Valid from 2026.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	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/editing a data commentary, using APA citation, and referencing sources.
Organizational Unit	Abteilung International Business
Module Coordinator	Christian Olivier Graf
Deputy Module Coordinator	Lenka Ulzega
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 Learning Objectives (by the concerned Module)	• Professional Competence • Methodological Competence • Social Competence • Self-Competence
Contribution to Learning Objectives	**Professional Competence** • 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** • Problem-Solving & Critical Thinking • Scientific Methodology • Work Methods, Techniques, and Procedures • Information Literacy • Creativity & Innovation **Social Competence** • Written Communication • Oral Communication • Teamwork & Conflict Management • Intercultural Insight & Ability to Change Perspective **Self-Competence** • Self-Management & Self-Reflection • Ethical & Social Responsibility • Learning & Change

Module description: Project Management & Research Techniques

Module Learning Objectives

Students...
- 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

- Fundamentals of project management
- Project goals, organization, and roles
- Project planning

Digital Learning Resources

- None

Methods of Instruction

- Interactive Instruction
- Case Studies
- Lecture
- Exercises

Social Settings Used:
- Individual Work
- Pair Work
- Group 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	

	Assessment	Format	Length (min.)	Weighting
Research proposal *Fail: 5 points will be deducted from the end-of-module exam.*	Pass/Fail	Group work	0	0.00%

Classroom Attendance Requirement

None

Module description: Project Management & Research Techniques

Compulsory Reading	• Pinto, J. (2020). Project Management, Achieving Competitive Advantage. 5th Edition. England: Pearson Education Ltd. ISBN 978-1-292-26914-6. • Bailey, S. (2025). Academic writing for international students of business. 6th Edition. London: Routledge. ISBN 978-1032834177.
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. Supplementary examinations may not be set, and assessed work may not be resubmitted.