

	<ul style="list-style-type: none"> explain the basic model and selected methods of operational, strategic and normative corporate management and apply them to simple problems (e.g. portfolio analysis, product, market and competitive strategies, corporate mission statement, MbO); explain selected concepts and methods for process improvement (esp. Business Process Reengineering, Kaizen/KVP, PDCA cycle and PDCA tools) and apply them to simple problems. <p>Competencies: Students will be able to link current events and developments in business and the economy to knowledge content.</p>
4	<p>Teaching and learning methods Seminar lecture (L) with lecture hall exercises (E) and small case studies, self-study</p> <p>Media used: communication media (e.g. electronic learning platforms), presentation media (e.g. beamer, whiteboard, flipchart, smartboard, metaplan)</p>
5	<p>Workload and Credit Points Total workload of 150 hours for 5 credit points (CP) Attendance time: 64 hours Self-study: 86 hours</p>
6	<p>Form of examination, duration and examination requirements</p> <ul style="list-style-type: none"> Examination usually in the form of a written examination (also e-examination). With regard to the duration of the examination, § 12 ABPO applies. Other forms of examination (e.g. homework, presentations), which usually complement the written examination, are possible as examination performance. Preliminary examinations (e.g. laboratory experiments, processing of exercises or development tasks) - also in group work - are also possible. Preliminary examinations can be graded or ungraded. In the case of graded preliminary examinations, the share of the module grade may not exceed 30%. The exam can be repeated in the following semester. If preliminary examinations are required, passing the preliminary examination is a prerequisite for participation in the examination.
7	<p>Necessary knowledge None</p>
8	<p>Recommended knowledge None</p>
9	<p>Duration, time structure and frequency of the offer The module covers one semester with 4 SWS and is offered once per semester.</p>
10	<p>Applicability of the module Public Management B.Sc. Logistics Management B.Sc.</p>
11	<p>Literature</p> <ul style="list-style-type: none"> Schreyögg/Koch,: Grundlagen des Managements: Basiswissen für Studium und Praxis; Gabler. Robbins et al: Management: fundamentals of business management; Pearson. Thommen/Achleitner: Allgemeine Betriebswirtschaftslehre: Umfassende Einführung aus managementorientierter Sicht; Gabler (chapter Management and chapter Organization).

- Dillerup/Stoi: Unternehmensführung: Management & Leadership; Vahlen.
- Hungenberg/Wulf: Grundlagen der Unternehmensführung; Springer.
- Breisig: Betriebliche Organisation: Organisatorische Grundlagen und Managementkonzepte, nwb.
- Klimmer: Company organization: A compact and practical introduction. NWB.
- Vahs: Organization: Introduction to Organization Theory and Practice; Schäffer-Poeschel.
- Macharzina/Wolf: Unternehmensführung - Das internationale Managementwissen: Concepts - Methods - Practice, Springer Gabler.

	<p>Competencies:</p> <p>The students are able to assess the significance of recognition and measurement regulations for creditor protection. Finally, students will be able to assess the issues arising in a real company, to grasp the interrelationships of the accounting system and to independently post the business transactions customary there after an appropriate familiarization period.</p>
4	<p>Teaching and learning methods Lecture (L) and exercise (E)</p> <p>Media used: communication media (e.g. electronic learning platforms), presentation media (e.g. beamer, whiteboard, flipchart, smartboard, metaplan)</p>
5	<p>Workload and Credit Points Total workload of 150 hours for 5 credit points (CP) Attendance time: 64 hours Self-study: 86 hours</p>
6	<p>Form of examination, duration and examination requirements</p> <ul style="list-style-type: none"> • Examination usually in the form of a written exam (also possible electronically) (duration: 90 - 120 min). • The exam can be repeated in the following semester.
7	<p>Necessary knowledge None</p>
8	<p>Recommended knowledge None</p>
9	<p>Duration, time structure and frequency of the offer The module covers one semester with 4 SWS and is offered once per semester.</p>
10	<p>Applicability of the module Logistics Management B.Sc. Public Management B.Sc.</p>
11	<p>Literature Döring / Buchholz: Buchhaltung und Jahresabschluss, Erich Schmidt Eisele / Knobloch: Technik des betrieblichen Rechnungswesens, Vahlen Schmolke / Deitermann / Rückwart: Industrielles Rechnungswesen, Winklers Wüstemann: Buchführung case by case, Verlag Recht und Wirtschaft Zschenderlein: Buchführung 1, Kiehl</p>

	<ul style="list-style-type: none"> • Overview of producer and product responsibility <p>Methodology of jurisprudence</p> <ul style="list-style-type: none"> • Structure of the legal sentence • Interpretation of the legal sentence • Subsumption and syllogism
3	<p>Objectives</p> <p>Knowledge</p> <p>:</p> <p>Students acquire an overview of the fundamentals of the German legal system, of institutional core areas of the European Union and basic knowledge as well as application-related in-depth knowledge of civil law core areas of the first three books of the Civil Code. Students are able to reproduce key facts about the Federal Republic of Germany and the European Union and know the relevant regulatory locations and contents of the basic legal structures. In the area of the General Part, the Law of Obligations and the Law of Property of the German Civil Code, students acquire in-depth knowledge of the basic material of civil law, are familiar with the relevant normative material and are able to comprehend legislative solutions of interest.</p> <p>Skills:</p> <p>Students will be able to understand both the origins and the interrelationships of German and EU law, to answer basic questions of competence in German and EU law and to outline the legal background of the internal market with the four fundamental freedoms, in particular the free movement of goods. In the area of the core material of private commercial law, students master basic case resolution techniques.</p> <p>Competencies:</p> <p>In the combination of overview and in-depth knowledge paired with jurisprudential methodological knowledge, students acquire competencies to recognize the fundamental norm-bound nature of economic action and to both prognostically grasp and retrospectively solve prototypical fields of conflict under private commercial law.</p>
4	<p>Teaching and learning</p> <p>methods Lecture (L), Exercise (E)</p> <p>Media used: communication media (e.g. electronic learning platforms), presentation media (e.g. beamer, whiteboard, flipchart, smartboard, metaplan)</p>
5	<p>Workload and Credit Points</p> <p>Total workload of 150 hours for 5 credit points (CP)</p> <p>Attendance time: 64 hours</p> <p>Self-study: 86 hours</p>
6	<p>Form of examination, duration and examination requirements</p> <ul style="list-style-type: none"> • Examination usually in the form of a written exam (also possible electronically) (duration: 180 min) on the entire course content of the module at the end of the module. • The exam can be repeated in the following semester.
7	<p>Necessary knowledge</p> <p>None</p>
8	<p>Recommended knowledge</p> <p>None</p>

9	Duration, time structure and frequency of the offer The module covers one semester with 4 SWS and is offered once per semester.
10	Applicability of the module Logistics Management B.Sc. Public Management B.Sc.
11	Literature Kühl/Reichold/Ronellenfisch: Introduction to Law (C.H. Beck Verlag) Detterbeck: Public Law (Franz Vahlen Verlag) Hakenberg: European Law (Franz Vahlen Verlag) Ann/Hauck/Obergfell: Wirtschaftsprivatrecht kompakt (Franz Vahlen Verlag) Lange: Basiswissen Ziviles Wirtschaftsrecht (Franz Vahlen Verlag) Mehring: Grundzüge des Wirtschaftsprivatrechts (Franz Vahlen Verlag) Müssig: Private Business Law (C.F. Müller Verlag)

4	<p>Teaching and learning methods</p> <p>Lecture (L) with case studies and exercises (E), current media reports.</p> <p>Media used: communication media (e.g. electronic learning platforms), presentation media (e.g. beamer, whiteboard, flipchart, smartboard, metaplan)</p>
5	<p>Workload and Credit Points</p> <p>Total workload of 150 hours for 5 credit points (CP)</p> <p>Attendance time: 64 hours</p> <p>Self-study: 86 hours</p>
6	<p>Form of examination, duration and examination requirements</p> <ul style="list-style-type: none"> • Examination usually in the form of a written exam (also possible electronically) (duration: 90 min) at the end of the module with multiple choice questions and multi-level tasks on the entire course content of the module. • The exam can be repeated in the following semester.
7	<p>Necessary knowledge</p> <p>None</p>
8	<p>Recommended knowledge</p> <p>None</p>
9	<p>Duration, time structure and frequency of the offer</p> <p>The module covers one semester with 4 SWS and is offered once per semester.</p>
10	<p>Applicability of the module</p> <p>Logistics Management B.Sc.</p> <p>Public Management B.Sc.</p>
11	<p>Literature</p> <p>Mankiw/Taylor: Grundzüge der Volkswirtschaftslehre, Schäffer-Poeschel</p> <p>Krugman/Wells: Volkswirtschaftslehre, Schäffer-Poeschel</p>

5	<p>Workload and Credit Points</p> <p>Total workload of 150 hours for 5 credit points (CP)</p> <p>Attendance time: 64 hours</p> <p>Self-study: 86 hours</p>
6	<p>Form of examination, duration and examination requirements</p> <ul style="list-style-type: none"> • Examination usually in the form of a written exam (also possible electronically) (duration: 60 to 120 min) on the entire course content of the module at the end of the module. • The exam can be repeated in the following semester.
7	<p>Necessary knowledge</p> <p>None</p>
8	<p>Recommended knowledge</p> <p>None</p>
9	<p>Duration, time structure and frequency of the offer</p> <p>The module covers one semester with 4 SWS and is offered once per semester.</p>
10	<p>Applicability of the module</p> <p>Public Management B.Sc.</p> <p>Logistics Management B.Sc.</p>
11	<p>Literature</p> <ul style="list-style-type: none"> • Helm/Pfeifer/Ohser, Mathematics for Economists, Hanser Verlag • Tietze: Introduction to applied business mathematics, Vieweg

	<ul style="list-style-type: none"> • Rules and interactions in the team • Methodical and social competence in teamwork • Practical exercises: Exercises and reflections on collaboration in the context of task processing. <p>Module IV: Presenting in the context of lectures</p> <ul style="list-style-type: none"> • Goals and functions of presentations • Preparation of presentations (structuring, visualization and design, sequence planning and preparatory work steps) • Conducting presentations (delivery, body language and other behaviors, activating and engaging audience) • Follow-up on presentations (documents and subsequent communication, secondary use of the presentation via social media, etc.) • Practical exercises: Presenting in the context of lectures as part of the task processing.
<p>3 Objectives</p>	<p>Knowledge :</p> <p>Students can</p> <ul style="list-style-type: none"> • describe and explain the framework conditions and success factors of modern work as a business administrator/manager; • present and demonstrate the fundamentals of information and communication, perceptions and understanding, and their respective influence on operational action; • Explain the basic concepts of communication, negotiation and conflict management; • Explain teamwork and collaboration in groups, as well as the related concepts of roles, interaction, and social skills; • present and explain the objectives and functions of presentations, as well as the preparation, execution and follow-up phases of presentations. <p>Skills:</p> <p>Students can</p> <ul style="list-style-type: none"> • effectively use and apply their knowledge of perception, stress, resilience and self-management in the context of the exercises; • Effectively apply their knowledge of communication, negotiation and conflict management in situations of negotiation and conflict through exercises; • effectively apply their knowledge in the area of cooperation in groups and teamwork within the framework of exercises as well as in subtasks within the framework of task processing; • successfully use and apply their presentation skills in the exercises. <p>Competencies:</p> <p>Students can</p> <ul style="list-style-type: none"> • use their knowledge and skills in the area of social and personal skills independently and purposefully to successfully complete a task in group work, and present and defend their results in a written paper and a presentation;
<p>4 Teaching and learning methods</p>	<p>Seminar lecture (L) alternating with exercises in small groups (E)</p> <p>Media used: communication media (e.g. electronic learning platforms), presentation media (e.g. beamer, whiteboard, flipchart, smartboard, metaplan)</p>

<p>5</p>	<p>Workload and Credit Points Total workload of 150 hours for 5 credit points (CP) Attendance time: 64 hours Self-study: 86 hours</p>
<p>6</p>	<p>Form of examination, duration and examination requirements</p> <ul style="list-style-type: none"> • Preliminary examination in the form of a learning diary • Examination usually in the form of an assignment in group work (documentation and presentation) and a written exam (also e-exam). With regard to the duration of the examination, § 12 ABPO applies. • Students have the opportunity to repeat the preliminary and final examinations in the following semester. • The preliminary examination is ungraded.
<p>7</p>	<p>Necessary knowledge None</p>
<p>8</p>	<p>Recommended knowledge None</p>
<p>9</p>	<p>Duration, time structure and frequency of the offer The module covers one semester with 4 SWS and is offered once per semester.</p>
<p>10</p>	<p>Usability of the module</p>
<p>11</p>	<p>Literature</p> <ul style="list-style-type: none"> • Erpenbeck/Saute: Knowledge, Values and Competencies in Employee Development, Springer, Wiesbaden • Glasl: Conflict Management, Haupt • Joiko/Schmauder/Wolff: Psychological Stress and Strain in Working Life. Recognizing - shaping. • Kabat-Zinn: Healthy through Meditation, Knauer • Rossié: Frei sprechen: in Radio, Fernsehen und vor Publikum. A training for presenters and speakers, Springer • Seifert: Visualize, Present, Moderate, Gabal

