

## Softskills

1	<b>Module Number</b> 3914	<b>Study Programme</b> ASM	<b>Semester</b> 1	<b>Offered in</b> WS	<b>Duration</b> 1 Semester	<b>Module Type</b> compulsory	<b>Workload (h)</b> 210	<b>ECTS Points</b> 7
2	<b>Courses</b>		<b>Teaching and Learning Forms</b>		<b>Contact Time</b>		<b>Self-Study Time</b>	<b>Language</b>
	a) Global Engineering b) Project Management c) International Negotiations		Lecture Lecture Lecture		<b>(SWS)</b> 2 2 2	<b>(h)</b> 45 45 45 [1 SWS = 15h]	<b>(h)</b> 105	Englisch
3	<p><b>Learning Outcomes and Competences</b> Once the module has been successfully completed, the students can...</p> <p><b>Knowledge and Understanding</b></p> <ul style="list-style-type: none"> <li>... understand sales &amp; marketing aspects of global engineering projects.</li> <li>... understand different approaches towards global engineering projects (waterfall, agile, hybrid project management).</li> <li>... develop a project plan, split complex tasks into subtasks.</li> <li>... apply the knowledge from lectures and labs on a real application.</li> <li>... understand the limitations of project time and human resources.</li> <li>... know about Intellectual properties and patent topics in engineering</li> <li>... know cultural differences.</li> <li>... improve language and mimic as a tool of successful interaction</li> <li>... understand mechanisms of multilateral business and trade formalms</li> </ul> <p><b>Use, Application and Generation of Knowledge</b></p> <p><i>Use and Transfer</i></p> <ul style="list-style-type: none"> <li>... be able to choose the right right engineering approach in relation to the market needs</li> <li>... use methods and tools of project management.</li> <li>... understand the principles of Global Engineering.</li> <li>... interpret gantt-charts, calculate the time and financial aspects of projects.</li> <li>... include and consult IP and patent experts in a professional manner – and know when appropriate</li> <li>... use state-of –the-art software support for projects</li> <li>... apply the gained knowledge to case-studies.</li> <li>... improve cooperation within your own unit / company</li> <li>... improve company - customer relationships</li> <li>... come to better results with international partners</li> <li>... being able to estimate the economic impact of IPR</li> <li>... transfer engineering results to production</li> </ul> <p>...</p> <p><i>Scientific Innovation</i></p> <ul style="list-style-type: none"> <li>... describe the dependency of R&amp;D, production, sales &amp; finance of projects.</li> <li>... apply scientific methods to solve engineering tasks.</li> <li>... discuss pros and cons of different project management approaches.</li> </ul> <p><b>Communication und Cooperation</b></p> <ul style="list-style-type: none"> <li>... work together according to a project plan</li> <li>... take into account cultural differences in working style, leadership and communication.</li> <li>... cooperate within diverse international groups in order to find adequate solutions for the project task.</li> <li>... lead project teams</li> <li>... achieve more satisfying business output of international negotiations</li> </ul>							

	<ul style="list-style-type: none"> <li>• ... use the right negotiation options according to the specific (cultural) counterparts</li> <li>• ... handle difficult situations and settle conflicts peacefully</li> </ul> <p><b>Scientific Self-Conception/ Professionalism</b></p> <ul style="list-style-type: none"> <li>• ...work successfully in international development groups in industry.</li> </ul>
4	<p><b>Contents</b></p> <p><b>a) and b) (Global Engineering &amp; Project Management)</b></p> <ul style="list-style-type: none"> <li>• Sales &amp; Marketing Aspects of Engineering Projects             <ul style="list-style-type: none"> <li>- Project lifecycle and analysis</li> <li>- Branding</li> <li>- Key Account Management</li> <li>- Customer Management</li> <li>- Bid management</li> </ul> </li> <li>• Intellectual Property and Patents             <ul style="list-style-type: none"> <li>- Basics of Intellectual Property Rights (IPR)</li> <li>- Global Corporate Patent Strategy and Management</li> <li>- Company examples</li> </ul> </li> <li>• Classical Project Management             <ul style="list-style-type: none"> <li>- Project Management Processes</li> <li>- Functions and responsibilities of a project manager</li> <li>- Scope, Time, Quality &amp; Risk Management</li> <li>- Communications, HR &amp; Integration Management</li> <li>- Documentation, reporting, presentation, decision making</li> </ul> </li> <li>• Agile and Hybrid Project Management             <ul style="list-style-type: none"> <li>- Overview of different agile methods</li> <li>- Scrum</li> <li>- Integration of classical and agile methods</li> </ul> </li> <li>• Critical Chain Project Management (CCPM)             <ul style="list-style-type: none"> <li>- Gamification with theoretical inputs</li> <li>- application of project management to a case study</li> </ul> </li> <li>• Supporting IT structures             <ul style="list-style-type: none"> <li>- IT Network and Infrastructure</li> <li>- IT Organisation</li> <li>- IT Security</li> <li>- Managing Product Data</li> <li>- From Engineering to Production</li> </ul> </li> </ul> <p><b>c) International Negotiations</b></p> <ul style="list-style-type: none"> <li>• Background teaching of cultural differences</li> <li>• Interactive / international role plays</li> <li>• Exchanging of experiences of business and other cross-cultural transactions and achievements / failures.</li> <li>• Discourse and examples aimed at improving individual skills / arguments.</li> <li>• Win-win situations – learning different methods of negotiations</li> </ul>
	<p><b>Participation Requirements</b></p> <ul style="list-style-type: none"> <li>• compulsory: -</li> <li>• recommended: Negotiation English Some basic business experience Basic multicultural skills</li> </ul>
6	<p><b>Examination Forms and Prerequisites for Awarding ECTS Points</b></p> <p>120 min written exam</p>
7	<p><b>Further Use of Module</b></p> <p>Module Team Project, Preparation for Master thesis, Preparation for negotiations in job situations</p>
8	<p><b>Module Manager and Full-Time Lecturer</b></p>

	<p>Prof. Dr. Siegfried Zürn - plus external experts and lecturers</p>
9	<p><b>Literature</b></p> <ul style="list-style-type: none"> <li>• Script and case studies will be provided in electronic format</li> <li>• PMBOK Guide 8<sup>th</sup> edition, PMI Institute</li> <li>• Larson, E.W.; C.F. Gray (2016): Project Management – The Managerial Process, McGraw-Hill</li> <li>• Mühlen, Alexander (2010): International Negotiations, Münster Verlag, 2010</li> </ul>
10	<p><b>Last Updated</b> 2022-10-10</p>