Project Management for Sustainable Development, Foundation (PM4SD-1802)

Course Link: https://www.trainingaid.org/course/project-management-sustainable-development-foundation-pm4sd-1802

Course Description

Online Course (PM4SD-1802): May 7 - June 1, 2018

PM4SD training helps project managers and industry stakeholders improve their tourism management skills and enhance sustainability performance, and is especially relevant for project managers, policy makers, tourism organizations as well as associations, governments, construction managers, universities, training organizations, NGOs, researchers, students involved in small, medium and large tourism development projects.

As part of your course registration, you will receive access to the online course platform and course materials, weekly Live Events, and a PDF copy of the PM4SD Manual.

PM4SD Course Objectives

PM4SD training helps project managers and industry stakeholders improve their tourism management skills and enhance sustainability performance, focusing on the abilities to:

- Understand and learn how to design and implement tourism projects in line with sustainable tourism policies and pr.
- Utilize a range of tools and techniques to be used for successfully managing projects.
- Effectively manage project teams' tasks and responsibilities.
- Apply knowledge related to sustainable tourism to design innovative projects.
- Apply internationally recognized sustainable tourism indicators and criteria to support project objectives.

Live Events Schedule

This course includes weekly Live Events, scheduled on Mondays and Thursdays from 4:00-5:00pm CET (Central European Time). *Make sure to check the Live Event times in your time zone [1].*

- Week 1: Tuesday May 8, 2018 and Thursday May 10, 2018
- Week 2: Monday May 14, 2018 and Thursday May 17, 2018
- Week 3: Monday May 21, 2018 and Thursday May 24, 2018
- Week 4: Monday May 28, 2018 and Thursday May 31, 2018

All participants are encouraged to join these sessions live to make the most of the learning experience, however, attendance in Live Events is *not* required in order to complete the course.

See the Course Modules [2] section for detailed descriptions on weekly modules and learning objectives.

Become a Certified Project Manager for Sustainable Tourism

Those who complete the PM4SD training will have the opportunity to take the official PM4SD Exam*, and upon passing the exam, are awarded the internationally-recognized qualification as a Project Manager, with a certification issued by APMG International.

The Exam is administered by APMG International. The Exam fee (€ 150) is not included in the online course registration fee. Training participants can register for the Exam via our training partner Jlag, which is a PM4SD Accredited Training Organization.

Once you register for the course, you will also be able to sign up for the official PM4SD exam, which will take place online following the course completion. You will have one month to take and submit the exam. Within the course, we will also provide materials to help you prepare for the exam. Learn more about PM4SD certification [3].

About the PM4SD Training

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PM4SD Foundation Level

The PM4SD training scheme consists of two levels: Foundation and Practitioner.

This online course is PM4SD Foundation-level training, designed to provide participants with knowledge and understanding to work effectively within a project management team to successfully deliver a sustainable tourism project.

By completing the Foundation course, participants will understand and be able to demonstrate:

- How to design, plan and implement sustainable tourism project successfully;
- How to manage your project and your destination with sustainability;
- How to get funding support for your tourism projects;
- How to monitor your project;
- How to delegate and work effectively with your team and stakeholders.

*The Foundation level training is a prerequisite for the Practitioner certification. A Practitioner-level online training course will be available in late 2018.

Course Modules

Note on the Course Workload:
The amount of time required to complete the course would differ depending on individual reading speed, etc., but we generally recommend setting aside 4-6 hours per week for watching video lessons, going through other resources, participating in discussions, and joining / watching weekly live webinars.

Introduction: Getting Ready for the PM4SD Online Course

To prepare for the course, and to help optimize the learning experience in the four-week course period, during the weeks leading up to the course start date, participants will get started on some introductory learning content and course activities.

- **Pre-Course Participant Survey:** Tell us about your projects and your challenges and interests, to help make the course as relevant to your learning needs as possible.
- **How Does the Course Work?:** Become familiar with the course flow, and learn how to navigate the course platform.
- **Meet Our Trainers:** Get to know the two PM4SD trainers who will be leading this course.
- **What is PM4SD?:** Learn about the PM4SD approach, vision and philosophy - the foundation of what we will be learning throughout the course.
- **Project Management Issues and Challenges:** Learn about and discuss some of the main issues and challenges with sustainable tourism projects.

Week 1: PM4SD Methodology and Project Management Overview

The first week (Monday, May 7 - Friday, May 11) provides an overview of the PM4SD methodology, including the fundamentals of sustainable tourism, which is key to the context in which PM4SD is used; the principles and standards in sustainable tourism; and the key characteristics of PM4SD projects, such as how success is defined, how project stages are planned, and what conditions are considered to ensure good governance.

