



Advanced Certificate in Agile Project Management for **business**

Online
English



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ESCP 2023 Rankings & Accreditations

European Business Schools

#4
in Europe

#2
in Spain

Worldwide

#2
Master in Finance

#3
Executive MBA

ESCP benefits from the best international accreditations.
Our European campuses enjoy national recognition.



5 European Higher Ed
accreditations



“Business agility is the capacity to effectively and quickly adjust the strategy when conditions change.”

Professor José Cobo
Strategic and Agile Management for Business
Associate Dean for Digital Innovation
ESCP Business School

His job as professor and business consultant began creating additional organizational capacity in companies, to react rapidly and successfully to emerging challenges and opportunities. He is working implementing solutions, practices and strategies that allow businesses to react more swiftly to unexpected developments, in companies such as Atos, DXC, Airbus, Axa, Generali, Telefonica, L'oreal or Pfizer, among others.

Nowadays, business agility is crucial for a number of reasons:

It enables a business to take advantage of new opportunities and trends that may not be immediately obvious to others and enables organisations to respond to client needs faster and more effectively than ever before.

Organizations that are focused on agility are better able to adapt their resources and assets to new developments.

Agility enables firms to overcome these challenges and develop methods to navigate uncertainty and disruption.

Business agility is the capacity to effectively and quickly adjust the strategy when conditions change. Additionally, it enables businesses to benefit from opportunities and trends that are still developing and may not be immediately obvious to others. Organizations may be able to deploy existing assets more efficiently rather than invest much in new infrastructure or resources.



Why is ESCP Business School the right choice for you?

ESCP Business School is an **Authorized Training Partner by the the Project Management Institute (PMI)**

The best practical training programme that will equip you with essential skills to gain deep insight into stakeholder needs, plan and execute complex projects, apply strategic management tools and master Agile techniques to transform ideas into tangible realities.

Participants will become **leaders in innovation and strategic management**, transforming visions into extraordinary results.



Strategic Thinking | Decision-Making
Business Impact



Learning by Doing approach,
situational Videos & Games



ESCP Business School is one of the best
Management Business Schools worldwide



With this certificate you will get 40 Professional
Development Units (PDUs)



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Management Institute (PMI)

At a Glance

- ✓ **PROFILE:**
Executive Education
- ✓ **LANGUAGE:**
English
- ✓ **FORMAT:**
100% online
Latest Digital Technology
- ✓ **STRUCTURE:**
3 main content pillars with 5 or 6 internal modules
each with practical learning content, real challenges
and gamified activities
- ✓ **MAXIMUM FLEXIBILITY:**
Up to 4 months to complete the Certificate
- ✓ **CUSTOMISATION:**
Available for companies depending on their
interests and needs
- ✓ **LENGTH:**
80 hours (estimate workload 3 hours/week)
- ✓ **FEES:**
1,350 €

The only programme
that changes mindsets and
enables effective results through
the mastery of agile methods.

MASTER THE NEW MANAGEMENT MINDSET

Acquire the new agile mindset: Strategic, Organisational and Operational.

LEADING HIGH-PERFORMING TEAMS

Manage cross-functional teams, empower talents, improve adaptation to market and organisational changes.

MASTER THE AGILE METHODS

You will be able to apply it directly to your workplace, organisational context and business.



Programme structure and learning content

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ESSENTIALS OF STRATEGIC PROJECT MANAGEMENT

MODULE 1

INTEGRATION MANAGEMENT PROCESS

- 01 **Challenge 1:** developing an integrated project management plan and managing a change proposal in the project scope.
- 02 Project integration management processes.
- 03 How to manage a project team, Project Management processes and their alignment with the company's strategic objectives.

MODULE 2

STAKEHOLDERS MANAGEMENT

- 01 **Challenge 2:** how to manage complex project situations with the support of project stakeholders.
- 02 Project Stakeholders Management: team management, processes involved and strategic alignment, identification, classification, prioritisation and design of stakeholder management strategies.
- 03 How to manage stakeholder expectations.

MODULE 3

SCOPE MANAGEMENT

- 01 **Challenge 3:** How to define a project scope management plan (project objectives, scope statement, project breakdown structure and traceability matrix).
- 02 Project scope management: team management, processes involved and strategic alignment, requirements gathering, scope definition, scope control and validation.

MODULE 4

SCHEDULE MANAGEMENT

- 01 **Challenge 4:** optimising a Project schedule by managing budget and resources constraints.
- 02 Project schedule management: project team management, processes involved and strategic alignment.
- 03 How to build a project team and stay motivated throughout the project life cycle.

