



**Strategic  
Project Management  
Certificate**  
Online



IT ALL STARTS HERE

BERLIN | LONDON | MADRID | PARIS | TURIN | WARSAW

## ESCP 2023 Rankings & Accreditations

**FT** FINANCIAL  
TIMES

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



## Project Management For a Real Transformation

### Academic Direction

José Cobo is a full Professor of Strategic and Innovation Project Management at ESCP Business School. He lectures in Master Programmes and in Executive Education, with a strong focus on agile management, innovation, digital transformation and change management.

He is the Associate Dean for Learning Innovation at ESCP Business School, implementing the latest trends in pedagogy and technology to business education. Previously, he led the Master in Business Project Management and Consulting, as scientific director. He currently leads the Executive Master in International Business.

He is certified as Project Management Professional PMP® and is an authorized instructor by the Project Management Institute®, skilled to train and support the professional development needs of the Project Management practitioners and stakeholders.

In recent years, he has maintained an applied research focus within the field of Strategic and Innovation Project Management, including digital transformation, processes optimisation, setting up project management maturity models, organisational design of complex projects, development of management skills in cross-cultural contexts and agile management. He is the author of several scientific publications in these fields and regularly participates in international research conferences. His research outputs have been implemented through innovation and agile practices in international companies (business consulting, energy, engineering, banking, insurance and start-ups).



*Prof. José Ramón Cobo*  
Academic Director of the Strategic Project Management  
Certificate



# Advanced Certificate in Project Management

## A new way of Learning & Developing through Gamification

The best practical training that will allow you to learn the **techniques and skills required** to successfully develop any **project or initiative, regardless of its size, field and complexity.**

The participants of this programme will acquire knowledge of **standardized management processes, tools and techniques to transform any idea or need into a tangible reality.**



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)



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

### At a Glance

- ✓ **PROFILE:**  
Executive Education
- ✓ **LANGUAGE:**  
English or Spanish
- ✓ **FORMAT:**  
100% online  
Latest Digital Technology
- ✓ **STRUCTURE:**  
11 modules with practical learning content,  
situational video cases, real-life challenges and  
gamified activities
- ✓ **MAXIMUM FLEXIBILITY:**  
Up to 3 months to complete the Certificate
- ✓ **CUSTOMISATION:**  
Available for companies depending on their  
interests and needs
- ✓ **LENGTH:**  
40 hours (estimate workload 3 hours/week)
- ✓ **FEES:**  
€890

## What makes this Certificate outstanding?

### #1 REAL CASES

We do not focus on the basic contents of Project Management, but rather use them to reach real solutions

### #2 FUN AND COMPELLING

Through practical learning content, situational video cases and gamified activities, participants will learn the techniques of Project Management in a way that is both fun and compelling

### #3 LIKE IN REAL LIFE

After completing each module, participants will have to make decisions that will impact the outcome of the project and its final, just like in real life

### #4 READY TO DEPLOY

Participants will be able to quickly apply the knowledge, techniques and tools of this management methodology in real projects and initiatives with an impact on their company

## Learning Outcomes

The participants of this programme will obtain the best practical training to properly **plan and execute strategic, international or large-scale innovation projects**, through:

### #1

Handling the most representative techniques and tools concerning the **scope, time, resources, cost, stakeholders and project risks**.

### #2

Improving the skills required by an international project manager: **leadership, motivation, flexibility, team management and conflict management**.

### #3

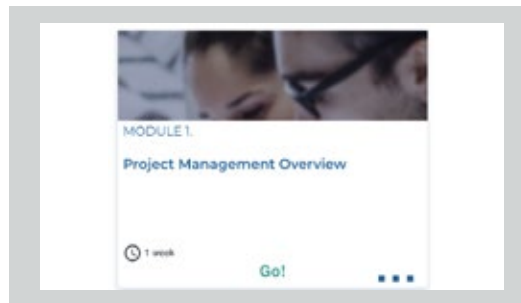
Effectively **resolving potential deviations in time, cost and requirements** that can occur during the execution phase of a project.



