



Master of Science in European Project and Public Management

Course Syllabus

Title of the Course:

UE: Workshop-management

ECTS and Contact Hours

ECTS: 3

Course units total: 22,5

Presence Units: 15

E-Learning Units: 7,5

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

Every workshop is a process, which has to be adapted and designed according to the needs of the participants, the organizers, the clients and various other issues which leads to the effect that every workshop should be unique, special and mass tailored to the target groups requirements.

Workshop sessions in EU funded projects form an important part of project execution being of relevance for (external) agencies, directly and indirectly involved partners but also including consumers and customers. These workshops may have different purposes such as generating ideas, disseminate information, form part of forward planning exercises or change management programmes, aiming to build teams etc. Successful workshops need to be carefully planned, organized, well-facilitated and properly followed up.

This course is a compilation of concepts and tools for planning, organizing, putting into practice and following up for a workshop, putting aside the actual workshop content or specific context. This course will summarize the important steps in simple task lists and easy definitions to set up a workshop in a swift, efficient and comprehensive way.

Learning Outcomes

Upon successful completion of this course students will be able to

- Understand differences between common types of events.
- Plan a workshop (*choosing right workshop design, setting clear goals and addressing relevant issues with defined tasks, roles and responsibilities*).
- Organize and manage a workshop (*create the right conditions and atmosphere run by constructive rules and ensure well executed event*).
- Evaluate a workshop, set up and manage a "follow up" process (*allocate responsibility for taking forward and set up of assessment' procedures*).

Course Contents

1. Conceptual framework
 - 1.1 Communication
 - 1.2 Participation
 - 1.3 Managing Time
2. The workshop
 - 2.1 Types of events
 - 2.2 Creating the workshop
3. Organizing a workshop
 - 3.1 The work plan
 - 3.2 Setting the workshop dates
 - 3.3 Inviting the participants
 - 3.4 Budget
 - 3.5 The workshop venue
 - 3.6 Materials
 - 3.7 The day before the workshop
4. Implementing the workshop
 - 4.1 The workshop introduction
 - 4.2 The running order of the days
 - 4.3 The workshop closing session
 - 4.4 Workshop handouts
 - 4.5 The photographic record
 - 4.6 Recommendations for the implementation of the workshop
5. The workshop team
 - 5.1 Introduction
 - 5.2 Roles within a ws team
 - 5.3 Composition of the team
 - 5.4 Performance of the ws team
 - 5.5 The workshop timetable
 - 5.6 The coordinator
 - 5.7 The moderator
 - 5.8 The support staff
6. Problems
 - 6.1 Introduction
 - 6.2 Problems before starting the workshop
 - 6.3 Problems during the workshop
 - 6.4 Problems after the workshop

Teaching Methods

The face-to-face course will involve presentations of relevant theoretical contents. Different methods of workshop preparation, coordination and moderation as well as the workshop evaluation will be presented, discussed and applied in-group work sessions.

Case studies (workshop examples) will be discussed in class and through group work. In-class presentations of how to properly implement a workshop will be discussed and analysed to have tools at hand for everybody for future activities.

The course will involve E-Learning assignments in which students are required to perform individual reading, research, analysis and writing of a short assignment report:

Relevant Web sources:

<http://serc.carleton.edu/>

<http://www.mindtools.com/pages/article/PlanningAWorkshop.htm>
<http://www.businessballs.com/workshops.htm>

Literature:

No special textbook is needed for this course. Articles, web sources and other readings will be provided during the face to face lectures and online activities.

Evaluation Criteria

Classroom Participation	–	20%
E-Learning Assignments/Case work	–	50%
Presentation	–	30%
TOTAL	–	100%

Late Submissions of Assignments, Papers, or other course requirements

Late submission of assignments, papers and other course requirements as stated in the syllabus leads to a deduction of points according to the following calculation scheme:

Per week of delay 5% of the points awarded to the specific course requirement are deducted from the points awarded.

Example:

Assignment A:

Maximum Points 100

Achieved Points 80

Delay 2 weeks: -10%

Final points: 72

The grading scale applied in this course is the following:

(1) "Sehr gut"	excellent	100 – 93 %
(2) "Gut"	good	92 – 85 %
(3) "Befriedigend"	satisfactory	84 – 71 %
(4) „Genügend“	sufficient	70 – 61 %
(5) "Nicht genügend"	failed	60 – 0 %