MODULE 5

RISK MANAGEMENT

- 01 **Challenge 5:** developing a risk management plan to manage project uncertainty.
- 02 Project risk management: project team management, processes involved and strategic alignment, risk identification, qualitative and quantitative analysis, and definition of risk response strategies.
- 03 Risks and opportunities in a project.

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ADVANCED STRATEGIC PROJECT MANAGEMENT

MODULE 1

COST MANAGEMENT

- 01 **Challenge 6:** estimating project costs (top-down and bottom-up techniques) and calculating project performance indicators.
- 02 Project cost management: project team management, processes involved and strategic alignment, cost estimation, project budget creation and cost baseline control using the earned value management system technique.

MODULE 2

QUALITY MANAGEMENT

- 01 **Challenge 7:** project quality management plan, definition of the quality requirements of the project deliverables.
- 02 Project quality management: project team management, processes involved and strategic alignment, planning and project quality management.

MODULE 3

COMMUNICATION AND RESOURCE MANAGEMENT

- 01 **Challenge 8:** project communication and resource management plan.
- 02 Management of project resources and communications: management of the project team, processes involved and strategic alignment, planning, management and supervision of resources (RACI matrix, leadership and conflict management) and project communications.

MODULE 4

PROCUREMENT MANAGEMENT

- 01 **Challenge 9:** procurement management, contracts and change management in the project.
- 02 Procurement Management: management of the project team, processes involved and strategic alignment, request for proposal, types of contracts, supervision of contract execution and change management protocol in the scope of the project.

MODULE 5

CLOSURE PROCESSES AND MANAGEMENT ETHICS:

- 01 **Challenge 10:** integration of all project management plans throughout the project life cycle.
- 02 Project closure processes: project team management, processes involved and strategic alignment, lessons learned and updating of company assets.
- 03 Ethics in international project management.

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AGILE MANAGEMENT FOR BUSINESS

MODULE 1

AGILE MINDSET

- 01 Advocate for agile principles and values to create a shared mindset.
- 02 Ensure a common understanding of agile.
- 03 Support change through educating and influencing through agility.
- 04 Practice transparency in order to enhance trust.
- 05 Create a safe environment for experimentation.
- 06 Experiment with new techniques and processes.

MODULE 2

AGILE METHODS

- 01 Plan work incrementally.
- 02 Share knowledge through collaboration.
- 03 Re-prioritize periodically to maximize value.
- 04 Prioritize non-functional requirements.
- 05 Review and improve the overall process and product.

MODULE 6

AGILE TEAM PERFORMANCE

- 01 Help grow team interpersonal and technical skills.
- 02 Empower and encourage emergent leadership.
- 03 Encourage communication via co-location and collaboration tools.
- 04 Align team by sharing project vision.
- 05 Encourage team to measure velocity for capacity and forecasts.
- 06 Use collaborative decision making and conflict resolution.

MODULE 3

VALUE DRIVEN DELIVERY

- 01 Gain consensus on just-in-time acceptance criteria.
- 02 Tune process to organization, team, and project.
- 03 Release minimal viable products.
- 04 Working small batches, review often and prioritize work.
- 05 Optimize environmental, operational, and business factors.
- 06 Balance adding value and reducing risk.

MODULE 4

LEADING CROSS FUNCTIONAL TEAMS

- 01 Practice servant leadership.
- 02 Engage empowered business stakeholders.
- 03 Form working agreements for participation.
- 04 Assess organizational changes to maintain stakeholder engagement.
- 05 Establish a shared vision to align stakeholders.
- 06 Maintain a shared understanding of success.
- 07 Provide transparency for better decisions.

MODULE 5

ADAPTIVE PLANNING

- 01 Use progressive elaboration and rolling wave planning to plan at multiple levels.
- 02 Make planning transparent and involve key stakeholders.
- 03 Adjust planning cadence based on project factors and results.
- 04 Size items and adjust capacity for business demands.
- 05 Start planning with high-level scope, schedule, and cost range estimates.



Why is ESCP Business School the best option for you?

You will obtain a Certificate from one of the best Business Schools worldwide.

ESCP Business School is an Authorized Training Partner by the Project Management Institute (PMI).



Project Management is one of our main fields of Expertise, with 2 Masters currently running in Paris & Madrid.



Admission Requirements

Admission criteria*:

- Bachelor / Master degree
- or
- 2 years of professional experience

**The academic director reserves the right to select the participants in the program.*

Documents to attach:

- Copies of diplomas
- Updated Curriculum Vitae

Fees

1,350 €.

