, and Management Information Systems. Students completing this course of study will add to their professional repertoire a set of knowledge, processes, tools and techniques that will allow them to successfully plan and execute projects of various sizes

This program of studies is intended for students who have completed a bachelor's degree and have some professional experience. This interdisciplinary program will benefit graduate students enrolled in any graduate program, as well as working professionals who wish to improve their project planning and management skills.

## Admissions

Students entering the graduate certificate program must be currently enrolled as graduate students or "special" (non-degree seeking) students at Florida State University (FSU), or enrolled in affiliated institutions. Graduate students currently enrolled at Florida State University need a GPA of 3.0 in all graduate work for admission into the program. For special students, a Bachelors degree is required with a cumulative GPA of 3.0 (or a GRE composite score of 1000, or better), and three year's professional work experience is strongly recommended.

Special students who want to complete the Masters program in Interactive and New Communication Technologies will be allowed to transfer the 12 credits earned through the certificate program into their program of study. Credits earned through this Project Management program may be used to supplement a program of studies from any discipline, but a limited number of credits (6 transfer credits are allowed in COM programs) may be accepted in different disciplines. Advisors from other Florida State University programs should be consulted if students are interested in receiving partial credit towards a Masters degree in another discipline.

- ✓ **Application process for enrollment:** New graduate students must first apply through the Office of Admissions for Florida State University. After acceptance, they may then apply through the Department of Communications, Project Management Certificate Program. The student does not have to be enrolled in a Communications graduate program. Students from all major areas of study are welcome to apply. Also attached to this sheet is an application form. In addition to this application form, a letter of intent is required of all applicants. Instructions for the letter of intent are included on the application form.



- ✓ **Registration process:** As this program is interdisciplinary, some of the courses listed may be restricted by major. In the first semester of study, students must check with the department prior to registration to confirm access to these classes.
  
- ✓ **Transfer and "double counted" credits:** Three (3) hours of coursework may be transferred from another department or university to be counted towards completion of the certificate. In order for the course to be transferred, a formal syllabus of the course taken must be presented with a Transfer Course Form to the program administrator and the course will be evaluated for acceptability. Grades of "B-" or higher must have been received for the course to transfer. Additionally, a transfer course must have been completed within three (3) years of beginning this certificate program.

For students whose major areas of study overlap with the certificate program, courses taken that fulfill one of the four core areas will apply to completion of the certificate. Program administrators must approve courses in order to be applied to one of the core areas.

## Program Requirements

In order to fulfill the certificate requirements, students must complete 12 approved semester hours with a grade point average (GPA) of 3.00 and no grade lower than a "B-." The program of studies must be completed within a three-year period and include a selection of courses from the areas outlined in the program of studies.

- ✓ **Standardized Test Requirements:** No standardized test requirements superceding those of Florida State University Graduate Admissions will be applied to this certificate program.
  
- ✓ **Fee per course/credit hour:** Fees parallel that of standard graduate-level courses.
  
- ✓ **Course locations:** The Certificate program will be offered on the Tallahassee Campus of Florida State University. Pending accessibility of courses, an online certificate may be available.
  
- ✓ **Certificate:** Upon successful completion of the program of studies, students are required to complete a certificate request form, available in the main office of the College of



Communication. Students will receive a Project Management Certificate from the College of Communication signed by the Program Administrator, Department Chairman, and Dean of the College.

**For additional information contact:**

Dr. Jonathan Adams  
Department of Communication  
[jonathan.adams@comm.fsu.edu](mailto:jonathan.adams@comm.fsu.edu)

or

Dr. John DuBard  
Department of Communication  
[John.DuBard@comm.fsu.edu](mailto:John.DuBard@comm.fsu.edu)

## Curriculum

The certificate program in Project Management has four main areas of study. Students must fulfill requirements in the Project Management core, Communication Theory, Research Methods and Practical application.

Students are required to complete 12 hours of courses by following the program of studies and selecting courses from the four areas of study. Six (6) hours of Project Management courses are required and students must select one course from Communication Theory and one course from either Research Methods or Practical Application. One transfer course or one course substitution for a total of 3 credits will be allowed to apply towards the certificate program.

Area	Credit Hours
Project Management Core	6
Communication Theory	3
Research Methods/Practical Application	3
Total Credit Hours	12



## Program of Studies

### AREA I -- Project Management Core (6 credit hours)

---

- COM 5450 Introduction to Project Management  
COM 5451 Advanced Topics in Project Management  
ISM 5315 Project Management (Alternate course for COM 5450)

### AREA II -- Communication Theory (3 credit hours)

---

- COM 5126 Organizational Communication Theory  
COM 5467 Systems Thinking and Project Management  
MAN 5525 Quality Management (Alternate)  
MAN 6275r Organization Behavior I: Literature (Alternate)  
SPC 6306 Contemporary Topics in Interpersonal Communication

