



**Engineering Management Society**



**eLearning Built on Human Interaction**

**Collaborative Online Learning Programs  
Designed for Technology Professionals**

- **Project Management**
- **Managing Virtual Teams**

[www.msilearning.com/ems](http://www.msilearning.com/ems)

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# MSI eLearning Advantages

## Expert Instructors

The skills and expertise of our instructors form the core of our eLearning programs. Our instructors are seasoned leadership and management professionals who bring their extensive real-world experience and advanced level of education to your learning experience. Instructors provide feedback daily via discussion board and written comments on assignments and project plans. Instructors are available for telephone consultation by appointment.

## A Unique Virtual Classroom

Our “Semi-Synchronous™” online learning methodology focuses on learning through interaction with people. Answers and insights are found within the context of online discussion, not on a pre-programmed screen. Each course contains discussion questions and group assignments. The Semi-Synchronous™ environment provides learners with the timely feedback that is required for learning. Numerous studies indicate the most important predictor of learning outcomes is the amount of interaction and feedback. Our survey of over 7,000 learners indicated that 90% of learners believed that interaction with an instructor was “somewhat important” or “very important” to their learning. In the same study, 72% of learners indicated that interaction with other students was “somewhat important” or “very important” to their learning.

## Convenience and Structure

MSI Learning’s Semi-Synchronous™ methodology combines convenience and structure. All courses have a definite start and end date; a group of students and an instructor begin the course on the same day and proceed through the class together. A 40 - 70 minute lesson is scheduled for each day. Learners are encouraged to complete the lesson on the assigned day, however *they have the flexibility to schedule the lesson at any time of the day they choose*. Learners do not need to be online at the same time. Course materials and discussion areas are available 24 hours a day seven days a week. The course structure assists students in maintaining the discipline required to complete the course. Adequate structure supports high completion rates.

## Small Class Size

MSI Learning online class cohorts are typically limited to 15 people. Small class size ensures that each learner gets the attention that they need.



## Program Description

This intensive program provides participants with practical experience applying the fundamentals of project management. At the conclusion of the program, participants will be able to create a project life cycle, a statement of work, a work breakdown structure, a schedule, a budget and a risk management plan. Students work together in groups over a five week period to develop a project plan for a real project. Students are encouraged to bring current projects to the class.

This program requires that participants login once a day Monday through Thursday. You may login at any time of the day that is convenient for you. Students should plan to spend approximately 4 hours per week reviewing the online course material and an additional 4 hours per week completing the group assignments. The course offers optional instruction in how to use Microsoft Project or Primavera's SureTrak.

### Who Should Attend?

Individuals new to project management or project managers seeking a more formal approach to project management.



Engineering Management Society

## Online Technology Project Management Certificate Program

### Program Sequence of Courses

Introduction to  
Project Management



Project Planning I:  
Defining the Project



Project Planning II:  
Schedules and Budgets



Estimating, Risk  
and Contingency



Team Dynamics



**Certificate in Technology  
Project Management**

### Course Duration

Instructor-led web-based training:  
Up to 2 hours per day, Monday  
through Thursday, for five weeks,  
***approximately 35 hours total***



## Course Description

This course is the first of two project planning courses in the project management program. It focuses on defining and organizing project work. Students will learn:

How to define goals which are specific, measurable, realistic and time constrained.

How to write a project specifications.

How to systematically break down work into manageable pieces before creating a schedule.

How to organize subtasks in a logical structure.

Students work in teams to create a project specifications and a work breakdown structure.

## Project Planning 1: Defining the Project

### Course Topics

Defining project goals

The different types of project specifications

Writing a statement of work

Creating a work breakdown structure

### Course Duration

Instructor-led web-based training:  
Up to 2 hours per day, Monday through Thursday, for one week,  
***approximately 7 hours total***



## Effective Distance Communication Skills

### Course Description

Both managers and team members ranked communication as one of the top two challenges faced by virtual teams. Common questions include:

How do I get a remote team member to return my calls?

How do I deal with time zone differences?

How do I make sure remote team members stay “in the loop”?

How do I explain a solution when I can’t point to a diagram?

How do I deal with the massive amounts of email I receive every day?

What do I do about incompatible communication tools?

Why are there so many more misunderstandings when we communicate at a distance?

This highly interactive workshop provides answers to these questions and more.

### Course Topics

The fundamental differences between face to face and distance communication

The 4 Key Principles for communicating at a Distance

Best practices for applying the 4 key principles to:

Email

Voice mail

Videoconferencing

Teleconferencing

Document Conferencing

Collaboration Software

How to know what form of communication is most appropriate

### Course Duration

Instructor-led web-based training:  
Up to 2 hours per day, Monday through Thursday, for one week,  
***approximately 7 hours total***



## Effective Project Communications and Control for Virtual Teams

### Course Description

Most traditional management techniques were developed for co-located work teams. Increasingly, managers are faced with downsizing, mergers, acquisitions, mandated telecommuting and distantly located technical specialists. This course addresses how project managers can set up an infrastructure which facilitates project communications and control.

#### At the conclusion of this course you will be able to:

- Communicate more effectively at a distance
- Improve team communication
- Monitor project progress remotely
- Organize a distributed team
- Take advantage of time zone differences
- Influence remote team members

### Course Topics

The four key principles of effective distance communication

Applying the principles to email, videoconferencing, teleconferencing and discussion software

Managing by objective

Practical performance metrics

Optimally partitioning and locating work

Optimizing the project schedule for a virtual team

### Course Duration

Instructor-led web-based training:  
Up to 2 hours per day, Monday through Thursday, for two weeks,  
***approximately 14 hours total***



## Course Description

Managers of virtual teams want their organizations to be as effective and rewarding as co-located teams. In this course students learn key skills for teambuilding. The tools and techniques for building team identity, culture and trust are different when your team spans the globe. Students will learn how to deal with multiple cultures and create an infrastructure that facilitates that “team feeling.”

