



浙江大學

MGMT582

**Innovative Approaches in Project
Management**

MGMT 582

Innovative Approaches in Project Management

Instructor Contact Details

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Teaching Times, Modes and Locations

Course Duration: June 28 2026 - July 17 2026
Modes: Face-to-face
Location: Huajiachi Campus, Zhejiang University via face-to-face

Academic Level

Undergraduate

Credit Points

The course is worth 6 units of credit point.

Credit Hours

The number of credit hours of this course equals to the credits of a standard semester-long course.

Contact Hours

The course contains a total of 53 contact hours, which consists of orientation, lectures, seminars, quiz, discussion, research, case study, small tests, assignments, on-site field trip(s), in-class and after-class activities, revision, self-study, and final exam. Students will receive an official transcript which is issued by Zhejiang University when completing this course.

Enrolment Requirements

Eligibility requires enrollment in an overseas university as an undergraduate or postgraduate student, proficiency in English, and pre-approval from the student's home institution.

Course Description

This course challenges traditional project management frameworks by exploring how assumptions shape our understanding of what is possible within a project. Drawing on techniques such as design thinking, students will learn how to reframe project goals and deliverables to unlock new possibilities and enhance value for all stakeholders. The course will encourage students to think creatively, embrace ambiguity, and develop solutions that meet the diverse needs of stakeholders. Upon completion, students will be equipped with the skills necessary to apply innovative problem-solving methods to drive project success and deliver sustainable value.

Prerequisite

N/A

Learning Resources

- Brown, T., Change by design: How design thinking creates new alternatives for business and society, HarperBusiness, 2009.

Learning Objectives

Upon successful completion of this course, students will be able to:

- Reframe project objectives and deliverables to create enhanced value and critically evaluate the assumptions and information presented.
- Apply creative problem-solving techniques to develop alternative solutions and foster an open and innovative environment within project teams.
- Collaborate effectively with diverse team members to develop and communicate creative solutions, considering different perspectives and approaches.
- Demonstrate the ability to apply techniques for developing creative solutions in group settings, using methods such as multiple perspective-taking and humor.
- Evaluate the process of innovation diffusion in project settings and explore strategies for integrating new ideas into existing structures.
- Critically analyze the impact of assumptions and constraints on project outcomes, challenging traditional project management models to ensure value-driven results.

Course Delivery

- Face-to-face Lecture mode includes lectures, seminars, quiz, discussion, research, case study, small tests, assignments, on-site field trip(s), in-class and after-class activities, revision, and final exam.

The following course will be taught in English. There will also be guest speakers and optional field trips available for students who would like to enhance their learning experience. All courses and other sessions will be run during weekdays.

Topics and Course Schedule

WK	Topic	Activities
1	Introduction to behavioral economics and experimental methods	Lecture; Tutorial
1	Rational choice theory: assumptions and limitations	Lecture; Tutorial
1	Behavioral biases in decision-making: introduction to heuristics	Lecture; Tutorial
1	Overview of experimental economics: key methods and tools	Lecture; Tutorial
1	Understanding deviations from rationality: Loss aversion, endowment effect	Lecture; Tutorial
2	Opportunity identification and early-stage learning. Managing uncertainty in exploration phases.	Lecture; Tutorial
2	In-class Test	Closed book
2	Reference-dependent preferences: the Endowment effect and loss aversion	Lecture; Tutorial
2	Judgement under uncertainty: heuristics and biases	Lecture; Tutorial
2	Prospect theory: an alternative to expected utility theory	Lecture; Tutorial
2	Behavioral applications in financial markets: bubbles and speculation Risk aversion and risk preference in decision-making	Lecture; Tutorial
3	Behavioral finance: stock trading and social preferences	Lecture; Tutorial
3	Behavioral insights for public policy: nudge theory and regulation	Lecture; Tutorial
3	Subjective well-being and the economics of happiness	Lecture; Tutorial
3	Applications of behavioral economics in health, education, and sustainability	Tutorial
3	Final exam	Closed book

Assessments

Class participation	15%
In-class Test	15%
Assignments	20%
Final exam	50%

Pass Requirement (Double Pass Rule)

To pass this course, students are required to achieve:

- an overall mark of 50% or above, and
- a pass mark (50% or above) in the Final Examination.

Students who achieve an overall mark of 50% or above but do not achieve a pass in the Final Examination will receive a fail grade for the course.

Grade Descriptors

HD	High Distinction	85-100
D	Distinction	75-84
Cr	Credit	65-74
P	Pass	50-64
F	Fail	0-49

High Distinction 85-100

- Treatment of material evidences an advanced synthesis of ideas Demonstration of initiative, complex understanding, and analysis.
- Work is well-written and stylistically sophisticated, including appropriate referencing, clarity, and some creativity where appropriate.
- All criteria addressed to a high level.

Distinction 75-84

- Treatment of material evidences an advanced understanding of ideas
- Demonstration of initiative, complex understanding and analysis Work is well-written and stylistically strong.
- All criteria addressed strongly.

Credit 65-74

- Treatment of material displays a good understanding of ideas
- Work is well-written and stylistically sound, with a minimum of syntactical errors.
- All criteria addressed clearly.

Pass 50-64

- Treatment of material indicates a satisfactory understanding of ideas. Work is adequately written, with some syntactical errors.
- Most criteria addressed adequately.

Fail 0-49

- Treatment of ideas indicates an inadequate understanding of ideas Written style inappropriate to task, major problems with expression.
- Most criteria not clearly or adequately addressed.

Academic Integrity

Students are expected to uphold the university's academic honesty principles which are an integral part of the university's core values and

principles. If a student fails to observe the acceptable standards of academic honesty, they could attract penalties and even disqualification from the course in more serious circumstances. Students are responsible for knowing and observing accepted principles of research, writing and any other task which they are required to complete.

Academic dishonesty or cheating includes acts of plagiarism, misrepresentation, fabrication, failure to reference materials used properly and forgery. These may include, but are not limited to: claiming the work of others as your own, deliberately applying false and inaccurate information, copying the work of others in part or whole, allowing others in the course to copy your work in part or whole, failing to appropriately acknowledge the work of other scholars/authors through acceptable referencing standards, purchasing papers or writing papers for other students and submitting the same paper twice for the same subject.

This Academic Integrity policy applies to all students of Zhejiang University in all programs of study, including non-graduating students. It is to reinforce the University's commitment to maintain integrity and honesty in all academic activities of the University community.

Policy

The foundation of good academic work is honesty. Maintaining academic integrity upholds the standards of the University. The responsibility for maintaining integrity in all the activities of the academic community lies with the students as well as the faculty and the University. Everyone in this community must work together to ensure that the values of truth, trust and justice are upheld.

Academic dishonesty affects the University's reputation and devalues the degrees offered. The University will impose serious penalties on students who are found to have violated this policy. The following penalties may be imposed:

- ✓ Expulsion
- ✓ Suspension
- ✓ Zero mark /fail grade
- ✓ Marking down
- ✓ Re-doing/re-submitting of assignments or reports, and
- ✓ Verbal or written warning.