# Web & Digital Communications Project Management and Resource Scheduling Course No. 31096 Credit: 1.0

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| **Student name:**  |  | **Graduation Date:** |  |

Pathways and CIP Codes: Web & Digital Communications (11.1004)

Course Description: **Application Level:** The Web and Digital Communications Project Management course provides students with the information and skills necessary for success in managing projects and operating logistical ventures in technology, business, and industry. This course covers scheduling of resources (including personnel, budget, timelines, and equipment), utilization of Gantt charts, economic principles within the workplace, and risk management. Other possible topics include developing a business plan, finance, business law, marketing and promotion strategies, insurance employee/employer relations, problem-solving and decision-making, and building leadership
skills. These courses may also incorporate a survey of the careers within technology and engineering industries.

Directions:The following competencies are required for full approval of this course. Check the appropriate number to indicate the level of competency reached for learner evaluation.

**RATING SCALE:**

4. Exemplary Achievement: Student possesses outstanding knowledge, skills or professional attitude.

3. Proficient Achievement:Student demonstrates good knowledge, skills or professional attitude. Requires limited supervision.

2. Limited Achievement:Student demonstrates fragmented knowledge, skills or professional attitude. Requires close supervision.

1. Inadequate Achievement:Student lacks knowledge, skills or professional attitude.

0. No Instruction/Training:Student has not received instruction or training in this area.

## Benchmark 1: Web & Digital Communications

### Competencies

| **#** | **DESCRIPTION** | **RATING** |
| --- | --- | --- |
| 1.1 | Analyze customer requirements to design and develop a Web or digital communication product. |  |
| 1.2 | Apply the design and development process to produce user-focused Web and digital communications solutions. |  |
| 1.3 | Write product specifications that define the scope of work aligned to customer requirements. |  |
| 1.4 | Demonstrate the effective use of tools for digital communication production, development and project management. |  |
| 1.5 | Develop, administer and maintain Web applications. |  |
| 1.6 | Design, create and publish a digital communication product based on customer needs. |  |
| 1.7 | Evaluate the functionality of a digital communication product using industry accepted techniques and metrics. |  |
| 1.8 | Implement quality assurance processes to deliver quality digital communication products and services. |  |
| 1.9 | Perform maintenance and customer support functions for digital communication products. |  |
| 1.10 | Comply with intellectual property laws, copyright laws and ethical practices when creating Web/digital communications. |  |

## Benchmark 2: Project Management

### Competencies

| **#** | **DESCRIPTION** | **RATING** |
| --- | --- | --- |
| 2.1 | Recognize different resource types (Work, Material, Cost, Budget, Personnel/Skills, Generic, etc.) |  |
| 2.2 | Understand the concept of scope and demonstrate in context of assessing the size of a project. |  |
| 2.3 | Develop plans for project management and resource scheduling. |  |
| 2.4 | Identify key personnel and responsibilities for project. |  |
| 2.5 | Develop SWOT analysis [Strengths, Weaknesses, Opportunities, and Threats] for project. |  |
| 2.6 | Analyze workload of tasks and projects. |  |
| 2.7 | Determine required personnel groups and management hierarchy. |  |
| 2.8 | Determine resources necessary for project completion. |  |
| 2.9 | Determine essential tasks necessary for project completion. |  |
| 2.10 | Design potential timelines for assignments. |  |
| 2.11 | Explore appropriate technologies for project management and resource scheduling. |  |
| 2.12 | Create and present a project management and resource scheduling plan. |  |
| 2.13 | Create Gantt charts. |  |
| 2.14 | Evaluate and assign resources to tasks. |  |
| 2.15 | Implement project management skills to design and complete a collaborative project. |  |
|  2.16 | Learn various survey strategies to track project progress. |  |
| 2.17 | Develop strategies for monitoring interconnected assignments. |  |
| 2.18 | Survey strategies for critical path scheduling. |  |
| 2.19 | Create strategies to manage project budgets. |  |
| 2.20 | Build survey analysis for customer satisfaction. |  |

I certify that the student has received training in the areas indicated.

Instructor Signature:

For more information, contact:

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