

# SENET Scholarships - MBA Strategic Project Management



## SENET SCHOLARSHIPS

The Vienna University of Economics and Business (WU) is awarding up to 25% partial scholarships for the MBA Strategic Project Management. This MBA is a perfect blend of core business, management, and project management courses. It provides you with key expertise, enabling you to enhance and perfect your project management and social skills. You sharpen your understanding of how to lead teams and individuals in projects and learn to deal with the interests of different project stakeholders. Moreover, you get to better understand the need for a paradigm shift towards sustainability, agile leadership in projects and project portfolios, and project-oriented organizations.

## VIENNA UNIVERSITY OF ECONOMICS AND BUSINESS – WU EXECUTIVE ACADEMY

The WU Executive Academy is part of the Vienna University of Economics and Business and was founded in 1898. It is Europe's leading business university and it enjoys an excellent international reputation based on over a century of experience.

## TARGET GROUP

- › Project and program managers and leaders who want to deepen and refresh their knowledge
- › Experts and engineers who are eager to enhance their leadership and management skills
- › Executives and managers who are in charge of developing project management capabilities, or who are responsible for making change happen in their organizations
- › Project management trainers who wish to update and enhance their knowledge
- › Executives and employees of consulting companies, consultants

## PROGRAM STRUCTURE

- › 18 months, part-time with blocked modules. Check the program website for the detailed schedule.
- › International immersion: 1 week in a project management hotspot e.g. in North America or Europe

## APPLICATION REQUIREMENTS

SENET-scholarship applicants must meet the following requirements:

- › Be a citizens and resident of a SENET country (country list: [executiveacademy.at/scholarships](https://www.executiveacademy.at/scholarships))
- › Undergraduate degree equivalent to a bachelor's degree or higher
- › Minimum of 3 years of relevant work experience
- › Proficiency in written and spoken English

## HOW TO APPLY

Apply by June 30, 2023 using our online application form and choose "SENET Scholarship" in the drop-down menu.

## ACADEMIC DIRECTOR

Prof. Martina Huemann

## TRAINING PROJECT, COMPANY VISITS, GUEST SPEAKERS, PROJECT VERNISSAGE

During the MBA specialization, students work together on a training project. The training projects are drawn from their own professional practice. The specialization also includes company visits to project-oriented organizations with opportunities to meet experts and discuss formulas for success and pitfalls to avoid in project management and project-oriented leadership.

## CONTACT

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# Curriculum – Specialization Modules



## BLOCK 1 – PROJECT MANAGEMENT METHODS AND TRENDS

Understanding and applying the core methods and trends is vital for successful project and program management.

**You learn:** a holistic approach based on a comprehensive theoretical grounding in systems theory and constructivism. Understand the implications of new developments such as agile or sustainability for managing projects and programs. How to apply and contextualize methods such as project objective plans, task break-down structures, scheduling methods. Work on a business case on a particular project.

## BLOCK 2 – ADVANCED PROJECT MANAGEMENT I

### Project Organization

Designing project and program organizations is a core element of ensuring competitive advantage and success.

**You learn:** traditional forms of organizations and modern design elements for empowerment and value creation. Benefits and limitations of program organizations. Responsibilities and roles in projects and programs.

### Project Uncertainty, Risks, and Agility

Dealing with uncertainty and risks on projects is central for every project manager. One answer to uncertainty is including agility into projects. **You learn:** difference between uncertainty and risk, risk identification and risk analysis methods, scenario techniques, alternative project plans. Iterative, agile, and hybrid approaches to project management.

### Project Stakeholder Engagement

Stakeholders of projects and programs are a valuable resource for ensuring sustainable outcomes and their acceptance.

**You learn:** methods for identifying and engaging stakeholders for value co-creation. The difference between managing of and for stakeholder approaches.

## BLOCK 3 – ADVANCED PROJECT MANAGEMENT II

### Project Controlling

Project controlling is an essential task of a project manager to ensure project progress and success. **You learn:** earned value project management as project controlling method. Estimation, extrapolation forecasting, and trend analysis methods. The need for considering social aspects of project controlling. Application of modern media in project management processes and stakeholder engagement.

### Project Management Process and International Approaches

Designing the project management process is a core project leadership task. Having an understanding and overview on selected project management standards is part of the profession. **You learn:** the essentials of a professional project start. Simulate the behaviors of project managers, project team members and project owners. Overview of international project management standards such as the International Competence Baseline (ICB) of the IPMA, Project Management Body of Knowledge of the PMI, and Projects in Controlled Environments (Prince2).

## BLOCK 4 – MANAGING PROJECT-ORIENTATED ORGANIZATIONS AND CHANGE

Project-oriented organizations need specific strategies, structures, cultures, processes, and methods expressed in distinct capabilities to support change and innovation. **You learn:** latest knowledge about the specific features of project-oriented organizations, such as portfolio management. Project Management Office. Systematic coaching and consulting methods, such as constellation and design thinking.

## BLOCK 5 – PROJECT MANAGEMENT LAB (INTERNATIONAL IMMERSION)

Additional topics in project management will be covered. Topics in the past included for example project leadership. Company visits bring students together with experts to discuss project management success and pitfalls. **You learn:** deeper knowledge and practice understanding to lead projects and project-oriented organizations.

