

Valid from 2025.HS

Module description: Project Management & Research Techniques		
Module Code	w.BA.XX.ProMRT-IM.25HS	
ECTS Credits	6	
Language of Instruction/Examination	English	
Module Description	<p>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 section 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 section 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.</p>	
Organizational Unit	Abteilung International Business	
Module Coordinator	Christian Olivier Graf	
Deputy Module Coordinator	Lenka Ulzega	
Program and Specialization	<ul style="list-style-type: none"> International Management 	
Legal Framework	Academic Regulations BSc dated 29.01.2009, for the degree programs in Business Administration, International Management, Business Information Technology, Business Law, Business Law and Applied Law, first adopted on 12.05.2009	
Module Category	Module Type Compulsory	Program Phase First Year-Studies
Prerequisite Knowledge	University admission (higher vocational diploma/Berufsmatura or Swiss federal school leaving diploma/Matura including English)	
Contribution to Program Learning Objectives (by the concerned Module)	<ul style="list-style-type: none"> Professional Competence Methodological Competence Social Competence Self-Competence 	
Contribution to Program Learning Objectives	<p>Professional Competence</p> <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 <p>Methodological Competence</p> <ul style="list-style-type: none"> Problem-Solving & Critical Thinking Scientific Methodology Work Methods, Techniques, and Procedures Information Literacy Creativity & Innovation <p>Social Competence</p> <ul style="list-style-type: none"> Written Communication Oral Communication Teamwork & Conflict Management Intercultural Insight & Ability to Change Perspective <p>Self-Competence</p> <ul style="list-style-type: none"> Self-Management & Self-Reflection Ethical & Social Responsibility Learning & Change 	

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Module Learning Objectives	Students... <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 recognize the common structure of a research paper.• are able to research a project management topic and formulate a research question.• are able to identify different data collection methods.• are able to write a research proposal.• are able to develop clear and logical arguments through researching a topic.• are able to write a data commentary.• are able to use APA citation methods appropriately.• 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.				
Module Content	<ul style="list-style-type: none">• Fundamentals of project management• Project goals, organization, and roles• Project planning				
Links to other modules	This module is linked to the following modules:				
Digital Learning Resources	<ul style="list-style-type: none">• None				
Methods of Instruction	<ul style="list-style-type: none">• Lecture• Interactive Instruction• Exercises• Case Studies		Social Settings Used: <ul style="list-style-type: none">• Group Work• Individual Work• Pair Work		
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		Spec. calculator acc. to leaflet "Utilities"	With dictionary	
	Others	Assessment	Format	Length (min.)	Weighting
	Research proposal Fail: 5 points will be deducted from the end-of-module exam.	Pass/Fail	Gruppenarbeit	0	0.00
Classroom Attendance Requirement	None				

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Compulsory Reading	<ul style="list-style-type: none">• Bailey, S. (2018). Academic writing for international students of business. 5th edition. London: Routledge. ISBN 978-1138048744.• Pinto, J. (2020). Project Management, Achieving Competitive Advantage. 5th Edition. England: Pearson Education Ltd. ISBN 978-1-292-26914-6.
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.