

2019.HS

Module Name: Consulting Projects: Problem Based Learning	
Module Code	w.MA.XX.IPCP.14HS
Module Description	Students are able to apply the methods and expertise they have acquired in the context of practical consulting projects which are carried out in teams and under supervision. They take account of recognized business management standards and make an identifiable contribution to their team's project. A key element of the overall aim of this course of study, these consulting projects enable the students to practice the skills and knowledge they have been taught in the modules "Change Management" and "Application of Scientific Knowledge" by conducting practical research themselves.
Program and Specialization	Business Administration - Specialization in Marketing
Legal Framework	Academic Regulations MSc in Business Administration dated by 04.06.2009, Appendix to the Academic Regulations for the degree program in Business Administration (Marketing), first adopted on 07.11.2008
Module Category	Module Type: Compulsory
ECTS	9
Organizational Unit	W Institut für Marketing Management Ltg.
Module Coordinator	Oliver Thomas (thol)
Deputy Module Coordinator	Gunther Kucza (kuca)
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	<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	<ul style="list-style-type: none"> Students... <ul style="list-style-type: none"> § understand specific research tools and methods § acquire specific and specialized knowledge § acquire expert knowledge in a given field § apply interdisciplinary thinking and problem-solving skills § are able to think in an interdisciplinary way § scrutinize project results (critical thinking) § ensure adequacy in a specific business context § develop project suggestions for a company § report project results and outcomes in written and oral form § conduct a consulting project § are able to work autonomously on an open business problem

Module Content	§ Project management; project structures § Market research methods with different characteristics § Data analysis § Managing a team § Communicating with customers § Fact-based recommendations for action § Problem-based learning in real-world situations, consulting tools, and storytelling in project management		
Links to other modules	The content of this module is linked to the following modules: w.MA.XX.CML.14HS w.MA.XX.WAIM.14HS w.MA.XX.WAQM.14HS		
Methods of Instruction	§ Case Studies § Explorative Learning § Literature Review § Discussion § Presentation § Group project	Social Settings Used: Group Work	
Digital Resources	§ Reader § Teaching Materials		
Type of Instruction	Classroom Instruction	Guided Self-Study	Autonomous Self-Study
Lecture	-	-	
Excercise	-	-	
Project Work	-	-	
Seminar	-	-	
Total	0 h	0 h	
Performance Assessment			
End-of-module exam	Form	Length (min.)	Weighting
-	-	-	-
Permitted Resources	-		
Others	Assessment	Length (min.)	Weighting
Talk/oral presentation	Grade	20	20.00 %
Written Assignment	Grade	-	80.00 %
Students are not allowed to revise and resubmit performance assessment tasks.			
Classroom Attendance Requirement	All students must be present for the final presentation.		
Language of Instruction/Examination	English		
Compulsory Reading	Fallweise verschieden		
Recommended Reading	-		
Comments	The performance assessment includes a presentation. Attendance is mandatory for this presentation. Sanction for non-participation: Fail and deduction of a whole grade from the module grade of the group member concerned.		