

2019.HS

Module Name: Strategic Project Management	
Module Code	w.BA.XX.2SPM-flex.XX
Module Description	Students are able to describe success factors of strategy implementation and project work from the perspective of corporate governance - specifically targeted for companies that typically focus a) on project-oriented management, b) on multi-project management, or c) on professional single project management. In addition, students are able to assess an existing multi-project management setting, taking into account its strengths and weaknesses and proposing appropriate improvements. In strategic / complex projects, students are able to face the challenges of daily project work effectively.
Program and Specialization	§ Business Administration - Banking and Finance (PiE) § Business Administration - General Management (Flex)
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: Main Study Period
ECTS	3
Organizational Unit	W Zentrum Unternehmensentwicklung Ltg.
Module Coordinator	Patrick Lehner (lehn)
Deputy Module Coordinator	Elias Jehle (jehl)
Prerequisite Knowledge	Basics of project management (as conveyed in the Business Administration Skills module) and strategic management (see Strategy and Advanced Strategic Management module)
Contribution to Program Learning Goals (Affected by Module)	§ Professional Competence § Methodological Competence § Social Competence § Self-Competence
Contribution to Program Learning Objectives	Professional Competence § Knowing and Understanding Content of Theoretical and Practical Relevance § Apply, Analyze, and Synthesize Content of Theoretical and Practical Relevance Methodological Competence § Problem-Solving & Critical Thinking § Work Methods, Techniques, and Procedures § Information Literacy § Creativity & Innovation Social Competence § Written Communication § Oral Communication § Teamwork & Conflict Management Self-Competence § Self-Management & Self-Reflection § Ethical & Social Responsibility § Learning & Change
Module Learning Objectives	Students... § recognize the opportunities and challenges of changes and innovations from the perspective of corporate management. § know how successful and periodic changes and innovations can be implemented through projects as well as the associated culture and an appropriately designed context. § Learn about the opportunities and challenges from the corporate management perspective by solving real-life cases, studying and discussing the literature, and doing team exercises, and design appropriate implementation measures. § are able to prioritize in accordance with the corporate strategy and other restrictions within a variety of projects and project applications. From this, they form a project portfolio and lead complex projects through the implementation phase in a confident, consistent, and successful way. § are able to act/react appropriately to daily conflict situations while working on a project. § Learn to prioritize effectively in order to make time for strategically important tasks in the face of many simultaneous demands (in the context of complex ventures or various projects).

Module Content	§ Students know the generic success factors, processes, and interrelationships of multiproject management / project orientation / strategy implementation and are able to create, among other things, a project portfolio. § Students improve their single-project management skills with a focus on the implementation of complex projects and an agile project development approach.			
Links to other modules	-			
Methods of Instruction	§ Lecture § Interactive Instruction § Application Tasks § Case Studies § Exercises § Problem-Oriented Teaching § Literature Review § Discussion § Presentation § Simulation	Social Settings Used: § Individual Work § Group Work		
Digital Resources	§ Reader § Teaching Videos § Teaching Materials § Practice and Application Exercises (with Key) § SimulTrain project simulation: The instructor guides teams of approx. four students through the online simulation: Introduction and reflection in class. Planning, preparation, and follow-up as well as analysis in teams of approx. four students between classes (team work "wherever").			
Type of Instruction	Classroom Instruction	Guided Self-Study	Autonomous Self-Study	
Large Class	-	-		
Small Class	12 h	39 h		
Group Instruction	1 h	-		
Practical Work	-	-		
Seminar	-	-		
Total	13 h	39 h		38 h
Performance Assessment				
End-of-module exam	Form	Length (min.)	Weighting	
Written exam	Specified documentation	60	80,00 %	
Permitted Resources	Approved calculator according to "Guidelines on Supplementary Materials"			
	Others	Assessment	Length (min.)	Weighting
	SimulTrain	Grade	-	20,00 %
Classroom Attendance Requirement	-			
Language of Instruction/Examination	German			
Compulsory Reading	See various materials on Moodle			
Recommended Reading	-			
Comments	-			