- **Tourism Context:** Learn about and discuss the definitions, principles and indicators relevant to the concept and approach of sustainable tourism.
- **Global Sustainable Tourism Criteria (GSTC):** Get to know the GSTC Criteria, the baseline standards for sustainability in travel and tourism.
- **European Tourism Indicators System (ETIS):** Learn about the ETIS, a tool for destinations to measure and monitor sustainability performance.
- **The PM4SD Approach to Project Success:** Understand the key variables within a project that must be considered and controlled, and other factors that influence the project's success or failure.
- **Project Life Cycle in the Tourism Sector:** Understand the different stages of a project, which has a start and end, and needs to transform plans into actions during its lifetime.
- **Governance and Leadership:** Learn how to foster conditions for good governance that enable effective collaboration and active participation.

Week 1 Live Events:

- W1L1 (Tuesday May 8, 4-5pm CET) - Orientation Meeting and Course Overview
- W1L2 (Thursday May 10, 4-5pm CET) - Case Study (Guest Presentation)

Week 2: Key Components of a PM4SD Project

In the second week (Monday, May 14 - Friday, May 18) of this course, a more in-depth look into a PM4SD project is presented, with discussions on the why, who, what, how, and when of the project management approach, all with an emphasis on ensuring that the project delivers tangible and lasting benefits to all stakeholders.

- **Business Case:** Understand how projects are justified as desirable, viable and achievable, bringing measureable benefits and delivering products with concrete value.
- **Risk, Issue and Change Management:** Learn how project managers can identify, assess and address any events that might have an impact on the project objectives and results.
- **Organization Structure:** Learn how to define the various roles in the project and the specific responsibilities and accountabilities associated with those roles.
- **Quality Planning and Management:** Learn how a project manager should incorporate in project stage planning the necessary steps to ensure a product's readiness before its delivery.
- **Product-Based Planning:** Learn the techniques to approaching a project's stage and activity planning with the PM4SD's "focus on product" principle.
- **Progress Control:** Learn the procedures and techniques to monitor and assess progress against the project's planned objectives at different levels of planning.

Week 2 Live Events:

- W2L1 (Monday May
  14, 4-5pm CET) -
  Week 1 Review and
  Summary, Group
  Discussions
- W2L2 (Thursday May
  17, 4-5pm CET) -
  Case Study (Guest
  Presentation)

Week 3: PM4SD Project Management Processes

The third week (Monday, May 21 - Friday, May 25) of this course covers the specific processes within a PM4SD methodology, offering step-by-step instructions on setting the project direction; initiating the project; defining project stages; managing deliverables; and closing the project.

- **Project Direction:** Learn how to manage project activities using a Project Board.
- **Project Initiation:** Learn how to define project performance goals and produce documented plans at the start of the project.
- **Stage Definition and Planning:** Learn how to define and plan project stages, ensuring alignment with strategic objectives.
- **Stage Control and Product Delivery:** Learn how to manage each delivery stage within the constraints set by the project objectives, and to ensure quality in the delivery stage.
- **Project Closure:** Learn how to ensure a controlled and structured closure.

Week 3 Live Events:

- W3L1 (Monday May 21, 4-5pm CET) - Week 2 Review and Summary, Group Discussions
- W3L2 (Thursday May 24, 4-5pm CET) - Case Study (Guest Presentation)

Week 4: PM4SD Benefit Realisation Management

In the fourth and final week (Monday, May 28 - Friday, June 1) of this course, key questions around the benefits delivered through the projects are discussed, by mapping the benefits (and their links to strategic objectives and project outputs), providing clear descriptions of the benefits created and their value to the project; and establishing concrete plans for realizing and managing those benefits.

- **From Outputs to Benefits:** Understand the definitions of, and the difference between project output, outcome and benefits.
- **Measuing the Benefits:** Learn how to measure project benefits, which is key to managing those benefits - before, during and after the project.
- **Disbenefits:** Understand the possible negative side effects of a project, and learn how to measure, minimize and manage them.
- **Benefit Realisation Plan:** Learn how to use Benefit Maps and Benefit Profiles to effectively develop and execute a benefit realisation plan.

The Week 4 module also includes information, tips and guidance to prepare to pass the PM4SD exam, for those who are seeking the PM4SD Foundation Certificate.

Week 4 Live Events:

- W4L1 (Monday, May 28, 4-5pm CET) - Week 3 Review and Summary, Group Discussions
- W4L2 (Thursday, May 31, 4-5pm CET) - Course Wrap-Up and Preparation for the PM4SD Exam