



Master of Science in European Project and Public Management

Course Syllabus Winter Term 2014/2015

Title of the Course:

Communication for European Project Management

ECTS and Contact Hours

ECTS: 3

Course units total: 37,5

Presence Units: 15

E-Learning Units: 22,5

Workload estimate based on ECTS = [1 ECTS = approx. 25 hrs of student work, that includes course work, e-learning, self study, homework, assignments, research, writing papers, learning for exams, etc.]

Lecturer

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Short Description of the Course

The module "Communication for European Project Management" aims to provide its participants with the basics for sustainable communication structures in EU projects. A focus will be set by project communication in virtual team environments as well as communication with European funding agencies. Participants will also be familiarised with the communication rules of the European Union.

At the same time the course aims to acquaint its participants with the necessary theoretical and practical knowledge for the creation of a communication strategy (developing a communication plan) for a European project. Best practices will be presented to the participants.

Another focus of the course is the practical training of communicative competence and role flexibility in frequently occurring situations in EU projects. The successful communication in virtual and real project meetings and special negotiating techniques are priorities which will be practically tested and applied in the course. The participants will be assessed for their own communication style and learn how to match their personal repertoire of communication with the current speech situation and speech intention.

Learning Outcomes

Upon successful completion of this course students will:

- understand the theoretical foundations of communication models and communication channels
- understand the impact and independently discuss current issues regarding the importance of project communication
- be able to choose an adequate means of communication
- be able to create a sustainable working climate with virtual project partners
- be capable of applying efficient communication strategies
- be capable of using different negotiating styles and adjust them adequately



- be able to conduct meetings

Course Contents

Fundamentals of communication (communication models)
Communication and visibility guidelines of the European Union
Communication Management: Creating a communication plan
Communication strategies in virtual teams and their challenges
Hands-on practice of negotiation and case studies
Managing partner meetings
Negotiation techniques in partner meetings (budget, contract clauses, etc.)

Teaching Methods

Describe the methods employed in face to face courses as well as e-learning sessions.

Discussion groups
Presentations
Case Studies
Role-play
Videocasts

Literature and Relevant Web sources

Will be announced during the course.

Die Kommunikation bei der Abwicklung von EU-Projekten Tscheppe, Michael;Kalthuber, Franz
In: Communication goes Europe / Maria Weidinger-Moser (Hrsg.). - Innsbruck ; Wien [u.a.], 2004. - S. 165.

Evaluation Criteria

• Classroom Participation	-	30%
• E-Learning Assignments	-	30%
• Final Seminar Paper	-	40%
• TOTAL	-	100%

The grading scale applied in this course is the following:

(1)	Excellent	100 – 93 %
(2)	Good	92 – 85 %
(3)	Satisfactory	84 – 71 %
(4)	Sufficient	70 – 61 %
(5)	Failed	60 – 0%

Place, Date

Lecturer