3	<p>Objectives</p> <p>Knowledge</p> <p>:</p> <p>Graduates will be able to describe the contents, objectives and subject matter of business information systems and to place business information systems in a holistic scientific context. They are able to outline the interactions between the information economic and the goods and financial economic processes in all areas and at all levels of a company. Graduates are able to explain digital information systems, the structure of hardware and software systems as well as networks and their integration into socio-technical systems. Furthermore, they are able to present and explain challenges and potentials in the implementation and use of digital information systems in companies. They are able to explain the tasks of information management in companies and classify them organizationally. Graduates will be able to explain the individual phases of the project management process for digitization projects in companies. In addition, they are familiar with the contents of the phase-dependent methods and instruments as well as newer approaches to increasing agility in projects in order to be able to reproduce them comprehensively. In the context of managing digitization projects, they can outline concepts as well as suitable methods and instruments of project management.</p> <p>Skills:</p> <p>Graduates are able to explain areas of application of digital information systems and to configure digital information systems. Furthermore, they are able to set up, quantify and compare digital measures to improve operational processes with the help of known methods and instruments and ultimately select efficient measures. Graduates understand how to establish the functions "information and communication" culturally, organizationally, technically and socially in a suitable manner in companies, so that this increases the acceptance of digital information systems and the associated use and benefits. They are able to plan, organize, manage and successfully transfer projects for the digitization of operational value creation systems into the operational phase. Graduates are able to provide appropriate support for the use of implemented digital information systems. They are able to plan digitization projects and ensure their use in the operational phase.</p> <p>Competencies:</p> <p>On the basis of the systems, methods and instruments presented, graduates will be able to develop their own solutions for improving value creation systems in companies, taking digitization into account. And they are able to implement the developed catalog of requirements for digital solutions in development and implementation projects. To this end, they assess the initial situation and, against the background of the agreed objectives, select the appropriate approach including the associated methods and instruments. Furthermore, graduates are able to establish the importance of digital information systems in a suitable manner in companies.</p>
4	<p>Teaching and learning methods</p> <ul style="list-style-type: none"> • Lecture (L) (plenary work) • Exercises (E) in the form of presentation and discussion of case study solutions (partner work, group work) • Lab practical (LP) (individual work, partner work) • Self-study with the aid of a learning diary and the video material for the course Media used include beamer, case study texts, inverted classroom, exam examples, learning platforms, lecture texts, blackboard, overhead projector, exercises, video recordings, lecture notes
5	<p>Workload and Credit Points</p> <p>Total workload of 150 hours for 5 credit points (CP)</p> <p>Attendance time: 64 hours</p> <p>Self-study: 86 hours</p>

6	<p>Form of examination, duration and examination requirements</p> <ul style="list-style-type: none"> • Preliminary examination in the form of a case study on the course. • Preliminary examination in the form of keeping a learning diary for the course. • Examination usually in the form of a written exam (also possible electronically) on the entire course content of the module at the end of the module or, alternatively to an exam, a comparable written performance. • Students have the opportunity to repeat the preliminary and final examinations in the following semester. • Prerequisite for the participation in the examination is the passing of the preliminary examination. • The share of the preliminary examination in the form of case study work in the module grade is a maximum of 25%, the share of the preliminary examination in the form of keeping a learning diary is a maximum of 25%. • The share of the examination performance in the form of a written examination or a comparable written performance in the module grade is at least 50%. Prerequisite for the participation in the examination is the passing of the preliminary examination.
7	<p>Necessary knowledge</p>
8	<p>Recommended knowledge Organization and management, knowledge of the use and benefits of digital application systems.</p>
9	<p>Duration, time structure and frequency of the offer The module comprises one semester with 2 SWS lecture and 2 SWS practical exercises and is offered once per semester.</p>
10	<p>Applicability of the module Logistics Management B.Sc. Public Management B.Sc.</p>
11	<p>Literature Abts, Dietmar / Müller, Wilhelm: Grundkurs Wirtschaftsinformatik, Springer Vieweg Bächle, Michael / Kolb, Arthur: Einführung in die Wirtschaftsinformatik, Oldenbourg Bea, Franz Xaver / Scheuerer, Steffen / Hesselmann, Sabine: Projektmanagement, UVK Verlagsgesellschaft Gadatsch, Andreas: Grundkurs Geschäftsprozessmanagement, Springer Vieweg Gronau, Norbert: Enterprise Resource Planning, Oldenbourg Hoppe, Mark / Wollmann, Martin: Lean Production with ^{SAP®}, Galileo PRESS Krcmar, Helmut: Information Management, Springer Vieweg Laudon, Kenneth C. Laudon, Jane P. / Schoder, Detlef: Wirtschaftsinformatik, Pearson Germany Leimeister, Jan Marco: Einführung in die Wirtschaftsinformatik, Springer Schelle, Heinz: Leading Projects to Success: Projektmanagement systematisch und kompakt, Deutscher Taschenbuch Verlag Schmelzer, Herrmann / Sesselmann, Wolfgang: Business Process Management in Practice, Carl Hanser Seidlmeier, Heinrich: Process Modeling with ^{ARIS®}, Vieweg + Teubner Timinger, Holger / Seel, Christian: A Framework for Adaptive Hybrid Project Management. In: Projektmanagement aktuell, 27. Jg. 4. 2016, pp. 55 - 61.</p>

	<p>Competencies:</p> <p>Students will be able to solve problems related to internal accounting.</p>
4	<p>Teaching and learning methods</p> <p>Lecture (L) with integrated exercises (E) in the form of e.g. practical tasks, exercise cases and Excel applications in the computer room. The exercises are partly done in group work.</p> <p>Media used: Projector (PowerPoint presentations), blackboard (blackboard notes as PDF), lab computer, Excel downloads, PDF downloads, Moodle</p>
5	<p>Workload and Credit Points</p> <p>Total workload of 150 hours for 5 credit points (CP)</p> <p>Attendance time: 64 hours</p> <p>Self-study: 86 hours</p>
6	<p>Form of examination, duration and examination requirements</p> <ul style="list-style-type: none"> • Examination usually in the form of a written exam (also possible electronically) (duration: 90 min) on the entire course content of the module at the end of the module. • The exam can be repeated in the following semester.
7	<p>Necessary knowledge</p> <p>None</p>
8	<p>Recommended knowledge</p> <p>External Accounting</p>
9	<p>Duration, time structure and frequency of the offer</p> <p>The module covers one semester with 4 SWS and is offered once per semester.</p>
10	<p>Applicability of the module</p> <p>Logistics Management B.Sc.</p> <p>Public Management</p>
11	<p>Literature</p> <p>Coenberg/Fischer/ Günther: Kostenrechnung und Kostenanalyse, Schäffer-Poeschel</p> <p>Däumler/Grabe: Kostenrechnung 1 - Grundlagen, NWB</p> <p>Friedl/Hofmann/Pedell: Kostenrechnung, Vahlen</p> <p>Olfert: Kostenrechnung, NWB</p> <p>Perridon/Steiner/Rathgeber: Finanzwirtschaft der Unternehmung, Vahlen</p> <p>Prexl: Excel für BWLer, UTB</p> <p>Schels/Seidel: Excel im Controlling, Carl Hanser</p> <p>Schmidt: Kostenrechnung, Kohlhammer</p>

5	<p>Workload and Credit Points</p> <p>Total workload of 150 hours for 5 credit points (CP)</p> <p>Attendance time: 64 hours</p> <p>Self-study: 86 hours</p>
6	<p>Form of examination, duration and examination requirements</p> <ul style="list-style-type: none"> • Examination usually in the form of a written exam (also possible electronically) (duration: 90 min) on the entire course content of the module at the end of the module. • The exam can be repeated in the following semester.
7	<p>Necessary knowledge</p> <p>None</p>
8	<p>Recommended knowledge</p> <p>None</p>
9	<p>Duration, time structure and frequency of the offer</p> <p>The module covers one semester with 4 SWS and is offered once per semester.</p>
10	<p>Applicability of the module</p> <p>Logistics Management B.Sc.</p>
11	<p>Literature</p> <p>Berekoven/Eckert/Ellenrieder: Market Research: Methodological Principles and Practical Application</p> <p>Homburg/Krohmer: Fundamentals of Marketing Management</p> <p>Kotler/Armstrong/Saunders/Wong: Fundamentals of Marketing</p> <p>Kroeber-Riel/Weinberg/Gröppel-Klein Consumer Behavior</p> <p>Meffert/Burmann/Kirchgeorg: Marketing: Fundamentals of Market-Oriented Management: Concepts - Instruments - Practical Examples</p> <p>Nieschlag/Dichtl/Hörschgen: Marketing</p>

	<p>Competencies:</p> <p>The students are able to deal critically with economic theories and economic policy statements. They will be able to simplify complex relationships using the approaches they learned in the model analyses.</p>
4	<p>Teaching and learning methods</p> <p>Lecture (L) with case studies and exercises (E), current media reports</p> <p>Media used: communication media (e.g. electronic learning platforms), presentation media (e.g. beamer, whiteboard, flipchart, smartboard, metaplan)</p>
5	<p>Workload and Credit Points</p> <p>Total workload of 150 hours for 5 credit points (CP)</p> <p>Attendance time: 64 hours</p> <p>Self-study: 86 hours</p>
6	<p>Form of examination, duration and examination requirements</p> <ul style="list-style-type: none"> • Examination usually in the form of a written exam (also possible electronically) (duration: 90 min) on the entire course content of the module at the end of the module. • The exam can be repeated in the following semester.
7	<p>Necessary knowledge</p> <p>None</p>
8	<p>Recommended knowledge</p> <p>Applied Microeconomics</p>
9	<p>Duration, time structure and frequency of the offer</p> <p>The module covers one semester with 4 SWS and is offered once per semester.</p>
10	<p>Applicability of the module</p> <p>Logistics Management B.Sc.</p> <p>Public Management B.Sc.</p>
11	<p>Literature</p> <p>Blanchard/Illing: Macroeconomics, Pearson</p> <p>Foster/Klüh/Sauer: Exercises in Macroeconomics, Pearson</p>

4	<p>Teaching and learning methods Lecture (L) and exercise (E)</p> <p>Media used: communication media (e.g. electronic learning platforms), presentation media (e.g. beamer, whiteboard, flipchart, smartboard, metaplan)</p>
5	<p>Workload and Credit Points Total workload of 150 hours for 5 credit points (CP) Attendance time: 64 hours Self-study: 86 hours</p>
6	<p>Form of examination, duration and examination requirements</p> <ul style="list-style-type: none"> • Examination usually in the form of a written exam (also possible electronically) (duration: 60 to 120 min) on the entire course content of the module at the end of the module. • The exam can be repeated in the following semester.
7	<p>Necessary knowledge None</p>
8	<p>Recommended knowledge Business Mathematics</p>
9	<p>Duration, time structure and frequency of the offer The module covers one semester with 4 SWS and is offered once per semester.</p>
10	<p>Applicability of the module Logistics Management B.Sc. Public Management B.Sc.</p>
11	<p>Literature</p> <ul style="list-style-type: none"> • Schira: Statistical Methods in Economics and Business Administration • Bley Müller/Gehlert/Gülicher: Statistics for Economists, Munich • Mosler/Schmid: Descriptive Statistics and Economic Statistics, Berlin • Bourier: Descriptive Statistics, Wiesbaden • Bourier: Probability Theory and Inferential Statistics, Wiesbaden

