REAL-LIFE BUSINESS PROJECT: Process Management in Public Administration

STEFAN FREITAG

GERMAN COURSE TITLE: Praxis Projekt (Real-Life Business or NGO Project)

1. General Course Information

<table>
<thead>
<tr>
<th>Course:</th>
<th>ECTS credits:</th>
<th>Level (undergraduate/graduate)</th>
<th>Number of students:</th>
<th>Requirements to enrol:</th>
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<tbody>
<tr>
<td>Process Management in Public Administration</td>
<td>6</td>
<td>Undergraduate – specialization (major)</td>
<td>7</td>
<td>The students need more in-depth skills and interests from previous semesters. These skills and interests are:</td>
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<td>- Completed examinations in the subjects &quot;Statistics&quot; and &quot;Fundamentals of Business Informatics&quot;.</td>
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<td>- Interest in interrelationships between business and market research</td>
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<td>- Safe handling of Microsoft Excel and Microsoft PowerPoint</td>
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<td>- Knowledge of SPSS or R is an advantage</td>
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<td>Length/duration: 2 hours per week for 14–15 weeks each semester</td>
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2. Time Requirements for Faculty Implementation and Students

Before the Project:

Administration:
Before the project starts, academic supervisors, university administration, and company negotiate a contract. It defines the project goals and potential project fee for the company. Once an agreement has been reached, a contract is signed by both parties.

Implementation:
The project is part of the course schedule for students and faculty.

Follow-Up:
A possible follow-up study is planned because there is a constant development in the area of process management in public administration.

3. Description & Learning Outcome(s)

Description:
The company MACH AG would like to analyze in more detail how process management is used and established in public administration (municipality, state, federal government, universities
and churches) in Germany and how process management is handled as a consulting approach. The company’s interest lies in the modernization of public administration through IT-supported processes.

Course Schedule:
- Kick-off: first meeting to jointly determine questions, goals and visions and to coordinate the questions that need to be dealt with.
- Regular joint meetings are scheduled to clarify the project status (at least 1 h every 2 weeks)
- In order to assess the current situation in the public administration, persons responsible are specifically addressed in writing. They are to answer an online-based questionnaire, which was previously designed by Hochschule Bonn-Rhein-Sieg, University of Applied Sciences, in coordination with MACH AG.
- Finally, the written documentation of the project is prepared and handed over to MACH. This also includes the anonymized raw data, i.e. the results of the study and the consolidated analysis results, ideally in a standardized readable format, e.g., Excel.
- Independent processing by the students (the lecturers are available for methodical questions by mail/phone if necessary procurement of MACH-internal documents)
- Presentation of interim/final results
- Organization: either "practice-oriented project" or within specialization (major) instead of homework.
- Feedback from the company and the academic supervisors.

Learning Outcomes:
On the basis of the knowledge acquired and understood, students should be able to apply methods of data analysis and preparation. They can create meaningful presentations and reports for executives.

4. Competencies & Skills
What knowledge and skills have the learners acquired:
Learning to apply real-life tasks by using academic coursework as a basis to understanding how to deal with current challenges companies face.

5. Assessment/Evaluation
How are the students assessed and evaluated? Are students assessed individually and as a group (company)?
Students must first present the project procedure to the academic supervisors. Afterward, there is a joint kick-off meeting organized with company representatives, where the students present the structure of the survey and the evaluation methods applied. Each student is involved in every part of the project and contributes to each step. The students conduct, analyze, and present the results to the company in a final presentation with the appropriate documentation.
### 6. Applied Learning Approach

**A. What is the pedagogical approach?**
It is a hands-on approach to dealing with real-life tasks that need solutions supplied by the students with the scaffolding offered by the academic mentors. It is a student-centered approach to learning that works on offering individual mentoring for all tasks involved.

**B. What is the learning environment?**
It offers an autonomous learning environment. The learning environment contains self-structured group work of the students and planned meetings with the academic supervisors and company staff.

**C. What resources/materials are used by the students?**
- Student computers
- University overhead projects and learning spaces
- One room

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### 7. Reflection & Feedback

**What type of reflection and feedback (peer-to-peer, self-reflection assignments, instructor feedback)?**
The reflection and feedback are a mixture of peer-to-peer and instructor feedback.

### 8. Additional References and Links