

# PROJECT DESIGN CERTIFICATION PROGRAMME







# Overview

This tutor-based online certification programme provides a practical approach to project design, helping professionals reach their long-term goals. It brings together experts in project management and resource mobilization as well as creative thinkers, in a collaborative and instructive online space.

**Are you ready to become a certified project design professional?**





# Why a project design certification programme?

Organizations require their staff to develop and implement projects in their respective areas of specialization. These professionals are often highly specialized in their technical area, but lack the competencies needed to design well-structured and complete projects.

This certification programme contributes to closing this skills gap and enhancing the candidates' personal skills and this way strengthening their capacity to design successful projects and to mobilize resources.

After all, a well-written project document

- is the first step in ensuring project success, and
- is the best entry point for fundraising and partnership building.

# What will I be able to do?

- Identify project opportunities for an organization
- Use a set of tools and techniques to identify, design, plan, and budget projects
- Develop a project document and mobilize resources
- Identify potential partnerships for development cooperation











# What certification will I get as a successful candidate?

- You will obtain a certificate of achievement once you have completed successfully the programme requirements.
- This certificate will demonstrate that you possess the right knowledge, skills and attitudes to design development projects.
- At the end of the programme, you will have designed and completed a project document as part of the certification programme - a great addition to your CV!



# Why should I join?

This course is delivered through distance learning and deployed on the ITCILO e-campus. It frees you from the classroom and gives you the flexibility to complete the learning modules at your own pace and to fit the weekly assignments and the project within your own schedule.

- Project design skills are essential to professionals working in development.
- Employers that sponsor participants obtain project documents ready for use.
- Participants receive a professional certification attesting their capacity to design projects.
- The programme was developed and is implemented by project management experts and practitioners.
- Participatory activities include self-guided modules, an online forum, practical assignments, coaching and tutoring.
- Participants get permanent access to the project design toolkit.

# Who takes this course?

- Development cooperation professionals
- Technical specialists active in the development sector
- Resource mobilization officers
- Project managers and assistants
- Programming and planning officials





# What are the programme objectives?

At the end of the programme, you will:

- Have demonstrated that you can apply project identification, design and planning processes and use management tools and techniques to design effectively projects.
- Have understood the social complexity of development project and acknowledged the importance of stakeholders' participation in project design.
- Have produced a complete project document using recognized international norms under guided supervision.

# What does the programme contain?

The programme is divided into 12 modules which require 5 – 7 hours of effort from candidates per week. On a weekly basis, learning modules are deployed.

1. Introduction to Project Cycle Management
2. The project document
3. Situation analysis: stakeholder and target group analysis
4. Situation analysis: problem analysis
5. Strategic planning and assessment of alternatives
6. The logical framework, the results chain and the theory of change
7. Assumptions and risk management
8. Project indicators, monitoring and evaluation
9. Operational planning and budgeting
10. Institutional project arrangements and implementation modalities
11. Project funding sources and mechanisms
12. Soft skills



## Module 1: Project Cycle Management

- Introduction
- 1. What is a project?
- 2. The characteristics of a project
- 3. The project lifecycle
- 4. The process of project cycle management
- 5. The role of project cycle management
- 6. The role of project cycle management
- 7. The role of project cycle management
- 8. The role of project cycle management
- 9. The role of project cycle management
- 10. The role of project cycle management

### Introduction

#### Yuliya's Learning Journey

Yuliya receives a disappointing email, her employment contract is ending. She then starts a quest to identify and design a project. On her path, she finds colleagues, Thierry and Zakaria, who promise her their support, but who don't share the same ethics. When potential local partners start to have interest in a project and in Yuliya everything on that was simple on paper becomes soon complicated...

Yuliya starts to wonder ... why and how should one implement a project? How can one design a big project in the future? And what is a project actually? Thierry expands his philosophy about the latter questions.



During this course, you will travel along with Yuliya and her team. Together you will acquire a detailed understanding of what a project is characterized by and what the project cycle management

## Module 4: Situation Analysis - Problem Analysis

- 1. How to understand the nature of a problem?
- 2. How to identify the problem?
- 3. What are the conditions for a problem?

- The characteristics of a project
- The project lifecycle
- The process of project cycle management
- The role of project cycle management
- The role of project cycle management
- The role of project cycle management
- The role of project cycle management
- The role of project cycle management
- The role of project cycle management
- The role of project cycle management



Most likely, you already possess quite some intrinsic knowledge on what a project is. Click on the hotspots below, starting with START and following the numbers until you end at FINISH, to learn from Professor Thierry just how much you are already familiar with projects.



#### Knowledge check

Did you understand the content of this chapter? Check your knowledge with the quiz below.

Which tools and techniques are used to break down complex problems into cause-and-effect?