3	<p>Objectives</p> <p>Knowledge :</p> <p>Students will be able to provide an overview of concepts for managing larger projects according to the internationally recognized rules of project management (PMI Project Management Body of Knowledge PMBOK),</p> <p>Skills: Students can</p> <ul style="list-style-type: none"> • Apply methods and tools to launch, plan, coordinate, control, and lead to positive completion team projects related to the subject area, course of study, or university development, • Create a project plan, adjust it as the project progresses, and track it, • design, structure and professionally prepare a presentation for communicating interim status, project results and project management in a recipient-oriented manner using suitable tools (PowerPoint, Visio, Mind Mapping, etc.), present it in a situation-related manner in a team based on division of labor and defend it, • Conduct project meetings independently, assign and perform project-related roles, and ensure adequate communication and conflict management within work teams, • adequately involve the respective project client and steering committee in the decision-making process in accordance with their role, • Communicate project results in a way that is appropriate for the target group and develop and, if necessary, implement project marketing measures. <p>Competencies: Students can independently manage small to medium complex projects and present and argue their results.</p>
4	<p>Teaching and learning methods</p> <p>Seminar lecture (L) with lecture hall exercises (E) and independent project work (Pro)</p> <p>Media used: communication media (e.g. electronic learning platforms), presentation media (e.g. beamer, whiteboard, flipchart, smartboard, metaplan)</p>
5	<p>Workload and Credit Points</p> <p>Total workload of 150 hours for 5 credit points (CP)</p> <p>Attendance time: 64 hours</p> <p>Self-study/project work/coaching: 86 hours</p>
6	<p>Form of examination, duration and examination requirements</p> <ul style="list-style-type: none"> • Preliminary examinations (ungraded), e.g. in the form of participation in computer lab exercises, presentation workshops and a written or electronic test on the lecture content. • Examination usually in the form of a project paper with documentation (70%) and presentation (30%) as well as, if applicable, a written examination on the lecture content (does not count towards the module grade, but must be passed). • Prerequisite for the participation in the examination is the passing of the preliminary examination. • Students have the opportunity to repeat the preliminary and final examinations in the following semester.
7	<p>Necessary knowledge</p> <p>None</p>

8	Recommended knowledge Management and organization, marketing, social and personal competence
9	Duration, time structure and frequency of the offer The module covers one semester with 4 SWS and is offered once per semester.
10	Applicability of the module Public Management B.Sc.
11	Literature <ul style="list-style-type: none">• Schelle, Heinz: Leading Projects to Success, Beck• Litke, Hans: Project Management, Haufe• Preußig, Jörg: Agile Project Management, Haufe• Project Management Institute: A Guide to the Project Management Body of Knowledge, PMBOK® Guide.• Seifert, Josef W.: Visualisieren, Präsentieren, Moderieren, Gabal• Rossié, Michael: Frei sprechen: in Radio, Fernsehen und vor Publikum. A Training for Presenters and Speakers, Springer• Bohinc, Tomas: Communication in the project, Gabal• Glasl, Friedrich: Konfliktmanagement, Haupt

3	<p>Objectives</p> <p>Knowledge</p> <p>:</p> <p>Building on the contents of the course "Business Informatics 1", graduates further develop their knowledge of specific digital intra- and interorganizational application systems. They can outline tasks of process management in organizations. They get to know methods and instruments of process design, which they can present and interpret. They can outline and explain the application rules of the various methods and instruments.</p> <p>Graduates will be able to name digital application systems from various value-creation areas of organizations, describe their requirements for operational value-creation systems and assign specific functionalities to them. You will be able to illustrate the importance of information security and privacy to organizations, present problem statements, and reflect solution options.</p> <p>With regard to digital innovations, graduates are also able to name innovative technologies and associated areas of application and to illustrate business models including the associated business plans.</p> <p>Skills:</p> <p>Graduates are able to analyze operational value-added processes at all levels and in all areas of a company, identify weaknesses and develop measures to improve processes, especially from the methods and instruments of digital information systems. Graduates are able to determine the benefits of application systems holistically and compare the systems in terms of their relative advantageousness. They are able to organize information security and data protection projects. With regard to innovative developments in the field of digitalization, they are able to predict new options for organizations, develop and explain new business models including business plans.</p> <p>Competencies:</p> <p>Graduates are able to analyze operational value creation processes in order to identify challenges and potentials and then initiate targeted change processes. Graduates are able to analyze requirements for the digitization of value creation systems for operational problems and to develop catalogs of requirements for digital solutions, including business plans for their own business models. And they are able to implement the developed catalogs of requirements for digital solutions in development and implementation projects. In connection with information security and data protection issues, they have a basic understanding of how to support projects in these areas in practice and promote the consistent application of the requirements in the organization.</p>
4	<p>Teaching and learning methods</p> <ul style="list-style-type: none"> • Lecture (L) (plenary work) • Exercises (E) in the form of presentation and discussion of case study solutions (partner work, group work) • Laboratory practical (LP) (partner work, group work) • Self-study with the help of a learning diary and the video material for the course. <p>Media used include projector, case study texts, inverted classroom, exam examples, learning platforms, lecture texts, blackboard, overhead projector, exercises, video recordings, lecture notes.</p>
5	<p>Workload and Credit Points</p> <p>Total workload of 150 hours for 5 credit points (CP)</p> <p>Attendance time: 64 hours</p> <p>Self-study: 86 hours</p>

6	<p>Form of examination, duration and examination requirements</p> <ul style="list-style-type: none"> • Preliminary examination in the form of a case study on the course. • Preliminary examination in the form of keeping a learning diary for the course. • Examination usually in the form of a written exam (also possible electronically) on the entire course content of the module at the end of the module or, alternatively to an exam, a comparable written performance. • Students have the opportunity to repeat the preliminary and final examinations in the following semester. • Prerequisite for the participation in the examination is the passing of the preliminary examination. • The share of the preliminary examination in the form of case study work in the module grade is a maximum of 25%, the share of the preliminary examination in the form of keeping a learning diary is a maximum of 25%. • The share of the examination performance in the form of a written examination or a comparable written performance in the module grade is at least 50%. Prerequisite for the participation in the examination is the passing of the preliminary examination.
7	<p>Necessary knowledge None</p>
8	<p>Recommended knowledge Module "Business Informatics 1", knowledge of the use and benefits of digital application systems.</p>
9	<p>Duration, time structure and frequency of the offer The module comprises one semester with 2 SWS lecture and 2 SWS practical exercises and is offered once per semester.</p>
10	<p>Applicability of the module Logistics Management B.Sc.</p>
11	<p>Literature</p> <p>Abts, Dietmar / Müller, Wilhelm: Basic Course in Business Information Systems, Springer Vieweg Bächle, Michael / Kolb, Arthur: Introduction to Business Information Systems, Oldenbourg Bea, Franz Xaver / Scheuerer, Steffen / Hesselmann, Sabine: Project Management, UVK Gadatsch, Andreas: Basic Course in Business Process Management, Springer Vieweg Gronau, Norbert: Enterprise Resource Planning, Oldenbourg</p> <p>Hoppe, Mark / Wollmann, Martin: Lean Production with ^{SAP®}, Galileo PRESS</p> <p>Krcmar, Helmut: Information Management, Springer</p> <p>Laudon, Kenneth C. Laudon, Jane P. / Schoder, Detlef: Wirtschaftsinformatik, Pearson Germany</p> <p>Leimeister, Jan Marco: Einführung in die Wirtschaftsinformatik, Springer</p> <p>Schelle, Heinz: Leading Projects to Success: Projektmanagement systematisch und kompakt, Deutscher Taschenbuch Verlag</p> <p>Schmelzer, Herrmann / Sesselmann, Wolfgang: Business Process Management in Practice, Carl Hanser</p> <p>Seidmeier, Heinrich: Process Modeling with ^{ARIS®}, Vieweg + Teubner</p> <p>Timinger, Holger / Seel, Christian: A Framework for Adaptive Hybrid Project Management. In: Projektmanagement aktuell, 27. Jg. 4. 2016, pp. 55 - 61.</p>

	Competencies: Students will be able to solve simple controlling problems with IT support (e.g. Excel).
4 Teaching and learning methods	Lecture (L) with integrated exercises (E) in the form of e.g. practical tasks, exercise cases and Excel applications in the computer room. Media used: beamer, blackboard, Moodle, group work, computer lab if necessary
5 Workload and Credit Points	Total workload of 150 hours for 5 credit points (CP) Attendance time: 64 hours Self-study: 86 hours
6 Form of examination, duration and examination requirements	<ul style="list-style-type: none"> • Examination usually in the form of a written exam (also possible electronically) (duration: 90 min) on the entire course content of the module at the end of the module. • The exam can be repeated in the following semester.
7 Necessary knowledge	None
8 Recommended knowledge	Internal Accounting, External Accounting
9 Duration, time structure and frequency of the offer	The module covers one semester with 4 SWS and is offered once per semester.
10 Applicability of the module	Logistics Management B.Sc.
11 Literature	<ul style="list-style-type: none"> • Bitzelmaier: Controlling, Pearson Verlag. • Dillerup/Stoi: Case Studies in Corporate Management, Vahlen • Fischer/Möller/Schultze, Wolfgang: Controlling, Schäffer-Poeschel • Graumann: Controlling, NWB • Prexl: Excel for Business Economists, UTB • Reichmann: Controlling with Key Figures, Vahlen • Schels/Seidel: Excel in Controlling, Carl Hanser • Weber/Schäffer: Introduction to Controlling, Schäffer-Poeschel • Ziegenbein: Controlling, NWB

4	<p>Teaching and learning methods</p> <p>Lecture (L) with integrated exercises (E) in the form of e.g. practical tasks, exercise cases and Excel applications in the computer room. The exercises are partly done in group work.</p> <p>Media used: Projector (PowerPoint presentations), blackboard (blackboard notes as PDF), lab computer, Excel downloads, PDF downloads, Moodle</p>
5	<p>Workload and Credit Points</p> <p>Total workload of 150 hours for 5 credit points (CP)</p> <p>Attendance time: 64 hours</p> <p>Self-study: 86 hours</p>
6	<p>Form of examination, duration and examination requirements</p> <ul style="list-style-type: none"> • Examination usually in the form of a written exam (also possible electronically) (duration: 90 min) on the entire course content of the module at the end of the module. • The exam can be repeated in the following semester.
7	<p>Necessary knowledge</p> <p>None</p>
8	<p>Recommended knowledge</p> <p>Internal Accounting, Business Mathematics, External Accounting</p>
9	<p>Duration, time structure and frequency of the offer</p> <p>The module covers one semester with 4 SWS and is offered once per semester.</p>
10	<p>Applicability of the module</p> <p>Logistics Management B.Sc.</p>
11	<p>Literature</p> <p>Däumler /Grabe: Grundlagen der Investitions- und Wirtschaftlichkeitsrechnung, NWB</p> <p>Götze: Investitionsrechnung, Springer</p> <p>Microsoft Online Documentation</p> <p>Olfert/Reichel: Investment, NWB</p> <p>Olfert/Reichel: Kompakt-Training Finanzierung, NWB</p> <p>Schäfer: Unternehmensinvestitionen, Physica</p> <p>Perridon/Steiner: Finanzwirtschaft der Unternehmung, Vahlen</p> <p>Prexl: Excel für BWLer, UTB</p> <p>Schels/ Seidel: Excel in Controlling, Carl Hanser</p>

4	<p>Teaching and learning methods Lecture (L), Exercise (E)</p> <p>Media used: communication media (e.g. electronic learning platforms), presentation media (e.g. beamer, whiteboard, flipchart, smartboard, metaplan)</p>
5	<p>Workload and Credit Points Total workload of 150 hours for 5 credit points (CP) Attendance time: 64 hours Self-study: 86 hours</p>
6	<p>Form of examination, duration and examination requirements</p> <ul style="list-style-type: none"> • Examination usually in the form of a written exam (also possible electronically) (duration: 60 to 120 min) on the entire course content of the module at the end of the module. • The exam can be repeated in the following semester.
7	<p>Necessary knowledge None</p>
8	<p>Recommended knowledge None</p>
9	<p>Duration, time structure and frequency of the offer The module covers one semester with 4 SWS and is offered once per semester.</p>
10	<p>Applicability of the module Logistics Management B.Sc.</p>
11	<p>Literature</p> <ul style="list-style-type: none"> • Gleissner/Femerling: Logistics: Basics - Exercises - Case Studies • Ehrmann: Compact Training Logistics

	<ul style="list-style-type: none"> • Determination of income • Corporate income tax rate and assessment <p>Total burden calculations for sole proprietorships, partnerships, corporations and mixed forms (business splitting, GmbH & Co KG) using the transparency or separation principle</p>
3	<p>Objectives</p> <p>Knowledge</p> <p>:</p> <p>Students will be familiar with the main taxes on income and earnings, as well as the most important taxes on consumption, assets and transactions. In the context of corporate taxation, they are familiar with the different taxation concepts of individuals, partnerships and corporations.</p> <p>Skills:</p> <p>Students will be able to assess regularly occurring issues that arise in the taxation of individuals and corporations in terms of their burdening effect. They are able to clarify simpler issues in coordination with tax advisors and the tax authorities.</p> <p>Competencies:</p> <p>The students are able to assess regularly occurring issues in the area of personal income tax, to estimate their burdening effect and to develop alternative courses of action. They are able to develop design alternatives, including the use of mixed forms, for concrete and frequently occurring business management issues, taking into account the regulations and interactions between income, corporate and trade tax, and to calculate their overall burdening effect.</p>
4	<p>Teaching and learning</p> <p>methods Lecture (L) with exercise (E)</p> <p>Media used: communication media (e.g. electronic learning platforms), presentation media (e.g. beamer, whiteboard, flipchart, smartboard, metaplan)</p>
5	<p>Workload and Credit Points</p> <p>Total workload of 150 hours for 5 credit points (CP)</p> <p>Attendance time: 64 hours</p> <p>Self-study: 86 hours</p>
6	<p>Form of examination, duration and examination requirements</p> <ul style="list-style-type: none"> • Examination usually in the form of a written exam (also possible electronically) (duration: 90 - 120 min). • The exam can be repeated in the following semester.
7	<p>Necessary knowledge</p> <p>None</p>
8	<p>Recommended knowledge</p> <p>Business Law, Investment and Financing</p>
9	<p>Duration, time structure and frequency of the offer</p> <p>The module covers one semester and is offered once per semester.</p>

10	Usability of the module
11	Literature Bornhofen / Bornhofen: Steuerlehre 2, Springer-Gabler Grefe: Unternehmenssteuern, Kiehl Huber-Jilg: Tax theory, Europe Heinhold et al; Taxation of companies, nwb Köllen et al.: Lehrbuch der Körperschaftsteuer und Gewerbesteuer, nwb Schweizer: Steuerlehre, Kiehl Zenthöfer: Income Tax, Schäffer-Poeschel

3 Targets

All knowledge, skills and competencies relate to the use of English as a target language.

