

Module No.	M 4.4		
Title	Agile Management for Entrepreneurs		
Module type	SU		
Language of Instruction	English		
Teaching Methods	Seminar	Frequency	Weekly
Semester	1		
CHW	4		
ECTS-Credits	5	Workload*	48 / 10 / 42 / 50
Responsibility for the Course	Prof. Dr. Holger Günzel		
Lecturer	Prof. Dr. Holger Günzel/ Daniel Heinen		
Corresponding Courses		Prerequisites	
Assessment Method	Seminar Paper	Study aids to be used	

*Workload in hours: presence in lectures / Preparation and follow-up of lectures / self study / revision for assessments

Intended Learning Outcomes (Skills, Knowledge, Attitude)

After attending the module, students are able to apply the methods of agile project management in project situations and know the consequences on employees and organizations. The students can analyze the required tools, improve them and implement them in companies. They can independently handle project assignments from business areas through agile and flexible approaches and concepts. The students can examine the approaches in practical and theoretical exercises in small teams and complete organizations. By visiting this module, students develop an understanding of the benefit of agile approaches on changes in enterprises.

Content

- Scientific foundations of agile project management methods
- Prerequisites for the successful use of agile methods
- Overview of agile methods, principles and values
- Planning, control and execution of agile projects with SCRUM
- Consequences on employees and organisations/ agile management

Applied methods in Economics and Business administration

- Analysis models and methods (research and analysis models):**
 - Estimating/ planning methods
- Quantitative empirical methods (comparative – statistical, mathematical methods, data analysis):**
 - Analysis of empirical data
- Qualitative and interpretative methods (expert interviews, polls, standardised surveys):**
 - Expert interviews and surveys

Teaching and Learning Styles

- Lectures
- Case study
- Group work
- Experts
- Presentation

Field trips are also part of the module.

Literature

- Adkins, L: Coaching agile Teams, Addison-Wesley, 2010
- Boehm, B., Turner, R.: Balancing Agility and Discipline: A Guide for the Perplexed, Portable Documents. Addison-Wesley Professional, 2003

- Cohn, M.: Agile Estimating and Planning, 2014
- Cohn, M.: Succeeding with Agile: Software Development Using Scrum, Addison-Wesley, 2009
- Cohn, M. User Stories Applied, Addison-Wesley, 2004
- Freedman, R.: The Agile Consultant. Apress, Berkeley, CA, 2016
- Griffiths, M.: PMI-ACP Exam Prep, 2012
- Holbeche, L.: The agile organization, KoganPage, 2015
- Schwaber, K.: Agile Project Management with Scrum, 2004
- Oswald, A., Müller, W. (ed): Management 4.0, BOD, 2017
- Medinilla, A.: Agile Management, Springer, 2012
- Moreira, M: The agile enterprise, Apress, 2017
- Tousignant, D.: Product Owner and User Story Training: Part of the Agile Education Series, 2014

Further indicative reading will also be provided in module materials.