

# SENET Scholarships EMBA Strategic Project Management



## SENET SCHOLARSHIPS

The Vienna University of Economics and Business (WU) is awarding up to 25% partial scholarships for the Executive MBA Strategic Project Management. This EMBA 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.

## 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

- › Be a citizens and resident of a SENET country (country list: [executiveacademy.at/scholarships](https://www.executiveacademy.at/scholarships))
- › Undergraduate degree (Bachelor 180 ECTS or equivalent) from a recognized post-secondary institution
- › Minimum of 3 years of postgraduate work experience
- › Proficiency in written and spoken English

## HOW TO APPLY

Apply by June 30, using our online application form and choose "SENET Scholarship".

## ACADEMIC DIRECTOR

Prof. Martina Huemann

## TRAINING PROJECT & PROJECT VERNISSAGE, EXCURSIONS & PRACTITIONERS, IPMA CERTIFICATION

- › **Training Project and Project Vernissage:** During the specialization, students work together on a training project. The training projects are drawn from their own professional practice. At the Project Vernissage students share their project management learning progress with business partners, alumni, students, and faculty of the program.
- › **Company visits and guest speakers:** Students connect with industry experts and discuss formulas for success and pitfalls to avoid in project management.
- › **IPMA certification:** In course of the program, students have the opportunity to obtain a job-related Project Management certificate and an Agile Leadership certificate according to IPMA®.

## 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-ORIENTED 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.