Level B2 Knowledge:

- Students are familiar with difficult grammar topics that affect most aspects of the work environment.
- Students master a varied repertoire of specialized vocabulary that allows them to give precise, listener-oriented presentations.
- Students can use their language skills to independently and effortlessly expand their subject knowledge using foreign language sources.

Skills:

- In work-related contexts (e.g., group discussions, telephone conversations, negotiations, presentations, conversation), students communicate fluently, precisely, and stylistically appropriately, have a repertoire of idioms, participate actively and spontaneously in discussions, including with native speakers, and use language creatively to achieve speaking intentions.
- Students can write complex, precise texts on specialized topics (reports, essays, summaries, etc.) as well as sophisticated, stylistically confident business correspondence (letters, emails), detailed interview notes, etc., and prepare purpose-specific, convincing presentation materials.
- Students understand details and nuances of complex audio texts on general and job-related topics, e.g. reports, presentations, etc. and can perceive and interpret stylistic differences.
- Students can easily understand demanding texts such as specialist articles or textbooks and can also independently access complex, specialist sources.

Competencies:

- Students will be able to analyze the intercultural aspects of work-related situations in a differentiated manner and adapt to them spontaneously, creatively and in a partner-related manner.
- Students will be able to interpret complex graphs and data sets, render them clearly and concisely, and summarize their relevance.
- Students will be able to summarize complex technical texts and articles clearly and in detail and engage with them, verbally and in writing, critically and creatively.
- Students actively support each other in group activities and presentations with feedback and are able to find creative solutions to complex subject-related problems in groups.

Level C1 Knowledge:

- Students are familiar with even difficult grammar topics that cover the most important aspects of the work environment.
- Students master expanded technical vocabulary.
- Students can express and deepen their expertise in the target language.

Skills:

- In work-related contexts (e.g., group discussions, telephone conversations, negotiations, presentations, conversation), students communicate fluently and participate actively and spontaneously in discussions, including with native speakers.
- Students can write sophisticated texts on specialized topics (reports, summaries, etc.) as well as sophisticated business correspondence (letters, emails), minutes of meetings, detailed discussion notes, etc., and prepare effective presentation materials.
- Students can also understand details of complex listening texts on general and job-related topics, e.g. reports, presentations etc.

	<ul style="list-style-type: none"> Students independently understand sophisticated texts such as professional articles and analyses, as well as many types of business correspondence. <p>Competencies:</p> <ul style="list-style-type: none"> Students will be able to analyze the intercultural aspects of work-related situations in a differentiated manner and adapt to them spontaneously. Students will be able to analyze and interpret complex graphics. Students will be able to summarize and critically engage, orally and in writing, with challenging technical texts and articles. Students actively provide feedback to each other in group activities and presentations and are able to discuss and independently solve subject-related problems in groups.
4	<p>Teaching and learning methods</p> <p>Exercise (E)</p> <p>Forms of learning: Project work, group and partner work, presentations, role plays, communicative activities, etc.</p> <p>Media used: communication media (e.g. electronic learning platforms), presentation media (e.g. beamer, whiteboard, flipchart, smartboard, metaplan)</p>
5	<p>Workload and Credit Points</p> <p>Total workload of 150 hours for 5 credit points (CP)</p> <p>Attendance time: 64 hours</p> <p>Self-study: 86 hours</p>
6	<p>Form of examination, duration and examination requirements</p> <ul style="list-style-type: none"> Prüfungsvorleistung <ul style="list-style-type: none"> Participation in at least 75% of the face-to-face sessions in the form of texts and homework to be done at home in the form of a presentation in the form of a test during the semester (midterm test) Examination usually in the form of a written exam (also possible electronically) (duration: 120 min) Students have the opportunity to repeat the preliminary and final examinations in the following semester. Prerequisite for the participation in the examination is the passing of the preliminary examination. The module (examination performance and preliminary examination performance) is not graded. The separate certification of a grade outside of the transcript is possible.
7	<p>Necessary knowledge</p> <p>None</p>
8	<p>Recommended knowledge</p> <p>For the English course at level B1, at least 7 years of school English or general English knowledge at the level B2 (CEFR) and at least sufficient technical English knowledge or English knowledge in the field of "profession" at the level B1 (CEFR) are recommended.</p> <p>For the English course at level C1, at least 7 years of school English or general English knowledge at the level C1 (CEFR) and at least sufficient technical English knowledge or English knowledge in the field of "profession" at the level B1+/B2 (CEFR) are recommended.</p>

9	Duration, time structure and frequency of the offer The module covers one semester with 4 SWS and is offered once per semester.
10	Applicability of the module Logistics Management B.Sc.
11	Literature Textbooks from the field of Business English. In addition, there are current specialist texts from magazines, original documents from everyday business life and online sources.

	<p>Competencies:</p> <p>Students independently develop solution paths and strategies for mastering the project task. By distributing tasks and controlling and monitoring the achievement of objectives, they acquire important leadership skills.</p>
4	<p>Teaching and learning methods</p> <p>Project (Pro)</p> <p>Media used: communication media for project work (including chats, instant messaging, cloud storage and content management systems), presentation media for presenting project results (including projector, whiteboard, flipchart, smartboard, metaplan)</p>
5	<p>Workload and Credit Points</p> <p>Total workload of 150 hours for 5 credit points (CP).</p> <p>Attendance time: 64 hours (presentation of progress reports and final reports, coordination in the project team)</p> <p>Self-study: 86 hours (other activities in the individual project phases planning, implementation and completion)</p>
6	<p>Form of examination, duration of examination and examination requirements</p> <p>Examination in the form of</p> <ul style="list-style-type: none"> • of project management (practical exam) • a presentation of the progress reports (approx. 30 to 60 minutes) and the project report (approx. 60 to 120 minutes) (share in the module grade at least 30%) • a project report (maximum share of 70% in the module grade) <p>The examination can be repeated in the following semester.</p> <p>Prerequisite for the participation in the module and the examination is the passing of the module "Project Management".</p>
7	<p>Necessary knowledge</p> <p>Prerequisite for the participation in the module and the examination performance is the passing of the module "Project Management".</p>
8	<p>Recommended knowledge</p> <p>Depending on the respective objective of the project</p>
9	<p>Duration, time structure and frequency of the offer</p> <p>The module covers one semester with 4 SWS and is offered once per semester.</p>
10	<p>Applicability of the module</p> <p>Public Management B.Sc.</p>
11	<p>Literature</p> <p>Project Management Institute: A Guide to the Project Management Body of Knowledge, Pennsylvania/USA</p> <p>Further literature depending on the objective of the project.</p>

	<p>Competencies:</p> <p>The participants are able to work through more complicated problems factually and find a solution in cooperation with representatives of other disciplines (e.g. tax advisors).</p>
4	<p>Teaching and learning</p> <p>methods Lecture (L), Exercise (E)</p> <p>Media used: communication media (e.g. electronic learning platforms), presentation media (e.g. beamer, whiteboard, flipchart, smartboard, metaplan)</p>
5	<p>Workload and Credit Points</p> <p>Total workload of 150 hours for 5 credit points (CP)</p> <p>Attendance time: 64 hours</p> <p>Self-study: 86 hours</p>
6	<p>Form of examination, duration and examination requirements</p> <ul style="list-style-type: none"> • Examination usually in the form of a written exam (also possible electronically) (duration: 120 min) on the entire course content of the module at the end of the module. • The exam can be repeated in the following semester.
7	<p>Necessary knowledge</p> <p>None</p>
8	<p>Recommended knowledge</p> <p>Introduction to law</p>
9	<p>Duration, time structure and frequency of the offer</p> <p>The module covers one semester with 4 SWS and is offered once per semester.</p>
10	<p>Applicability of the module</p> <p>Public Management B.Sc.</p>
11	<p>Literature</p> <p>Ewers/Jagusch/Lorberg: Wirtschaftsrecht: Handels- und Gesellschaftsrecht - Lehrbuch mit Online-Lernumgebung, [Publisher].</p> <p>Giesen: Wirtschaftsrecht: Arbeitsrecht - Lehrbuch mit Online-Lernumgebung, [Publisher].</p>

1	Module name Operational Controlling
1.1	Module 14411
1.2	Type Optional
1.3	Course Operational Controlling
1.4	Semester Semester 4/5
1.5	Module manager Dr. Hensberg
1.6	Other teachers
1.7	Degree level Bachelor
1.8	Teaching language German
2	Content <ul style="list-style-type: none"> • Organization of operational controlling • Traditional budgeting (e.g. sales, production, procurement, personnel, investment, costs, earnings) • Budgeted income statement, budgeted balance sheet • Procurement controlling (e.g. supplier analysis, ABC analysis, portfolio concepts of procurement, XYZ analysis, procurement ratios) • Production controlling (e.g. utility and idle cost analysis, production ratios, cost center-related target/actual comparison, operational interruption analysis) • Marketing controlling / sales controlling (e.g. analysis of the sales program and sales channels, market and competition analyses, customer lifetime value, measurement of customer satisfaction, customer contribution margin calculation, key figures for controlling sales and distribution) • Financial controlling (e.g. financial planning, financial forecasting, cash flow statement, financial ratios)
3	Targets Knowledge: Students will be able to <ul style="list-style-type: none"> • explain the organization of operational controlling; • Name special features of procurement, production, marketing/sales and financial controlling. Skills: Students will be able to <ul style="list-style-type: none"> • Prepare budgets and a budgeted income statement and a budgeted balance sheet; • Select and calculate key figures for divisional controlling and use them for divisional management; • To apply instruments of divisional controlling. Competencies: Students will be able to solve operational controlling problems independently.