### At the conclusion of this course you will be able to:

- Build trust and commitment in a virtual team
- Deepen your understanding of culture
- Work effectively cross culturally
- Assess and align team members
- Ensure that team members have fun working on your project

## Building Teams, Commitment and Culture for Virtual Teams

### Course Topics

Using the alignment model to understand the nature of trust

Using the alignment model and the maturity model to select and assess team members

Building team identity

Building the infrastructure for fun

Definition and domains of culture

Models for national, organizational and functional culture

Tools for identifying and resolving cultural conflicts

### Course Duration

Instructor-led web-based training:  
Up to 2 hours per day, Monday through Thursday, for two weeks,  
***approximately 14 hours total***

## Special Offers from the Engineering Management Society

- ✓ Learn online
- ✓ Develop your skills
- ✓ Expand your knowledge
- ✓ Enhance your career opportunities

**Invest in your future today** at a significant value through these special introductory offers!

### "Buy One-Get One Free"

The Engineering Management Society is pleased to announce an exclusive *Buy One-Get One Free* offer to introduce three of our collaborative online learning programs for 2003. Buy one class and bring a co-worker or friend with you for free!

Choose from the following courses:

- Technology Project Management Certificate Program
- Effective Project Communications and Control for Virtual Teams
- Building Teams, Commitment and Culture for Virtual Teams

On the registration form, reference promotion code **EMS 2-for-1**.

### "25% Off IEEE Member Price"

We are also pleased to offer a *25% discount off the IEEE member price* on our two 7-hour courses:

- Effective Distance Communication Skills
- Project Planning 1: Defining the Project

On the registration form, reference promotion code **EMS 25% off** to receive your discount.

To take advantage of our introductory offers, visit [www.msilearning.com/ems](http://www.msilearning.com/ems), register by phone at 415-495-1110, or fax the registration form to 530-671-4174. Seating is limited, however, so we encourage you to **register early**.

**Restrictions:** Offers valid for IEEE members only on enrollments purchased through August 29, 2003. Not combinable with any other discount programs. Applies only to selected online programs offered in 2003. Classes subject to rescheduling.

## Engineering Management Society (EMS)

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### 2003 Registration Form – EMS/MSI Collaborative Online Learning Programs

First Name \_\_\_\_\_ Last Name \_\_\_\_\_

Title \_\_\_\_\_ Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State/Province \_\_\_\_\_ Zip \_\_\_\_\_ Country \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_ E-mail Address \_\_\_\_\_

IEEE Membership Number: \_\_\_\_\_ Promotional Code: \_\_\_\_\_

#### Course(s) you are registering for:

##### **1. Project Planning I: Defining the Project**

Standard price: \$450      IEEE member price: \$395

July 17 – July 24

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##### **2. Effective Project Communications and Control for Virtual Teams**

Standard price: \$895      IEEE member price: \$795

September 11 – September 25

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##### **3. Technology Project Management Certificate Program**

Standard price: \$2,295      IEEE member price: \$1,995

October 9 – November 13

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##### **4. Project Planning I: Defining the Project**

Standard price: \$450      IEEE member price: \$395

November 6 – November 13

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##### **5. Building Teams, Commitment and Culture for Virtual Teams**

Standard price: \$895      IEEE member price: \$795

November 6 – November 20

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##### **6. Effective Distance Communication Skills**

Standard price: \$450      IEEE member price: \$395

December 4 – December 11

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*Note: All prices are in US Dollars*

*For special pricing on multiple enrollments or information regarding private courses within your organization, please contact us at 530-671-4307 or patrea@msilearning.com*

**Payment information:**

Check enclosed (*made payable to MSI Learning*)  VISA  MasterCard

Card Number \_\_\_\_\_ Expiration Date \_\_\_\_\_

Name of Cardholder (first/last) \_\_\_\_\_

Address of Cardholder \_\_\_\_\_

City, State, Zip of Cardholder \_\_\_\_\_

**Please tell us how you heard about EMS collaborative online learning programs:**

_____ Postcard/ mailing	_____ other _____
_____ IEEE Education site	_____ email promotions to IEEE Chapters/Societies
_____ EMS Engineering Management Review	_____ Google
_____ EMS Virtual Community	_____ Yahoo!

**Please return registration form to:**

MSI Learning,  
5 Third Street, #332  
San Francisco, CA 95053-0400  
Tel 415-495-1110, Fax 530-671-4174  
<http://www.msilearning.com/ems>

**Registration Confirmation**

Upon receipt of payment, a confirmation letter will be e-mailed to you.

Courses start on Thursday and end on a Thursday. You will receive a Welcome message on the course start date with your login information and preliminary course instructions. We allow several days for the introduction to make sure you have time to contact technical support to clear up any access problems before the class begins in earnest.

**Attendee Cancellation**

You may cancel or reschedule Web-based classes up to seven (7) calendar days prior to the course start date with no cancellation or rescheduling service charge. Classes cancelled less than seven (7) calendar days prior to the course start date, will be assessed a service charge equal to 10% of the training cost.

Refunds will not be given to registrants who do not attend.

**Course Cancellation**

EMS/MSI reserves the right to cancel any course with insufficient enrollment. EMS/MSI will make every effort to immediately notify registrants of a cancellation. A full refund will be given if EMS/MSI cancels a program for any reason.