

2.18 Module 18: Project Management

Module no. or code	18		
Module name	Project Management		
the Module's classes	Strategic Management (2 SWS) Intercultural Project Management (2 SWS)		
Module content	<p>Strategic Management</p> <p>Students discover the objectives and the process of strategic management by theoretical input with practical examples</p> <ul style="list-style-type: none"> • Theory of strategic management • Company and environment analyses • PEST and SWOT analyses • Strategic orientations • Strategies of trusts • Strategies of SMC <p>Intercultural Project Management:</p> <p>Students are confronted with project management techniques in theory and practical application.</p> <ul style="list-style-type: none"> • Description of cultures • Organisational structure • Planning • Controlling • Leadership • Case studies 		
Module's learning outcomes	Level	The students ...	
	Reproduction	<ul style="list-style-type: none"> • understand the fundamental strategic concepts • identify the cultural differences of team members • define project management techniques • recall proper ways of communication 	
	Knowledge and Comprehension	<ul style="list-style-type: none"> • know the process of developing a strategy • conceptualise a structure for an international project • construct essential reports and presentations • analyse innovative concepts and deduct solutions 	
	Problem Solving	<ul style="list-style-type: none"> • implement strategies for example companies • perform the process from vision to final result • develop solutions for a successful working style • conceive situations of different groups and are able to implement solution concepts 	

Module Descriptions

Semester	3 and 4 The course can be offered in semester 3 and 4 and has to be taken only once.			
Duration of Module	1 Semester			
Frequency	Every Semester			
ECTS-Credits	6			
Workload	Workload (Total)	Attendance time	Self-study	exam preparation
	180 h	45 h	90 h	45 h
Type of module	Mandatory			
Applicability of Module	The Module is preparing the foundation for the Specialisation Area(s) (Module 23 to 26) and the Bachelor's Thesis (Module 27)			
Conditions for participation				
Responsible for module	Prof. Dr. Manfred Kiesel			
Lecturer	Prof. Dr. Manfred Kiesel			
Language of instruction	English			
Type of examination,	other examined assignment (soP): Report (A), Presentation (B); decision and announcement at the beginning of the semester			
Weight	3,8 %			
Teaching and learning formats of the module	Seminar			
Particularities				
Literature	Kiesel, Manfred: Unternehmensführung, mi current ed. Kiesel, Manfred: Internationales Projektmanagement, current ed. MS Project FHWS - Papers, Cases, Slides			