4	<p>Teaching and learning methods</p> <p>Lecture (L) with integrated exercises (E) in the form of e.g. practical tasks, exercise cases and Excel applications in the computer room, if necessary in group work.</p> <p>Media used: communication media (e.g. electronic learning platforms), presentation media (e.g. beamer, whiteboard, flipchart, smartboard, metaplan), computer lab, if applicable.</p>
5	<p>Workload and Credit Points</p> <p>Total workload of 150 hours for 5 credit points (CP)</p> <p>Attendance time: 64 hours</p> <p>Self-study: 86 hours</p>
6	<p>Form of examination, duration and examination requirements</p> <ul style="list-style-type: none"> • Examination usually in the form of a written exam (also possible electronically) (duration: 90 min) on the entire course content of the module at the end of the module. • The exam can be repeated in the following semester.
7	<p>Necessary knowledge</p> <p>None</p>
8	<p>Recommended knowledge</p> <p>Controlling, Internal Accounting, External Accounting, Investment and Financing</p>
9	<p>Duration, time structure and frequency of the offer</p> <p>The module covers one semester with 4 SWS and is offered once per semester.</p>
10	<p>Usability of the module</p>
11	<p>Literature</p> <ul style="list-style-type: none"> • Bitzelmaier: Controlling, Pearson • Dillerup/Stoi: Case Studies in Corporate Management, Vahlen • Dillerup/Stoi: Corporate Management, Vahlen • Gottmann: Production Controlling - Optimizing Value Streams and Costs, Gabler • Klein/ Schnell: Controlling in Production, Haufe • Kühnapfel: Sales Controlling, Gabler • Link/Weiser: Marketing Controlling, Vahlen • Man: FinanzControlling, Oldenbourg • Piontek: Procurement controlling, Oldenbourg • Prätsch/Schikorra/Ludwig: Financial Management, Gabler • Reichmann: Controlling with Key Figures, Vahlen • Schels/Seidel: Excel in Controlling, Carl Hanser • Weber/Schäffer: Introduction to Controlling, Schäffer-Poeschel • Ziegenbein: Controlling, NWB

1	Module name Financial Management
1.1	Module 14412
1.2	Type Optional
1.3	Course Financial Management
1.4	Semester Semester 4/5
1.5	Module manager Dr. Kiermeier
1.6	Other teachers
1.7	Degree level Bachelor
1.8	Teaching language German
2	Content <ul style="list-style-type: none"> • In-depth study of the fundamentals of financial management; • Capital Markets: Equity Markets, Bond Markets, Credits, Structured Products, Financial Derivatives, Private Equity, Asset Management, Credit Insurance, Other • Current developments on financial markets including factors influencing the development on capital markets (monetary policy, digitalization, new products, etc.) • Introduction to capital market theories • Basic correlations of important capital market indicators • Europe, monetary policy, online currencies • Financial derivatives • Selected aspects of quantitative methods in finance • Selected aspects of international financial management • Current topics
3	Objectives Knowledge : Students will be able to understand basic theories of financial management and solve related problems using examples (capital market theories, currency rates, online currencies, financial derivatives, structured products, new product development, effects of digitalization, etc.). Students will be able to explain current scientific discussions regarding developments in capital markets, currencies, international trade relations, online currencies, financial derivatives, structured products, digital finance and current developments in capital markets.

	<p>Skills:</p> <p>Students are able to transfer theoretical principles to practical problems for their solution. Based on their knowledge of mathematical fundamentals, they are able to assess and apply the possible uses of modern products such as financial derivatives and their use in portfolio and risk management. They are able to implement and execute methods of modern financial management to achieve business objectives. Furthermore, they can present facts and research results in the field of financial management and present them according to industry standards.</p> <p>Competencies:</p> <p>Students are able to identify complex issues of portfolio and risk management in corporate management and to independently assess practical issues and identify and apply procedures for dealing with them. They are able to classify current issues and to propose and implement practical solutions. You will be able to critically assess the instruments of financial management and their possible applications.</p>
4	<p>Teaching and learning methods</p> <p>Lecture (L) and exercise (E), application of statistical programs, lectures, possibly seminars</p> <p>Media used: Moodles, e-lectures, statistics programs, surveys, case studies, other e-offers when appropriate.</p>
5	<p>Workload and Credit Points</p> <p>Total workload of 150 hours for 5 credit points (CP)</p> <p>Attendance time: 64 hours</p> <p>Self-study: 86 hours</p>
6	<p>Form of examination, duration and examination requirements</p> <ul style="list-style-type: none"> • Examination usually in the form of a seminar paper (term paper) (also possible electronically) • The exam can be repeated in the following semester.
7	<p>Necessary knowledge</p>
8	<p>Recommended knowledge</p> <p>Investment and financing, controlling</p>
9	<p>Duration, time structure and frequency of the offer</p> <p>The module covers one semester with 4 SWS and is offered once per semester.</p>
10	<p>Usability of the module</p>
11	<p>Literature</p> <p>Relevant journal articles and reports</p> <p>Grube/Elton: Modern Portfolio Theory and Investment Analysis, Wiley John + Sons</p> <p>Hull/White: Financial Derivatives</p> <p>Mankiew: Economics</p> <p>Shapiro: Multinational Financial Management, Wiley or Shapiro/Moles: International Financial Management, Wiley</p> <p>Zantow: Financing, Pearson Study</p>

1	Module name Investment and Group Controlling
1.1	Module 14413
1.2	Type Optional
1.3	Course Investment and Group Controlling
1.4	Semester Semester 4/5
1.5	Module manager Dr. Hensberg
1.6	Other teachers
1.7	Degree level Bachelor
1.8	Teaching language German
2	<p>Content</p> <ul style="list-style-type: none"> • Participation, Group, Holding • Investment controlling, group controlling, differentiation between investment and group controlling • Special features of planning and control in the group (e.g. dimensions, determinant group structure, consolidation, corporate group controlling manual) • Management of the group with key figures (e.g. value-oriented key figures, balanced scorecard) • Overview of business valuation methods (e.g. DCF method, capitalized earnings method, multiplier method) • Acquisition process (Transaction Structuring and Preparation, Transaction Execution) • Preservation and abandonment of the divestment object • Application of Excel for controlling tasks (e.g. data structuring with pivot tables and conditional formatting, data evaluation with S-reference, calculations with NBW)
3	<p>Targets</p> <p>Knowledge: Students will be able to</p> <ul style="list-style-type: none"> • define the essential terms relating to the topics of group, holding and participation; • name the effects of group structures on PuK processes; • explain and select key figures and key figure systems for group management; • provide an overview of business valuation techniques; • list and explain the key process steps in the acquisition process; • distinguish between forms of divestment. <p>Skills: Students will be able to,</p> <ul style="list-style-type: none"> • apply planning and control instruments to questions of investment and group controlling; • calculate key figures and create key figure systems for group management ;

	<ul style="list-style-type: none"> determine the enterprise value for manageable case studies; differentiate and classify divestment according to their characteristics. <p>Competencies: Students will be able to</p> <ul style="list-style-type: none"> analyze structures in the group from a control perspective and review the suitability of group structures; use Excel to perform calculations for investment and group controlling problems and to structure and evaluate data; visualize and structure controlling processes.
4	<p>Teaching and learning methods</p> <p>Lecture (L) with integrated exercises (E) in the form of e.g. practical tasks, exercise cases and Excel applications in the computer room.</p> <p>Media used: Projector (PowerPoint presentations), blackboard (blackboard notes as PDF), lab computer, Excel downloads, PDF downloads, Moodle, group work</p>
5	<p>Workload and Credit Points</p> <p>Total workload of 150 hours for 5 credit points (CP)</p> <p>Attendance time: 64 hours</p> <p>Self-study: 86 hours</p>
6	<p>Form of examination, duration and examination requirements</p> <ul style="list-style-type: none"> Examination usually in the form of a written exam (also possible electronically) (duration: 90 min) on the entire course content of the module at the end of the module. The exam can be repeated in the following semester.
7	<p>Necessary knowledge</p> <p>None</p>
8	<p>Recommended knowledge</p> <p>Controlling, Investment and Financing, Internal Accounting, Business Statistics, Business Mathematics, Introduction to Law, Business Law</p>
9	<p>Duration, time structure and frequency of the offer</p> <p>The module covers one semester with 4 SWS and is offered once per semester.</p>
10	<p>Usability of the module</p>
11	<p>Literature</p> <ul style="list-style-type: none"> Behringer: Group Controlling, Springer Burger/Ulbrich/Ahlemeyer: Investment Controlling, Oldenbourg Horváth & Partners : Implementing the Balanced Scorecard, Schäffer-Poeschel Kreikebaum/Gilbert/ Reinhardt: Organizational Management of International Companies, Gabler Kremer: Corporate Controlling, Erich Schmidt Littkemann/Zündorf: Beteiligungscontrolling, NWB Peemöller: Controlling - Fundamentals and Fields of Application, NWB Perridon/ Steiner/ Rathgeber: Finanzwirtschaft der Unternehmung, Vahlen Prexl: Excel for Business Economists, UTB

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|---|
| <ul style="list-style-type: none">• Schels/Seidel: Excel in Controlling, Carl Hanser• Seppelfricke: Handbook of Stock and Company Valuation, Schäffer-Poeschel• Weber/ Schäffer: Introduction to Controlling, Schäffer-Poeschel• Wurl: Industrielles Beteiligungscontrolling, Schäffer-Poeschel• Ziegenbein: Controlling, NWB |
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1	Module name International Management
1.1	Module 14421
1.2	Type Optional
1.3	Course International Management
1.4	Semester Semester 4/5
1.5	Module manager Dr. Vieth
1.6	Other teachers
1.7	Degree level Bachelor
1.8	Teaching language English
2	<p>Content</p> <ul style="list-style-type: none"> • Internationalization in the context of social transformation processes (megatrends, e.g. digitalization, diversity, mobility, regulation, urbanization) • Determinants of an international competitive environment • Economic and business theories of internationalization • Entrepreneurship in an international environment • Agility, digitalization and diversity in a networked world • Internationalization in management-related functional areas, e.g. <ul style="list-style-type: none"> ○ Cultural, strategic and organizational theoretical aspects of internationalization ○ Corporate Governance, Corporate Social Responsibility and Compliance ○ Risk and Crisis Management of Internationally Operating Companies ○ Change Processes in Internationally Operating Companies • Internationalization in performance-related functional areas, e.g. <ul style="list-style-type: none"> ○ Customer Relationship Management ○ Product Lifecycle Management ○ Supply Chain Management ○ Project Management ○ Service • Internationalization in supporting functional areas, e.g. <ul style="list-style-type: none"> ○ Human Resources Management ○ Financial Management ○ Quality management ○ Information Management ○ Controlling and accounting

3 Objectives

Knowledge

:

Graduates will be able to describe current and future megatrends. They are familiar with the development stages of economic integration and regulation in the various world economic regions (e. g.

B. ASEAN, EU, MERCOSUR, NAFTA). You will be able to describe the determinants of entrepreneurial action and their effects in an international competitive environment, which significantly determine the behavior of internationally operating companies. In addition to economic determinants, these include political, legal, social, cultural and ecological determinants.

Graduates will be able to outline cultures, strategies and goals of internationally operating companies. They are familiar with methods and instruments of culture, strategy and goal identification, culture, strategy and goal agreement as well as development. Graduates will be able to name processes, methods and instruments in selected management- and performance-related as well as supporting functional areas in companies and describe how these contribute to the implementation of strategies and ultimately to the achievement of objectives.

Skills:

Graduates are able to correctly classify the relevance of current and future megatrends for internationally operating companies and to analyze and evaluate options for action. Furthermore, they are able to derive the right conclusions for the different management- and performance-related as well as supporting functional areas, to determine the right measures and to apply them correctly in the respective entrepreneurial context.

Graduates will be able to recognize changes in the implementation of measures at an early stage, quantify them in terms of their consequences for entrepreneurial action and react to them in an appropriate manner.

Competencies:

Graduates develop their own approaches to solutions for internationally operating companies, depending on the respective problem, for the management-related, the performance-related or the supporting areas. They can apply the processes, methods and instruments they have learned to the respective company situations in the international environment. For example, from the supporting areas, this includes the implementation and application of a controlling system in an internationally operating company across all functional areas of the company, the development and use of a quality management system taking into account regional requirements for product and process compliance, or the implementation and application of a global information management system that takes into account aspects of data protection and information security as well as compliance issues. In the performance-related areas, this includes solutions for the design and use of a global supply and service network as part of a supply chain management concept, the promotion of the development of new products and processes, and the appropriate protection of company-specific know-how or the maintenance of a global service system. At the management level, the focus is on issues relating to the planning, management and control of international business activities, ranging from the coordination of market and product strategies to the optimization of financial strategy.

