

Valid for 2022.HS

Module Name: Project Management & Research Techniques	
Module Code	w.BA.XX.1ProMRT-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 research techniques. The Project Management part of the module 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 Research Techniques part of the module, students develop their academic research and writing skills. This includes formulating a research question, writing a research proposal, structuring a research paper, presenting and analyzing data, writing a data commentary, using APA citation, and referencing sources.
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 Abteilung International Business
Module Coordinator	Markus Braun (brau)
Deputy Module Coordinator	Kristine De Curtis (decu)
Prerequisite Knowledge	University admission (higher vocational diploma/Berufsmatura or Swiss federal school leaving diploma/Matura including English)
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	<ul style="list-style-type: none"> 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	<p>Students...</p> <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 apply project management concepts to real-life international management cases and situations. § are able to develop a detailed project management plan. § are able to explain the importance of referencing and citation. § are able to summarize key information from multiple sources. § are able to formulate a research question and write a research proposal. § are able to develop clear and logical arguments when writing in an academic context. § are able to recognize the common structure of a research paper. § 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 as well as in small groups, demonstrating self-organization, time management, and collaboration skills. § are able to take responsibility for their own learning, and reflect on and assess their own progress, strengths, and weaknesses in the context of academic writing and project management. § are able to generate data, present data graphically, and write a data commentary. § are able to differentiate between qualitative and quantitative research. § are able to identify various data collection methods.		
Module Content	§ Fundamentals of project management § Project goals, organization, and roles § Project planning § Work breakdown structure § Time planning/schedule using a network diagram and bar chart § Cost and resource planning § Project scope and change management § Various publications § Research paper structure § Research aims and the research question § Research proposal structure § Library research skills § Working with sources and using literature § Citation, referencing, plagiarism, and APA § Academic writing style § Data collection methods § Data visualization and data commentary		
Links to other modules	-		
Methods of Instruction	§ Lecture § Interactive Instruction § Case Studies § Exercises	Social Settings Used: § Individual Work § Pair Work § Group Work	
Digital Resources	§ Teaching Materials § Digital resources designed especially for guided and independent self-study.		
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	100,00 %
Permitted Resources	Approved calculator according to "Guidelines on Supplementary Materials"		
Others			
	Assessment	Length (min.)	Weighting
Research proposal	Pass/Fail	-	-
Project management quiz	Pass/Fail	20	-
Classroom Attendance Requirement	Mandatory Attendance: None		
Language of Instruction/Examination	English		
Compulsory Reading	§ Pinto, J. (2020). Project Management, Achieving Competitive Advantage. 5th edition. England: Pearson Education Ltd. ISBN 978-1-292-26914-6. § Bailey, S. (2018). Academic writing for international students of business. 5th edition. London: Routledge. ISBN 978-1138048744.		
Recommended Reading	-		
Comments	Additional learning materials will be provided by the lecturers. Learning materials will cover project management as well as research techniques. More information can be found on Moodle.		