

AMCC5320 Management Strategies for Arts and Technology Projects

Instructor: Rong Zhang

Semester: 2026 Spring

Credit: 3

Course description:

This course immerses students from interdisciplinary backgrounds in the dynamic and evolving fields of art and technology project management. It explores specialized management strategies tailored to these domains, emphasizing the contrasts and synergies involved in managing creative and technical projects. The course addresses common perceptions and misconceptions about project management, equipping students with practical tools to navigate these complexities. Through interactive lectures, hands-on practice, and collaborative projects, students will gain a comprehensive understanding of how effective management practices can significantly enhance project outcomes.

Course Outline:

Week	Topics	Briefly outline what this topic will cover
1	Introduction	Course overview, introduction to project management
2	Project framing	Market research, project charter, stakeholder management
3	Market research sharing	Preliminary project research results
4	Project scope	Project scope, team communication
5	Leadership	Team communication
6	Project management in practice	Project management in the field
7	Project proposal	Project proposal and plan
8	Project planning	Project work breakdown
9	Project scheduling	Project scheduling and management tools, project management experience sharing
10	Budget, risk management	Budget, risk management, change control
11	Prototype and feedback	Project prototype and feedback
12	Project delivery	Quality management, stakeholder management
13	Project presentation	Project presentation

Student learning resources:

Lectures, references, instructor mentor, mentoring and tutorial from Teaching Assistances.