### AREA III – Research Methods (3 credit hours)

---

- COM 5157 Assessing Organizational Communication  
COM 5316 Statistical Methods in Communication Research (Prereq: COM 5312).  
EDF 5400 Basic Descriptive and Inferential Statistics Applications (Alternate)  
ESI 5154 Statistical Process Control (Alternate and Prerequisite: ESI 4234)  
QMB 5355 Quantitative Methods for Managerial Decisions (Alternate)

### AREA IV – Practical Application (3 credit hours)

---

- COM 5338 Website Usability and Design  
COM 5339 Interactive Programming and Design for the Web  
ESI 5228 Introduction to ISO 9000

## Course Descriptions by Area

### Definition of Prefixes

COM--Communication

EDF—Education

ESI—Industrial Engineering

MAN—Management

ISM—Management Information Systems

QMB—Quantitative Methods in Business



## Area I: Project Management (6 hours required)

### REQUIRED COURSES

**COM 5450. Introduction to Project Management (3).** This course is based upon the Project Management Body of Knowledge (PMBOK) and prepares the student to sit for the Project Management Professional (PMP) certification exam. This course thoroughly covers the nine (9) knowledge areas, five (5) life cycle process groups, and the corresponding tools and techniques to manage projects. Additionally, the course covers basic information about Microsoft Project plus Goldratt's Theory of Constraints.

**COM 5451. Advanced Topics Project Management (3).** This course covers the management theories of several influential managers of the 20<sup>th</sup> and early 21<sup>st</sup> century, including Deming, Crosby, Drucker, Peters, Covey and others.

\* **(Alternate course for COM 5450) ISM 5315. Project Management (3).** This course has been designed to be relevant for all professionals confronting project-related tasks, with particular attention given to the information systems context. Course content includes an overview of technology, and introduction to software development approaches, facets of project management, and organizational issues related to successful project management.

## Area II: Communication Theory (3 hours)

**COM 5126. Organizational Communication Theory (3).** This course provides an overview of the major organizational communication theorists and shows students how they can be used to diagnose and solve communication and performance problems.

**COM 5467. Systems Thinking and Project Management (3).** This course provides background and comparisons of strategic planning. Systems thinking theories and Project Management issues are discussed.

**SPC 6306. Contemporary Topics in Interpersonal Communication (3).** A forum for the in-depth examination of topics related to interpersonal communication theory and research. Topics include self-concept, verbal and nonverbal coding, listening, etc.





**(Alternate) MAN 5525. Quality Management (3).** Prerequisite: MAN 5501. The issues and techniques of quality management are covered. The focus is developing skills necessary to develop and manage quality strategies that improve organizational productivity and performance.

**(Alternate) MAN 6275r. Organization Behavior I: Literature (3).** A review of the literature and research in the field of organization behavior. Emphasis on both current and classical literature.

### **Area III: Research Methods (3 hours)**

**COM 5157. Assessing Organizational Communication (3).** Introduces students to the methods of assessing organizational communication including survey, feedback methodology, assessment, and related issues in applied research.

**COM 5316. Statistical Methods in Communication Research (3).** Prerequisite: COM 5312 or equivalent. Statistical methodologies for communication research.

**COM 6400r. Marketing Communication Management (3).** This course examines the role of communication in the business environment, specifically, the marketing function, research, and implementation of communications in the business arena. This course will look at the importance and role of market research, theory, management structure and communication, public relations advertising and consumer research and behavior.

**(Alternate) EDF 5400. Basic Descriptive and Inferential Statistics Applications (4).** Descriptive statistics, hypothesis testing, confidence intervals, correlational techniques and introduction to the general linear model.

**(Alternate) ESI 5154. Statistical Process Control (3).** Prerequisite: ESI 4234. Advanced methods of statistical process control for univariate and multivariate processes, methods for change point detection and estimation, control chart performance comparisons, process capability studies.

**(Alternate) QMB 5355. Quantitative Methods for Managerial Decisions (3).** Prerequisites: One course in statistics and one course in calculus. Sampling techniques in design



of experiments and topics in operations research; the role of quantitative methods in management problem solving.

#### **Area IV: Practical Application (3 hours)**

**COM 5338. Web Site Usability and Design (3).** Prerequisite: COM 5338. The focus of this course is to learn the use of computer hardware and software in the design, production, and delivery of multimedia communication. The tools and techniques in this course are relevant in publishing, advertising, entertainment, and education.

**COM 5339. Interactive Programming and Design for the Web (3).** Prerequisite: COM 5338. This course, a continuation of COM 5337, focuses on the critical evaluation of existing websites based on information presented from readings and the analysis of possibilities (and Limitations) of web-based communication. Through the study of tools, and techniques commonly used to develop web pages, animation and interactive modules, students complete a website as a deliverable.

**ESI 5228. Introduction to ISO 9000 (3).** Prerequisite: Permission of instructor. Introduction to the ISO 9000 quality system standards. Quality auditing. Audit report writing. Documenting the requirements. Case studies and demonstrations.