# Learning Journey From challenge to solution

In each learning unit you will find:

## 1 OVERVIEW



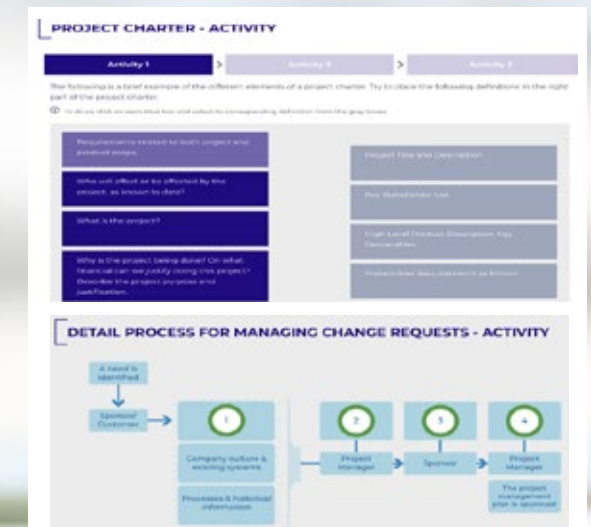
## 2 INTERACTIVE READINGS



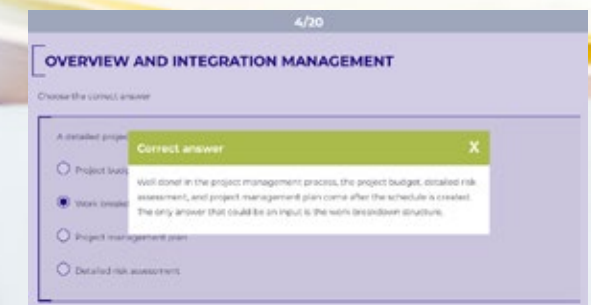
## 3 VIDEO LESSONS



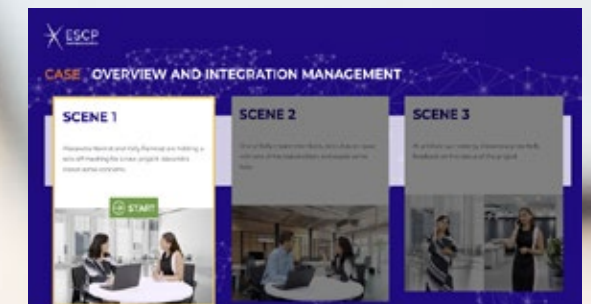
## 4 ACTIVITIES AND CHALLENGES: PRACTICE PM TOOLS AND TECHNIQUES



## 5 QUESTIONNAIRES AND FEEDBACK: TEST YOUR KNOWLEDGE



## 6 SITUATIONAL VIDEO CASES AND FEEDBACK: DECISION MAKING IN REAL TIME



Discover the Learning  
Journey through [this video](#)





# Learning Content: International Standard of Project Management

## MODULE 1

### INTERNATIONAL PROJECT MANAGEMENT OVERVIEW

#### CONTENTS

- 01 Challenge 1: how to develop an integrated project management plan and how to manage 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 strategic objectives of the company
- 04 Quiz: 20 Multiple-choice questions about Project Management Integration Processes

#### MULTIMEDIA

Video lessons

Drag & drop interactive activity

Simulator of questions to practice your acquired knowledge

#### DOCUMENTATION

Interactive documents and Infographics

## MODULE 2

### PROJECT STAKEHOLDER MANAGEMENT

#### CONTENTS

- 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, prioritization and design of stakeholder management strategies
- 03 How to manage stakeholder expectations
- 04 Quiz: 20 Multiple-choice questions about Project Management Stakeholder Processes

#### MULTIMEDIA

Video lessons

Drag & drop interactive activity

Simulator of questions to practice your acquired knowledge

#### DOCUMENTATION

Interactive documents and Infographics

## MODULE 3

### PROJECT SCOPE MANAGEMENT

#### CONTENTS

- 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
- 03 Quiz: 20 Multiple-choice questions about Project Management Scope Processes

