

2019.HS

Module Name: Strategic Project Management	
Module Code	w.BA.XX.2SPM.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 will be able to face the challenges of daily project work effectively.
Program and Specialization	Business Administration - General 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: 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)	<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 Methodological Competence <ul style="list-style-type: none"> § Problem-Solving & Critical Thinking § 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"> § 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. § recognize and analyze the opportunities and challenges in real situations from the corporate management perspective by reading and discussing the relevant literature and through 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 challenging projects through the implementation phase in a confident, stable in terms of content, and successful way. § are able to act/react appropriately to daily conflict situations within a project. § learn to create space for many parallel demands (which bring a complex project or a series of projects with them) of strategic importance with the help of target-oriented prioritization.

Module Content	§ Students know generic success factors, processes, and interrelationships concerning multi-project management / project orientation / strategy implementation and can, among other things, create a project portfolio. § Students increase their single project management expertise by focusing on the implementation of complex projects and agile project development approaches.		
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 § Case Studies (with Key) § SimulTrain project simulation: The lecturer guides teams (of approx. four) students through the online simulation: Introduction and project implementation simulation during face-to-face instruction in class. Planning, preparation and follow-up, as well as analysis in teams (of approx. four) in-between face-to-face lessons.		
Type of Instruction	Classroom Instruction	Guided Self-Study	Autonomous Self-Study
Large Class	28 h	24 h	
Small Class	-	-	
Group Instruction	-	-	
Practical Work	-	-	
Seminar	-	-	
Total	28 h	24 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	Students must be present for the SimulTrain sessions. The compulsory attendance requirement also applies to the practical presentation.		
Language of Instruction/Examination	German		
Compulsory Reading	For further sources, please refer to Moodle		
Recommended Reading	-		
Comments	-		