4 Teaching and learning methods

- Seminar lecture (L) with case studies
 - Presentation (P) and discussion of case study solutions in small groups.
 - Talking points
 - Self-study with the aid of a learning diary and the video material for the course
- Media used include beamer, case study texts, inverted classroom, exam examples, learning platforms, lecture texts, blackboard, overhead projector, exercises, video recordings, lecture notes

5	<p>Workload and Credit Points</p> <p>Total workload of 150 hours for 5 credit points (CP)</p> <p>Attendance time: 64 hours</p> <p>Self-study: 86 hours</p>
6	<p>Form of examination, duration and examination requirements</p> <ul style="list-style-type: none"> • Preliminary examination in the form of a case study on the course International Management. • Preliminary examination in the form of a learning diary for the course International Management. • Examination usually in the form of a written exam (also possible electronically) on the entire course content of the module at the end of the module or, alternatively to an exam, a comparable written performance. • Students have the opportunity to repeat the preliminary and final examinations in the following semester. • Prerequisite for the participation in the examination is the passing of the preliminary examination. • The share of the preliminary examination in the form of case study work in the module grade is a maximum of 25%, the share of the preliminary examination in the form of keeping a learning diary is a maximum of 25%. • The share of the examination performance in the form of the written examination or a comparable written performance in the module grade is at least 50%.
7	<p>Necessary knowledge</p> <p>None</p>
8	<p>Recommended knowledge</p> <p>English language skills, "Organization and Management" and "Project Management" modules</p>
9	<p>Duration, time structure and frequency of the offer</p> <p>The module comprises one semester with 2 SWS lecture and 2 SWS practical exercises and is offered once per semester.</p>
10	<p>Usability of the module</p>
11	<p>Literature</p> <p>Beerel: Leadership and Change Management, SAGE Publications</p> <p>Drucker: The Practice of Management, Collins</p> <p>Ghemawat: Redefining Global Strategy, Harvard Business School Publishing Corporation</p> <p>Ghemawat: World 3.0 Global Prosperity and How to Achieve it, Harvard Business Review Press</p> <p>Heisterberg/Verma: Creating Business Agility, John Wiley & Sons</p> <p>Ohmae: The Next Global Stage. Challenges and Opportunities in our Borderless World, Wharton School Publishing</p> <p>Perlitz/Schrank: Internationales Management; UVK Verlagsgesellschaft</p> <p>Porter: Competitive Strategy: Techniques for Analyzing Industries and Competitors, The Free Press</p> <p>Porter: Competitive Advantage: Creating and Sustaining Superior Performance, Simon & Schuster</p> <p>Schneider/ Schmidpeter (Eds.): Corporate Social Responsibility, Springer</p> <p>Taleb: Antifragile, Random House Publishing Group</p> <p>Zentes/Swoboda/Morschett (Eds.): Case Studies in International Management; Gabler</p>

1	Module name European Economics and Politics
1.1	Module 14422
1.2	Type Optional
1.3	Course European Economics and Politics
1.4	Semester Semester 4/5
1.5	Module manager Klüh
1.6	Other teachers
1.7	Degree level Bachelor
1.8	Teaching language English
2	<p>Content</p> <p>The course looks at the European integration from a contextual and politico-economic perspective, using methods from economics, political science, and sociology. It has four main parts:</p> <ul style="list-style-type: none"> • An institutional and historical part, looking at motives for economic integration across borders, alternative theories of integration, the evolution of the European Union, from the Marshall to the current crisis situation • A policy part, looking at the main areas of European policymaking, including monetary and fiscal integration, competition policy, common agricultural policy, industrial policy, trade policy, economic cooperation, regional policy, social policy and labor markets, energy policy, environmental policy • A part looking at individual country experiences, to reflect upon the national and regional foundations of Europe and upon the effect of Europe on the regional and national levels. • A part that looks at the current state of the European Union

3	<p>Objectives</p> <p>Knowledge :</p> <p>Students are able to describe different motives of economic integration. They associate these motives with corresponding theoretical concepts, name important milestones of European integration and give an overview of the main policy areas of European integration. They are able to list and explain the reasons for crises in the European integration process. They are able to describe the current institutional, legal, socio-economic and political constitution of the European Union.</p> <p>Skills:</p> <p>Students will be able to design, structure and produce a written scientific paper in English. They classify and evaluate the integration of Europe against the background of corresponding economic and political scientific theories. They weigh up arguments for and against further integration steps.</p> <p>Competencies:</p> <p>Students will be able to apply theories and motives of integration to the history and current development of European integration. In doing so, they actively reflect on the limits of economic theories in particular. They are able to develop their own arguments for and against further integration in different policy areas. They have methodological resources and a corresponding self-confidence to analyze and evaluate changes in the European integration process.</p>
4	<p>Teaching and learning methods</p> <p>The first part of the course will be a lecture (L) with group and partner work, panel discussions and debates. This will be complemented by the closely supervised but independent preparation of a scientific paper, which will be presented in the seminar part of the course (Sem).</p> <p>Media used: Semester apparatus and blog on an electronic learning platform, including the possibility of online interaction between courses. Standard presentation media (including beamer, whiteboard, flipchart, smartboard, metaplan).</p>
5	<p>Workload and Credit Points</p> <p>Total workload of 150 hours for 5 credit points (CP)</p> <p>Attendance time: 64 hours</p> <p>Self-study: 86 hours</p>
6	<p>Form of examination, duration and examination requirements</p> <ul style="list-style-type: none"> • Examination usually in the form of a written paper (scientific paper), which is presented in the course. Both the written paper and the presentation are included in the grade. The term paper can be supplemented by a graded preliminary examination. • Students have the opportunity to repeat the preliminary examination and the examination in the following semester.
7	<p>Necessary knowledge</p> <p>None</p>
8	<p>Recommended knowledge</p> <p>Applied Microeconomics, Applied Macroeconomics</p>

9	Duration, time structure and frequency of the offer The module covers one semester with 4 SWS and is offered once per semester.
10	Applicability of the module Public Management B.Sc.
11	Literature Baldwin/Wyplosz: The Economics of European Integration McCormick: Understanding the European Union: A Concise Introduction, Palgrave Macmillan Toemmel: The European Union: What it is and how it works, Palgrave Macmillan Wallace et. al.: Policy-Making in the European Union, Oxford University Press. Hix: The political System of the European Union, Basingstoke: Palgrave Macmillan

1	Module name Applied International Economic Research Methods
1.1	Module 14423
1.2	Type Optional
1.3	Course Applied International Economic Research Methods
1.4	Semester Semester 4/5
1.5	Module manager Dr. Engelstätter
1.6	Other teachers
1.7	Degree level Bachelor
1.8	Teaching language English
2	<p>Content</p> <p>This module provides students with the essentials of applied empirical business research for managers. It also highlights the increasing role of knowledge management and the efficient conduct of information gathering activities in a rapidly changing business environment.</p> <p>During the course, students learn the empirical tools necessary to analyze data sets from a wide variety of topics in a meaningful way. They then use these tools with the latest statistical software to analyze realistic data sets from a wide range of economic topics, such as digital markets or business surveys. The participants prepare their results in a structured and comprehensible manner in a term paper and present them in a presentation.</p>
3	<p>Objectives</p> <p>Knowledge</p> <p>:</p> <p>Upon completion of the course, students will be able to describe the research process and possible research designs in applied empirical economic research. They know about different data collection methods and their advantages and disadvantages. They will also be able to describe typical empirical data analysis tools.</p> <p>Skills:</p> <p>Students will be able to conduct applied empirical research projects. Thus, they are able to select appropriate research topics and to formulate research questions, hypotheses and assumptions appropriately. In addition, you will be able to assess the quality of data sets and samples with regard to their generalizability.</p>

	<p>Competencies:</p> <p>Students will be able to independently analyze economic data sets from a wide range of topics using current statistical software and thus test the formulated hypotheses in order to either reject or confirm them. They can adapt the research results to the needs of the respective audience (e.g. international, management, economist, controller) and present them in an understandable way.</p>
4	<p>Teaching and learning methods Lecture (L) and seminar (S) Media used: beamer, blackboard, video recordings, lecture notes, reading texts, exercises, data sets accompanying lectures, PC exercises using statistical software</p>
5	<p>Workload and Credit Points Total workload of 150 hours for 5 credit points (CP) Attendance time: 64 hours Self-study: 86 hours</p>
6	<p>Form of examination, duration and examination requirements</p> <ul style="list-style-type: none"> • Examination usually in the form of a research paper at the end of the module. • The examination of the term paper can be supplemented by an examination in the form of a presentation or a written exam at the end of the module. The share of this examination performance in the module grade amounts to a maximum of 30%. • The exact form of the examination performance will be announced at the beginning of the module. • Students may retake the examinations in the following semester.
7	<p>Necessary knowledge</p>
8	<p>Recommended knowledge Business Mathematics and Statistics, Applied Microeconomics</p>
9	<p>Duration, time structure and frequency of the offer The module covers one semester with 4 SWS and is offered once per semester.</p>
10	<p>Applicability of the module Public Management</p>

11 Literature

- Zikmund/Babin/Carr/Griffith: Business Research Methods. South-Western Cengage Learning
- Bounie/Bourreau/Gensollen/Waelbroeck: Do online customer reviews matter? Evidence from the video game industry. *Working Paper ESS-08-02*
- Feng Zhu, F. and Zhang, X. (2010) Impact of Online Consumer Reviews on Sales: The Moderating Role of Product and Consumer Characteristics. *Journal of Marketing* 74: 138-144.
- Cunningham, S., Engelstätter, B. and Ward, M. R. (2016) Violent video games and violent crime. *Southern Economic Journal* 82(4): 1245-1267.
- Yong, L. (2006) Word of Mouth for Movies: Its Dynamics and Impact on Box Office Revenue. *Journal of Marketing*, Vol. 70, No. 3: 74-89.
- Duana, W., Gub, B. and Whinston, A. B. (2008) The dynamics of online word-of-mouth and product sales-An empirical investigation of the movie industry. *Journal of Retailing* 84 (2): 233-242.
- Psacharopoulos, G. and Patrinos, H. A. (2004) Returns to Investment in Education: A Further Update. *Education Economics* Vol. 12 (2): 111-134.
- Diagnea, A. and Dienea, B. (2011) Estimating Returns to Higher Education: A Survey of Models, Methods and Empirical Evidence. *Journal of African Economics* 20 (AERC Supplement 3): 80-132.
- Kifle, T. (2007) The Private Rate of Return to Schooling: Evidence from Eritrea. *Essays in Education* 21: 77-99.

1	Module name IT Management
1.1	Module 14431
1.2	Type Optional
1.3	Course IT Management
1.4	Semester Semester 4/5
1.5	Module manager Dr. Knoll
1.6	Other teachers
1.7	Degree level Bachelor
1.8	Teaching language German
2	<p>Content (Indication of the subject content, if necessary separately according to the courses indicated in the header, also possible as a bulleted list)</p> <ul style="list-style-type: none"> • Introduction to the basics of IT management: important definitions of terms and delimitations • Development trends in IT - Digital transformation • Overview of <ul style="list-style-type: none"> ○ Understanding the role and core tasks of IT management ○ Development and implementation of the IT strategy ○ Enterprise Architecture Management ○ the IT service management ○ IT security and its concepts ○ the organizational and management structures in IT ○ IT controlling in the overall corporate context ○ aspects of quality management for IT solutions ○ IT GRC management ○ Special features of IT project management
3	<p>Objectives Knowledge : Students will be able to name the basic terms of IT management and describe content-related relationships from the various sub-disciplines of IT management clearly using typical examples.</p> <p>Skills: Students have understood the relevant methods and tools of IT management, can explain them in a way that is appropriate for the target group, and can apply them to simple practice-oriented problems.</p>

	<p>Competencies:</p> <p>Upon successful completion of the module, students will be able to</p> <ul style="list-style-type: none"> • explain the components of an information system clearly to the stakeholders concerned in the company, receive, analyze and evaluate requirements and classify typical, associated issues in the operational context; • work on the integration of sub-aspects of IT management with its technical, organizational and legal aspects into the management of business operations and to independently develop associated solution proposals for corresponding issues or to participate in their elaboration; • to understand the IT strategy for the company and to actively participate in its further development on this basis; • to take a critical look at typical questions concerning the development, implementation, operation and further development of global IT systems, to compare possible alternatives and to prepare them for further decision-making.
4	<p>Teaching and learning methods</p> <p>Lecture (L) with integrated exercises/case studies</p> <p>Media used: Learning platform Moodle with its didactic support tools, electronic script</p>
5	<p>Workload and Credit Points</p> <p>Total workload of 150 hours for 5 credit points (CP)</p> <p>Attendance time: 64 hours</p> <p>Self-study: 86 hours</p>
6	<p>Form of examination, duration and examination requirements</p> <ul style="list-style-type: none"> • Examination usually in the form of a written exam (also possible electronically) (duration: 90 min) on the entire course content of the module including the exercise components at the end of the module. • The exam can be repeated in the following semester.
7	<p>Necessary knowledge</p> <p>None</p>
8	<p>Recommended knowledge</p> <p>Fundamentals of Business Informatics</p>
9	<p>Duration, time structure and frequency of the offer</p> <p>The module covers one semester with 4 SWS and is offered every semester.</p>
10	<p>Applicability of the module</p> <p>Public Management B.Sc.</p>
11	<p>Literature</p> <ul style="list-style-type: none"> • Heinrich: Information Management, Oldenbourg • Krčmar: Information Management, Springer • Tiemeyer: IT Management Handbook, Hanser