Price includes:

- Advanced Certificate in Strategic Project Management and Business Agility, issued by ESCP Business School
- Certificate of 40 Professional Development Units (PDUs) issued by ESCP as PMI Authorized Training Partner (#3844)

4 months of unlimited access to our platform as an Authorized Training Partner of PMI

- Access to the latest updates of the international standard of Project Management
- Access to a simulator of questions to practice your acquired knowledge

ESCP Business School is an Authorized Training Partner by the Project Management Institute (PMI)



Contact information

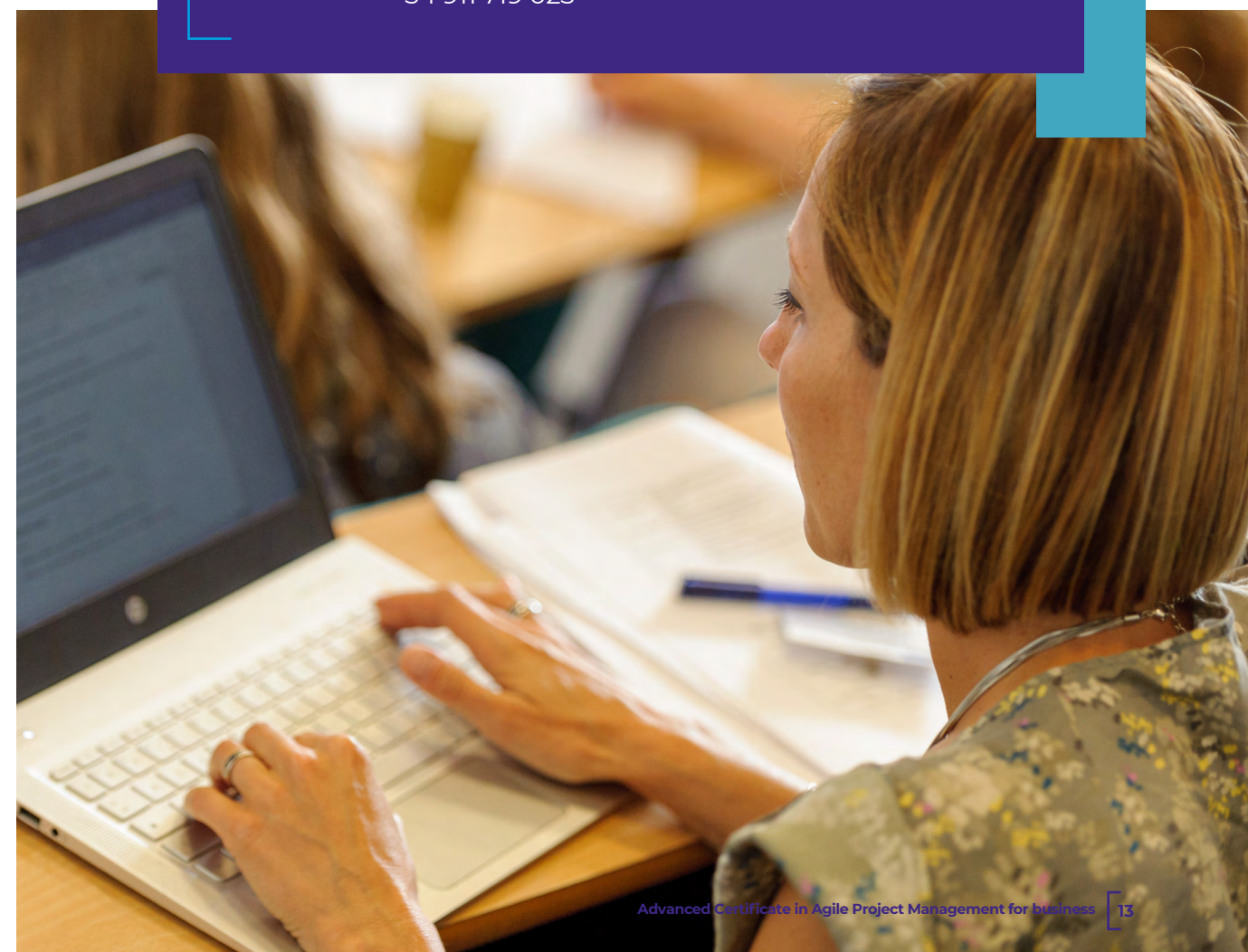


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ESCP disfruta de las ventajas de las mejores acreditaciones internacionales. Nuestros campus europeos gozan de reconocimiento en el plano nacional



**5 acreditaciones
Europeas de educación
superior**

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