- 1. Why technique
- 2. Bubble tool
- 3. Bubble technique

## Module 3: Situation Analysis - Stakeholder Analysis and Target Group Analysis

- 1. What is a stakeholder?
- 2. What is a stakeholder analysis?
- 3. How to identify the stakeholders and map them?
- 4. How to manage stakeholders' needs and expectations?
- 5. How to manage stakeholders' needs and expectations?
- 6. How to manage stakeholders' needs and expectations?

### What is a stakeholder analysis?

"This chapter will provide you with tools and techniques to get an in-depth overview of your stakeholders in terms of their strategies, weaknesses, motivations, resources, expectations and perceptions."

#### Zakaria is in a complex social system

Zakaria's project stakeholders quickly rejected the project proposal. Before that video-call, he was confident that his local partners would have approved the project document. The local reality, however, has taught him something different. He promised Yuliya a job on this project which is now unlikely to materialize. He is looking out for his and, above all, for her help...



## Module 8: Project Indicators, Monitoring & Evaluation

- 1. What is a project indicator?
- 2. Why is it important to monitor and evaluate a project?
- 3. How to monitor and evaluate a project?
- 4. How to manage stakeholders' needs and expectations?
- 5. How to manage stakeholders' needs and expectations?
- 6. How to manage stakeholders' needs and expectations?

You cannot put Monitoring and Evaluation approaches into a box!

"As the panel demonstrates, it seems there is no box to clearly fit monitoring and evaluation in. Panelists disagree on definition, types of evaluation questions and on monitoring and evaluation approaches."

"Why not? Because in the monitoring and evaluation world, managers, evaluators, monitoring and evaluation specialists, among others, are unconsciously biased by their perception of the word."

Each of us possesses the complexity of programmes and projects from a different paradigm...

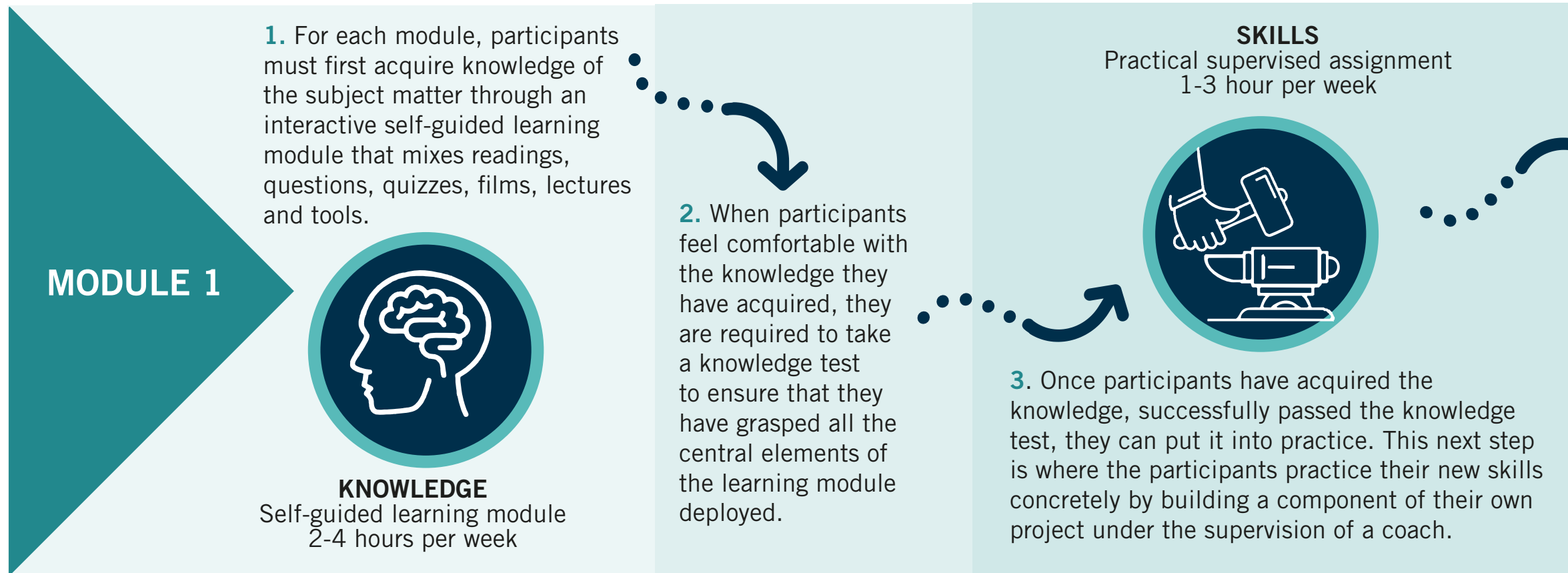
Thierry Thierry

#### Paradigms

rights, approaches and techniques in the field come from the co-existence of these main



# What approach and methodology is used to deliver the online





# course?

4. Through each module, the candidates are also led to reflect on the human, ethical and moral aspects, in other words the attitudes to adopt, in order to design projects that will be firmly anchored in the institutions and that will succeed.