#### MULTIMEDIA

Video lessons

Drag & drop interactive activity

Simulator of questions to practice your acquired knowledge

#### DOCUMENTATION

Interactive documents and Infographics

## MODULE 4

### PROJECT SCHEDULE AND RESOURCE MANAGEMENT

#### CONTENTS

- 01 Challenge 4: optimizing 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
- 04 Quiz: 20 Multiple-choice questions about Project Management Schedule Management Processes

#### MULTIMEDIA

Video lessons

Drag & drop interactive activity

Simulator of questions to practice your acquired knowledge

#### DOCUMENTATION

Interactive documents and Infographics



## MODULE 5

### PROJECT RISK MANAGEMENT

#### CONTENTS

- 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
- 04 Quiz: 20 Multiple-choice questions about Project Management Risk Management Processes

MULTIMEDIA

Video lessons

Drag & drop interactive activity

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DOCUMENTATION

Interactive documents and Infographics



## MODULE 7

### PROJECT QUALITY MANAGEMENT

#### CONTENTS

- 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
- 03 Quiz: 20 Multiple-choice questions about Project Management Quality Management Processes

MULTIMEDIA

Video lessons

Drag & drop interactive activity

Simulator of questions to practice your acquired knowledge

DOCUMENTATION

Interactive documents and Infographics



## MODULE 6

### PROJECT COST MANAGEMENT

#### CONTENTS

- 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
- 03 Quiz: 20 Multiple-choice questions about Project Management Cost Management Processes

MULTIMEDIA

Video lessons

Drag & drop interactive activity

Simulator of questions to practice your acquired knowledge

DOCUMENTATION

Interactive documents and Infographics



## MODULE 8

### PROJECT COMMUNICATION MANAGEMENT

#### CONTENTS

- 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
- 03 Quiz: 20 Multiple-choice questions about Project Management Communication and Resources Management Processes

MULTIMEDIA

Video lessons

Drag & drop interactive activity

Simulator of questions to practice your acquired knowledge

DOCUMENTATION

Interactive documents and Infographics

## MODULE 9

### PROJECT PROCUREMENT MANAGEMENT

#### CONTENTS

- 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
- 03 Quiz: 20 Multiple-choice questions about Project Management Procurement Management Processes

#### MULTIMEDIA

Video lessons   Drag & drop interactive activity  
Simulator of questions to practice your acquired knowledge

#### DOCUMENTATION

Interactive documents and Infographics

## MODULE 10

### PROJECT INTEGRATION MANAGEMENT AND ACCESS TO CAPM/PMP CERTIFICATION

#### CONTENTS

- 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
- 04 Quiz: 20 Multiple-choice questions about the Closing processes and Ethics in Project Management Procurement Management

#### MULTIMEDIA

Video lessons   Drag & drop interactive activity  
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#### DOCUMENTATION

Interactive documents and Infographics

## MODULE 11

### AGILE PROJECT MANAGEMENT

#### CONTENTS

Includes best practices and methodologies for planning, managing and executing agile projects.



## 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

### €890. Price includes:

**3 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

### Double degree and the option of the PMI certification:

- Certificate issued by ESCP Business School
- Certificate of 40 PDUs issued by ESCP as PMI Authorized Training Partner

Option to achieve the **global certification Advanced Certificate in Agile Project Management for Business** by complementing this programme with the **Strategic Agile Management for Business Certificate**, issued by ESCP Business School. Ask us for more information.

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



## Contact information



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Our European campuses enjoy national recognition.



**5 European Higher Ed  
accreditations**

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London NW3 7BG,  
United Kingdom

**MADRID**  
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28035 Madrid, Spain

**PARIS RÉPUBLIQUE**  
79, av. de la République  
75543 Paris Cedex 11, France

**PARIS MONTPARNASSE**  
3, rue Armand Moisant  
75015 Paris, France

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Corso Unione Sovietica, 218 bis  
10134 Torino, Italy

**WARSAW**  
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International Relation Office  
57/59 Jagiellońska St.  
03-301 Warsaw, Poland