1	Module name Introduction to System Development
1.1	Module 14432
1.2	Type Optional
1.3	Course Introduction to System Development
1.4	Semester Semester 4/5
1.5	Module manager Dr. Rebstock
1.6	Other teachers Dr. Knoll, Dr. Tafreschi, Dr. Vieth
1.7	Degree level Bachelor
1.8	Teaching language German
2	<p>Content</p> <p>The course enables business administrators to understand, apply, evaluate and design the aspects of system development that are relevant to them. Conceptual modeling plays a central role in this process.</p> <ul style="list-style-type: none"> • Goals and framework conditions of system development <ul style="list-style-type: none"> • System development tasks • Potential roles of information systems • Interaction information system and organization • Business assessment of information systems • Processes and phases of system development <ul style="list-style-type: none"> • Aspects of the specification of information systems • Requirements specification and functional specification • Roles in system development projects • Processes in system development projects • Classical and iterative process models • Modeling in the context of system development <ul style="list-style-type: none"> • Mediating role of modeling in the context of system development • Aims and purposes of modeling • Model term and model features • Views of the domain conceptual modeling • Modeling Languages • Methods and techniques of domain conceptual modeling <ul style="list-style-type: none"> • Aspects of the specification of information systems using the example of ARIS • Modeling in business conceptual analysis using the example of ARIS • Process view (EPK) • Organization view

	<ul style="list-style-type: none"> • Functional point of view • Information view (ERM) • From the information view to the database design
3	<p>Objectives</p> <p>Knowledge</p> <p>:</p> <ul style="list-style-type: none"> • Students will be able to describe and clarify the goals and framework of system development. • Students will be able to describe and explain the processes and phases of system development. • The students know the central role of modeling in the context of system development and can justify it. • Students will be able to describe and explain the methods and techniques of domain conceptual modeling using ARIS as an example. <p>Skills:</p> <ul style="list-style-type: none"> • Students will be able to evaluate information systems from a business perspective. • Students are able to select and compare alternative process models for a given project task. • Students can identify and select necessary aspects and views of the system specification for a given project situation. • Students will be able to create specific conceptual models. <p>Competencies:</p> <ul style="list-style-type: none"> • Students can evaluate the suitability of alternative process models in concrete project situations. • Students will be able to evaluate and assess necessary aspects and views of the system specification in concrete project situations. • Students will be able to analyze and critically evaluate the quality of subject conceptual models.
4	<p>Teaching and learning methods</p> <p>Lecture (L) with exercise (E) and laboratory practical (LP); self-study with learning diary, inverted classroom concept.</p> <p>Media used: Moodle learning platform, electronic script, online discussion forums, web links, web video, online assignments, e-books, PC, beamer, blackboard</p>
5	<p>Workload and Credit Points</p> <p>Total workload of 150 hours for 5 credit points (CP)</p> <p>Attendance time: 64 hours</p> <p>Self-study: 86 hours</p>
6	<p>Form of examination, duration and examination requirements</p> <ul style="list-style-type: none"> • Preliminary examination work in the form of practical tasks, contributions to the online discussion forum or keeping a learning diary (as announced at the beginning of the semester). • Examination usually in the form of a written exam (also possible electronically) (duration: 90 min) on the entire course content of the module at the end of the module. The written exam can be conducted in electronic form. • Students have the opportunity to repeat the preliminary and final examinations in the following semester.

	<ul style="list-style-type: none"> • The share of the preliminary examinations in the module grade is a maximum of 40%. • The share of the examination in the form of a written exam in the module grade is at least 60%. <p>Prerequisite for the participation in the examination is the passing of the preliminary examination.</p>
7	<p>Necessary knowledge</p> <p>None</p>
8	<p>Recommended knowledge</p> <p>Business Informatics 1 and 2</p>
9	<p>Duration, time structure and frequency of the offer</p> <p>The module covers one semester with 4 SWS and is offered once per semester.</p>
10	<p>Applicability of the module</p> <p>Public Management B.Sc.</p>
11	<p>Literature</p> <p>Seidlmeier, H.: Prozessmodellierung mit ARIS. Vieweg+Teubner.</p> <p>Gadatsch, A.: Grundkurs Geschäftsprozess-Management. Vieweg+Teubner.</p> <p>Steiner, R.: Basic Course in Relational Databases. Springer Vieweg.</p> <p>Brandt-Pook, H./Kollmeier, R.: Softwareentwicklung kompakt und verständlich. Vieweg+Teubner.</p> <p>Hansen, H. R./Mendling, J./Neumann, G.: Wirtschaftsinformatik. Fundamentals and applications. De Gruyter.</p>

1	Module name Application Systems
1.1	Module 14433
1.2	Type Optional
1.3	Course Application Systems
1.4	Semester Semester 4/5
1.5	Module manager Dr. Vieth
1.6	Other teachers
1.7	Degree level Bachelor
1.8	Teaching language German
2	<p>Content</p> <p>The aim of this course is to provide graduates with an understanding of the challenges and potentials involved in implementing and using digital application systems in management-related, performance-related and supporting areas of companies. At the same time, they should have the opportunity to gain their own experience with application systems in the various management-related, performance-related and supporting functional areas. The focus here is on concrete application systems for the support of</p> <ol style="list-style-type: none"> 1.) performance-related functional areas such as customer relationship management, product life cycle management, supply chain management, production planning and control systems, project management and service management, 2.) management-related functional areas such as strategic planning, financial planning, controlling and compliance as well as change management, 3.) the supporting functional areas such as quality management, human resources, controlling and accounting. <p>The contents of the course are shown exemplary by the performance-related area of supply chain management:</p> <ul style="list-style-type: none"> • Introduction to the tasks of IT systems in supply chain management <ul style="list-style-type: none"> ○ Changing industries and markets ○ Change of working field and environment ○ Influence on operational value creation systems ○ Challenges and options • Technical and business fundamentals <ul style="list-style-type: none"> ○ Supply chain management tasks ○ Resources to accomplish tasks ○ Technical perspective.

	<ul style="list-style-type: none"> ○ Business management perspective • Management and organization of supply chain management <ul style="list-style-type: none"> ○ Integration of digital information systems and supply chain management ○ Interface design • Supply chain management processes <ul style="list-style-type: none"> ○ Process design ○ Reference processes ○ Approaches for the assessment and improvement of processes • Methods and instruments of supply chain management <ul style="list-style-type: none"> ○ Applications to support scheduling and operational tasks ○ Isolated and integrated solutions • Recent developments <ul style="list-style-type: none"> ○ Industry 4.0 ○ Business Intelligence ○ Innovative business models
<p>3 Objectives</p>	<p>Knowledge</p> <p>:</p> <p>Graduates will be able to name the functionalities of different application systems in practice. They can assign the application systems to the correct value creation systems and outline the horizontal and vertical integration requirements across the various value creation systems.</p> <p>Skills:</p> <p>Graduates are able to analyze value creation systems and the associated processes in order to identify weak points. Furthermore, they are able to design solution options based on digital information systems.</p> <p>Competencies:</p> <p>In practical projects, graduates develop comprehensive solution approaches for management-related, performance-related and support areas of a company. In a first step, they analyze the current situation, identify problem areas and develop solution options for which they must provide proof of advantageousness and which they must then also implement using examples.</p>
<p>4 Teaching and learning methods</p>	<ul style="list-style-type: none"> • Seminar lecture with case studies (plenary work) • Presentation and discussion of case study solutions (group work) • Processing of case studies by means of business application systems (individual work, partner work) • Seminar work and presentation of the results of the seminar work (group work) • Self-study with the aid of a learning diary and the video material for the course <p>Media used include beamer, case study texts, inverted classroom, exam examples, learning platforms, lecture texts, blackboard, overhead projector, exercises, video recordings, lecture notes</p>
<p>5 Workload and Credit Points</p>	<p>Total workload of 150 hours for 5 credit points (CP)</p> <p>Attendance time: 64 hours</p> <p>Self-study: 86 hours</p>

6	<p>Form of examination, duration and examination requirements</p> <ul style="list-style-type: none"> • Preliminary examination in the form of a case study in an application system for the course. • Preliminary examination in the form of keeping a learning diary for the course. • Examination usually in the form of a written exam (also possible electronically) or a comparable written performance on the entire course content of the module at the end of the module or, alternatively to an exam, a comparable written performance. • Students have the opportunity to repeat the preliminary and final examinations in the following semester. • Prerequisite for the participation in the examination is the passing of the preliminary examination. • The share of the preliminary examination in the form of case study work in the module grade is a maximum of 25%, the share of the preliminary examination in the form of keeping a learning diary is a maximum of 25%. • The share of the examination performance in the form of a written examination or a comparable written performance in the module grade is at least 50%. Prerequisite for the participation in the examination is the passing of the preliminary examination.
7	<p>Necessary knowledge</p> <p>None</p>
8	<p>Recommended knowledge</p> <p>Modules "Organization and Management", "Business Informatics 1", "Business Informatics 2", knowledge about the use and benefits of digital application systems</p>
9	<p>Duration, time structure and frequency of the offer</p> <p>The module comprises one semester with 2 SWS lecture and 2 SWS practical exercises and is offered once per semester.</p>
10	<p>Usability of the module</p>
11	<p>Literature</p> <p>Brück, Uwe: Controlling with ^{SAP®}. Der Grundkurs für Einsteiger und Anwender, Galileo Press</p> <p>Franz, Mario: Projektmanagement mit ^{SAP®} Projektsystem, Galileo Press</p> <p>Frick, Detlev / Gadatsch, Andreas / Schäffer-Külz, Ute: Grundkurs SAP ERP. Business process oriented introduction with case study throughout, Vieweg & Sohn.</p> <p>Gadatsch, Andreas: Basic Course in Business Process Management, Springer</p> <p>Vieweg Gronau, Norbert: Enterprise Resource Planning, Oldenbourg</p> <p>Hoppe, Mark / Wollmann, Martin: Lean Production mit ^{SAP®}, Galileo PRESS</p> <p>Kappauf, Jens / Koch, Matthias / Lauterbach, Bernd: Logistik mit ^{SAP®}, Rheinwerk.</p> <p>Kurbel, Karl: Enterprise Resource Planning und Supply Chain Management in der Industrie</p> <p>Laudon, Kenneth C. Laudon, Jane P. / Schoder, Detlef: Wirtschaftsinformatik, Pearson Germany</p> <p>Psenner, Ana Carla: Accounting with ^{SAP®}: The Basic Course for Beginners and Users, Galileo Press</p> <p>Schulz, Olaf: The ^{SAP®} Basic Course, Galileo Press</p> <p>Then, Tobias: Purchasing with ^{SAP®}: The basic course for beginners and users, Galileo Press</p> <p>Then, Tobias: Sales with ^{SAP®}: The basic course for beginners and users, Galileo Press</p>

1	Module name Production and procurement logistics
1.1	Module 14441
1.2	Type Optional
1.3	Course Production and Procurement Logistics
1.4	Semester Semester 4/5
1.5	Module manager Dr. Bucerius
1.6	Other teachers
1.7	Degree level Bachelor
1.8	Teaching language German
2	Content <ul style="list-style-type: none"> • Procurement Logistics: <ul style="list-style-type: none"> ○ Basics, tasks and goals ○ Procurement strategies and concepts ○ Needs assessment procedure ○ Optimal order quantity ○ Supplier management ○ E-procurement • Production logistics: <ul style="list-style-type: none"> ○ Basics, tasks and goals ○ Tactical production management ○ Operational production management ○ Control concepts
3	Objectives Knowledge : Students are familiar with production and procurement logistics as the main phases of logistics and are able to identify and differentiate between them. The students are methodically able to think in a process-oriented manner and to classify suitable procedures and instruments. Skills: Students are able to understand methods, procedures and instruments of procurement and production logistics and apply them in the right context.

