

2019.HS

Module Name: Project Management & Writing Techniques	
Module Code	w.BA.XX.1PM-IM.XX
Module Description	This module is made up of two components. The first part of the module focuses on project management concepts, while the second part of the module introduces students to writing and research techniques. Project management provides students with knowledge of factors which contribute to successful project management, stakeholder identification, project planning, risk management, execution and control, and the use of technological resources. In the writing techniques portion of the module, students develop their academic writing skills. This includes formulating a research statement (aim), presenting arguments, citing, and referencing sources using APA.
Program and Specialization	International Management
Legal Framework	Academic Regulations BSc dated 29.01.2009, Appendix to the Academic Regulations for the degree programs in Business Administration, Business Information Technology, and Business Law, first adopted on 12.05.2009
Module Category	Module Type: Compulsory
	Program Phase: First-Year Studies
ECTS	6
Organizational Unit	W Abt. International Business Leitung
Module Coordinator	Markus Braun (brau)
Deputy Module Coordinator	Carolyn Anne Stubbs Wollscheid (wlyn)
Prerequisite Knowledge	-
Contribution to Program Learning Goals (Affected by Module)	<ul style="list-style-type: none"> § Professional Competence § Methodological Competence § Social Competence § Self-Competence
Contribution to Program Learning Objectives	Professional Competence <ul style="list-style-type: none"> § Knowing and Understanding Content of Theoretical and Practical Relevance § Apply, Analyze, and Synthesize Content of Theoretical and Practical Relevance § Evaluate Content of Theoretical and Practical Relevance Methodological Competence <ul style="list-style-type: none"> § Problem-Solving & Critical Thinking § Scientific Methodology § Work Methods, Techniques, and Procedures § Information Literacy § Creativity & Innovation Social Competence <ul style="list-style-type: none"> § Written Communication § Oral Communication § Teamwork & Conflict Management § Intercultural Insight & Ability to Change Perspective Self-Competence <ul style="list-style-type: none"> § Self-Management & Self-Reflection § Ethical & Social Responsibility § Learning & Change
Module Learning Objectives	Students... <ul style="list-style-type: none"> § are able to describe the major steps of project management in a business context § are able to explain factors that contribute to the success of a project § are able to describe the various stages in project planning § are able to explain the importance of referencing and citation § are able to summarize key information from multiple sources § are able to apply project management concepts to real-life international management cases and situations § are able to develop a detailed project management plan § are able to formulate a research statement/problem and support it with valid sources § are able to develop clear and logical arguments when writing in an academic context § are able to develop an effective structure for their own piece of writing § are able to evaluate the quality of sources and determine which types of sources can be used within the academic context § are able to demonstrate good written and verbal communication skills § are able to work independently, demonstrating self-organization and time management

	§ are able to take responsibility for their own learning, reflect upon and assess their own progress/strengths and weaknesses in the context of academic writing and project management		
Module Content	§ Fundamentals of project management § Project goals, organization, and roles § Project planning § Work breakdown structure § Time planning/schedule using network diagram and bar chart § Cost and resource planning § Project scope and change management § Different types of publications § The writing process § Research aims & the research question § Effective structure and argumentation § Writing styles & academic voice § Working with sources and using literature § Referencing, plagiarism		
Links to other modules	-		
Methods of Instruction	§ Lecture § Interactive Instruction § Case Studies § Exercises	Social Settings Used: § Individual Work § Group Work	
Digital Resources	Teaching Materials		
Type of Instruction	Classroom Instruction	Guided Self-Study	Autonomous Self-Study
Large Class	56 h	80 h	
Small Class	-	-	
Group Instruction	-	-	
Practical Work	-	-	
Seminar	-	-	
Total	56 h	80 h	44 h
Performance Assessment			
End-of-module exam	Form	Length (min.)	Weighting
Written exam	Closed book	90	67.00 %
Permitted Resources	Approved calculator according to "Guidelines on Supplementary Materials"		
Others	Assessment	Length (min.)	Weighting
Research paper	Grade	-	33.00 %
Classroom Attendance Requirement	-		
Language of Instruction/Examination	English		
Compulsory Reading	§ Pinto, J. (2016). Project Management, Achieving Competitive Advantage. 4th edition. England: Edition, Pearson Education Ltd. ISBN 978-1-292-09479-3. § Bailey, S. (2015). Academic writing for international students of business. 2nd edition. London: Routledge. ISBN 978-1138783904.		
Recommended Reading	-		
Comments	Additional learning materials will be provided by the lecturers. Learning materials will cover project management as well as writing techniques. More information can be found on Moodle.		