## ATTITUDES

Reflections and discussions  
1 hour per week

## NEXT MODULE

## Assessing the certification programme candidates

- Each week, participants build a component of their project document, these single pieces are assessed and graded all along the implementation of the programme.
- Nevertheless, to assess the coherence and relevance of the project proposal built piece-by-piece throughout the 12 modules, participants are ultimately required to assemble all elements to complete and write an entire project document in its light version.
- It is through the project document that programme assessors can ultimately perform the certification of project designers.

# The 12 modules

## Module 1 Introduction to project cycle management



**KNOWLEDGE:** To demonstrate knowledge about project cycle management fundamentals

**SKILLS:** To identify and formulate a project idea and to determine its key parameters

**ATTITUDES:** To judge whether the personal factors and reasons to justify a project idea are valid

## Module 2 Project documents



**KNOWLEDGE:** To differentiate the types of project design documents and to recall which tools relates to which sections

**SKILLS:** To collect data and information to support the project identification process

**ATTITUDES:** To accept that writing is an essential prerequisite to cope with the complexity of project design

## Module 3 Situation analysis: stakeholder analysis



**KNOWLEDGE:** To remember and to explain the stakeholder analysis process: its inputs, tools and techniques and outputs

**SKILLS:** To identify, analyse and categorize project stakeholders

**ATTITUDES:** To value the importance of being genuine and authentic in interacting with project stakeholders

## Module 4 Situation analysis: problem analysis



**KNOWLEDGE:** To remember and to visualize the problem analysis process: its inputs, tools and techniques and outputs

**SKILLS:** To deconstruct a problem using cause-and-effect relationships

**ATTITUDES:** To acknowledge the conscious and unconscious biases in identifying problems and solutions

## Module 5 Strategic and assessment of alternative options



**KNOWLEDGE:** To remember and to explain the alternative analysis process: its inputs, tools and techniques and outputs

**SKILLS:** To formulate project objectives and to assess different project strategies using multi-criterion analysis

**ATTITUDES:** To give attention to the importance of justifying the use of public funds and donations

## Module 6 The logical framework, the results chain and the theory of change

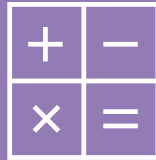


**KNOWLEDGE:** To remember and to explain the logical framework approach: its inputs, tools and techniques and outputs

**SKILLS:** To create the first component of the project logical framework: the results chain

**ATTITUDES:** To commit to gender-mainstreaming and to evidence-based management in project design

## Module 7 Assumptions and risk management



**KNOWLEDGE:** To distinguish risks and assumptions and to recall the five key phases of project risk management

**SKILLS:** To define assumptions and to manage risks as part of project design

**ATTITUDES:** To accept the relationship between stakeholder engagement in project design and the risk of low ownership and sustainability

## Module 8 Project indicators, monitoring and evaluation



**KNOWLEDGE:** To demonstrate knowledge about monitoring and evaluation fundamentals

**SKILLS:** To design a project monitoring and evaluation system based on performance indicators

**ATTITUDES:** To free from paradigms and to embrace the diversity of theories, thoughts, approaches that populate the monitoring and evaluation world

## Module 9 Operational planning and budgeting



**KNOWLEDGE:** To explain the importance of project operational planning and its use to plan, report and control

**SKILLS:** To create a project operational work plan and budget

**ATTITUDES:** To show loyalty to the authors and designers of the project

## Module 10 Project institutional arrangements and implementation modalities



**KNOWLEDGE:** To distinguish three types of project organizational structures: functional, projectized and matrix structures

**SKILLS:** To design a project organization and establish institutional arrangements

**ATTITUDES:** To accept that a development project forms a partnership between institutions

## Module 11 Project funding sources and mechanisms



**KNOWLEDGE:** To identify potential sources of funding and to explain the most common types of funding mechanisms used

**SKILLS:** To map donors and to align your project proposal to their requirements

**ATTITUDES:** To acknowledge that without mutual benefits partnerships are impossible

## Module 12 Soft-skills for project management



**KNOWLEDGE:** To explain the fundamentals of communication, negotiation and the art of influencing

**SKILLS:** To plan for effective presentation and elevator pitch

**ATTITUDES:** To acknowledge the importance of communication in all project phases: particularly in the project design phases



THIERRY  
MARCHANDISE

CLAUDIA  
DEHL

YULIYA  
DZHULYK

ZAKARIA  
ELGHORMLI

JEANETTE  
SHALABI

MARIA  
LOS RIOS

"Unique, Informative,  
Interactive & Fun" -  
former participant



# A PROJECT'S JOURNEY

THE QUEST FOR A PARTNERSHIP

DIRECTOR/SCREENWRITER: GUILLAUME MERCIER  
PRODUCTION: LISA LEYSSENS | FILM: FILMINE



## Who is behind the programme?

The content experts behind this course are ITCILO staff, project management consultants/experts and e-learning firms who collaborate with the ITCILO.

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