	<p>Competencies:</p> <p>Students will be able to structure business systems in a function-oriented manner and propose sensible solutions in a process-oriented manner.</p>
4	<p>Teaching and learning methods Lecture (L), Exercise (E)</p> <p>Media used: communication media (e.g. electronic learning platforms), presentation media (e.g. beamer, whiteboard, flipchart, smartboard, metaplan)</p>
5	<p>Workload and Credit Points Total workload of 150 hours for 5 credit points (CP) Attendance time: 64 hours Self-study: 86 hours</p>
6	<p>Form of examination, duration and examination requirements</p> <ul style="list-style-type: none"> • Examination usually in the form of a written exam (also possible electronically) (duration: 60 to 120 min) on the entire course content of the module at the end of the module. • The exam can be repeated in the following semester.
7	<p>Necessary knowledge None</p>
8	<p>Recommended knowledge Fundamentals of Logistics</p>
9	<p>Duration, time structure and frequency of the offer The module covers one semester with 4 SWS and is offered once per semester.</p>
10	<p>Applicability of the module Logistics Management B.Sc. Public Management B.Sc.</p>
11	<p>Literature</p> <ul style="list-style-type: none"> • Thonemann: Operations Management • Kummer/Grün/Jammerneegg: Fundamentals of Procurement, Production, Logistics • Ehrmann: Logistics • Schulte: Logistics - ways to optimize the supply chain

1	Module name Distribution and disposal logistics
1.1	Module 14442
1.2	Type Optional
1.3	Course Distribution and disposal logistics
1.4	Semester Semester 4/5
1.5	Module manager Dr. Bohnhoff
1.6	Other teachers
1.7	Degree level Bachelor
1.8	Teaching language German
2	<p>Content</p> <ul style="list-style-type: none"> • Distribution logistics: <ul style="list-style-type: none"> ○ Basics, tasks and goals ○ Optimal delivery service level ○ Distribution network planning ○ Selection and evaluation of distribution logistics strategies • Disposal logistics: <ul style="list-style-type: none"> ○ Basics, tasks and goals ○ Recycling strategies and concepts ○ Circular economy ○ legal framework
3	<p>Objectives</p> <p>Knowledge :</p> <p>Students are able to explain the individual areas of responsibility and concepts of distribution logistics. In addition, they know the technology, processes and costs of disposal logistics.</p> <p>Skills: Students are able to place strategies and concepts of distribution and disposal logistics in the context of application problems and to work through them in a structured manner, taking into account legal framework conditions. They can determine and apply important key figures.</p> <p>Competencies: Students are able to analyze and evaluate practical solution approaches within the framework of case studies and can compare them with each other. They are able to develop decision-making templates for management to select suitable solution proposals.</p>

4	<p>Teaching and learning methods Lecture (L), Exercise (E)</p> <p>Media used: communication media (e.g. electronic learning platforms), presentation media (e.g. beamer, whiteboard, flipchart, smartboard, metaplan)</p>
5	<p>Workload and Credit Points Total workload of 150 hours for 5 credit points (CP) Attendance time: 64 hours Self-study: 86 hours</p>
6	<p>Form of examination, duration and examination requirements</p> <ul style="list-style-type: none"> • Examination usually in the form of a written exam (also possible electronically) (duration: 60 to 120 min) on the entire course content of the module at the end of the module. • The exam can be repeated in the following semester.
7	<p>Necessary knowledge None</p>
8	<p>Recommended knowledge Fundamentals of Logistics</p>
9	<p>Duration, time structure and frequency of the offer The module covers one semester with 4 SWS and is offered once per semester.</p>
10	<p>Applicability of the module Logistics Management B.Sc. Public Management</p>
11	<p>Literature</p> <ul style="list-style-type: none"> • Schulte: Logistics - ways to optimize the supply chain • Thonemann: Operations Management. Pearson • Literature on waste disposal logistics • Legal texts: Waste disposal law

1	Module name Quantitative methods of logistics
1.1	Module 14443
1.2	Type Optional
1.3	Course Quantitative methods of logistics
1.4	Semester Semester 4/5
1.5	Module manager Dr. Wojanowski
1.6	Other teachers
1.7	Degree level Bachelor
1.8	Teaching language German
2	<p>Content</p> <ul style="list-style-type: none"> • Introduction to production theory • Basics of production management • Introduction to quantitative models and methods for solving selected problems in logistics. • Fundamentals of modeling logistic problems (LP) • Methods of solving logistics problems • Procurement logistics: selection problems and site selection • Production logistics: production program planning • Distribution logistics: transport problems
3	<p>Objectives</p> <p>Knowledge :</p> <p>Students will know and name the elements of a logistics system in order to be able to describe the basic models of production theory. Students acquire knowledge of production economics as a basis for developing quantitative models of logistical problems.</p> <p>Skills: Students are able to convert verbal problems into analytical models. Redundant or non-binding restrictions are recognized and taken into account accordingly. Students are able to apply to these models methods for solving logistic problems (LP) of objective functions of linear optimization problems with multiple constraints. They are able to select and apply the method necessary for the problem at hand.</p> <p>Competencies: Students will be able to structure the outcome of logistical problems and formulate process-oriented reasonable management decision templates for the verbal output problem.</p>

4	<p>Teaching and learning methods Lecture (L), Exercise (E) Media used: blackboard, overhead projector, beamer</p>
5	<p>Workload and Credit Points Total workload of 150 hours for 5 credit points (CP) Attendance time: 64 hours Self-study: 86 hours</p>
6	<p>Form of examination, duration and examination requirements</p> <ul style="list-style-type: none"> • Examination usually in the form of a written exam (also possible electronically) (duration: 60 to 120 min) on the entire course content of the module at the end of the module. • The exam can be repeated in the following semester.
7	<p>Necessary knowledge None</p>
8	<p>Recommended knowledge Fundamentals of Logistics, Business Mathematics</p>
9	<p>Duration, time structure and frequency of the offer The module covers one semester with 4 SWS and is offered once per semester.</p>
10	<p>Applicability of the module Logistics Management B.Sc.</p>
11	<p>Literature Dyckhoff, H./ Spengler, T.: Produktionswirtschaft: Eine Einführung für Wirtschaftsingenieure, Springer Domschke, W.: Transport. Logistics. Oldenbourg Domschke, W.: Locations. Logistics. Oldenbourg Domschke, W./ Drexl, W.: Round trips and tours. Logistics. Oldenbourg Domschke, W./ Scholl, A./ Voß, S.: Production Planning. Springer Verlag Domschke, W./ Drexl, A.: Introduction to Operations Research. Springer Verlag Günther, H-O./Tempelmeier, H.: Production and Logistics. Springer Verlag</p>

1	Module name International Marketing
1.1	Module 14451
1.2	Type Optional
1.3	Course International Marketing
1.4	Semester Semester 4/5
1.5	Module manager Dr. Reckert
1.6	Other teachers
1.7	Degree level Bachelor
1.8	Teaching language German, examples and case studies partly English
2	<p>Content Students will be taught how to apply all marketing tools in the context of an international company/organization.</p> <p>Class content includes:</p> <ul style="list-style-type: none"> • Fundamentals/Determinants of intern. Marketing • General conditions of internationalization • Forms of internationalization • Decision forms of country/market selection and country/market evaluation • Examples of country/market selection and country/market assessment • Forms of operation on foreign markets • International product policy • International pricing policy • International communication policy • International distribution policy • Forms of organization and organizational structures
3	<p>Objectives Knowledge : Students will be able to understand the process of decision making in international marketing.</p> <p>Skills: Students are able to analyze problems of international marketing as well as to grasp typical marketing tasks in an international context.</p>

4	<p>Teaching and learning methods Seminar lecture (L) with case studies</p> <p>Media used: beamer, blackboard, video recordings, lecture notes, case study texts, exercises,</p>
5	<p>Workload and Credit Points Total workload of 150 hours for 5 credit points (CP) Attendance time: 64 hours Self-study: 86 hours</p>
6	<p>Form of examination, duration and examination requirements</p> <ul style="list-style-type: none"> • Examination usually in the form of a written exam (also possible electronically) (duration: 120 min) on the entire course content of the module at the end of the module. • The exam can be repeated in the following semester.
7	<p>Necessary knowledge None</p>
8	<p>Recommended knowledge English Language Skills, Basics of Marketing</p>
9	<p>Duration, time structure and frequency of the offer The module covers one semester with 4 SWS lecture and is offered once per semester.</p>
10	<p>Applicability of the module Public Management B.Sc.</p>
11	<p>Literature Zentes/Swoboda/Schramm-Klein: International Marketing, Vahlen Weis: Marketing, Kiehl Hollensen: Global Marketing. A decision-oriented approach. Pearson Education</p>

1	Module name Marketing Management
1.1	Module 14452
1.2	Type Optional
1.3	Course Marketing Management
1.4	Semester Semester 4/5
1.5	Module manager Dr. Neu
1.6	Other teachers
1.7	Degree level Bachelor
1.8	Teaching language German
2	Content <ul style="list-style-type: none"> • Emergence and development of marketing • Marketing Management Process <ul style="list-style-type: none"> ○ Information gathering and analysis process ○ Process of marketing planning - goals and strategies in marketing ○ Process of anchoring in operational marketing instruments ○ Process of marketing controlling
3	Objectives Knowledge : Students learn the basics and instruments of marketing management. Skills: Students will be able to deal with the strategies and instruments of marketing management and their optimal combination. Competencies: Students are familiar with all strategic marketing options and are able to apply the marketing management process and strategic approaches to practical examples.
4	Teaching and learning methods Lecture (L), exercise (E), guest lectures E Media used: communication media (including electronic learning platforms), presentation media (including beamer, whiteboard, flipchart, smartboard, metaplan).

5	<p>Workload and Credit Points</p> <p>Total workload of 150 hours for 5 credit points (CP)</p> <p>Attendance time: 64 hours</p> <p>Self-study: 86 hours</p>
6	<p>Form of examination, duration and examination requirements</p> <ul style="list-style-type: none"> • Examination usually in the form of a written exam (also possible electronically) (duration: 90 to 120 min) on the entire course content of the module at the end of the module. • The exam can be repeated in the following semester.
7	<p>Necessary knowledge</p> <p>None</p>
8	<p>Recommended knowledge</p> <p>Basics of Marketing, International Marketing</p>
9	<p>Duration, time structure and frequency of the offer</p> <p>The module covers one semester with 4 SWS and is offered once per semester.</p>
10	<p>Applicability of the module</p> <p>Public Management B.Sc.</p>
11	<p>Literature</p> <p>Becker: Marketing Conception: Fundamentals of Strategic and Operational Marketing Management</p> <p>Hesse/Neu/Theuner: Marketing</p> <p>Homburg: Fundamentals of Marketing</p> <p>Management Kreuzer: Online Marketing</p> <p>New/Günter: Successful customer recovery</p>

1	Module name Sales Management
1.1	Module 14453
1.2	Type Optional
1.3	Course Sales Management
1.4	Semester Semester 4/5
1.5	Module manager Dr. Neu
1.6	Other teachers
1.7	Degree level Bachelor
1.8	Teaching language German
2	Content <ul style="list-style-type: none"> • General principles of sales management • The marketing approach of relationship marketing as the basis of a successful customer relationship • Psychological and legal basics of customer contact • Structure of a personal consultation • Structure of a telephone conversation • The sale with the help of written documents • Sales by means of digital media (e- and m-commerce) • The sale in an international context • Dealing with dissatisfied customers - complaint management
3	Objectives Knowledge : Students learn the basics and instruments of sales management. Skills: Students will be able to handle the instruments of sales management/sales and their optimal combination. Competencies: Students know the basics of sales policy and are able to apply all options of a sales process. Students learn how to identify, establish and profitably maintain relationships between market partners.

4	<p>Teaching and learning methods Lecture (L), Exercise (E), Guest Lectures</p> <p>Media used: communication media (e.g. electronic learning platforms), presentation media (e.g. beamer, whiteboard, flipchart, smartboard, metaplan)</p>
5	<p>Workload and Credit Points Total workload of 150 hours for 5 credit points (CP) Attendance time: 64 hours Self-study: 86 hours</p>
6	<p>Form of examination, duration and examination requirements</p> <ul style="list-style-type: none"> • Examination usually in the form of a written exam (also possible electronically) (duration: 120 min) on the entire course content of the module at the end of the module. • The exam can be repeated in the following semester.
7	<p>Necessary knowledge None</p>
8	<p>Recommended knowledge Basics of Marketing, International Marketing</p>
9	<p>Duration, time structure and frequency of the offer The module covers one semester with 4 SWS and is offered once per semester.</p>
10	<p>Usability of the module</p>
11	<p>Literature Homburg/Schäfer: Sales Excellence Kreutzer: Online Marketing Hofbauer/Hellwig: Professional Sales Management New: Sales Management</p>

1	Module name Strategy and management of public value creation
1.1	Module 14461
1.2	Type Optional
1.3	Course Strategy and management of public value creation
1.4	Semester Semester 4/5
1.5	Module manager Dr. Stork
1.6	Other teachers
1.7	Degree level Bachelor
1.8	Teaching language German
2	<p>Content</p> <ul style="list-style-type: none"> • Strategic challenges for not-for-profit organizations • Introduction to organizational theory • Strategy and control relevant specifics of organizations with multiple objectives <ul style="list-style-type: none"> ○ Public administration in general ○ Local government and local politics ○ Public companies ○ Cooperatives ○ Associations and non-profit organizations ○ Social Businesses ○ Other types of organizations • Alternative control concepts • Public Value <ul style="list-style-type: none"> ○ Basics ○ in public administration ○ in organizations with a partial profit-making purpose • Changing topics <ul style="list-style-type: none"> ○ From the field of urban/regional governance, e.g. inter-municipal cooperation, regionalization, public-public and public-private partnerships, administrative reforms. ○ On related topics: Social city, sustainability, citizen communities, citizen participation, corporate citizenship ○ On relevant social developments, e.g. demographic change, digitization, globalization

3	<p>Objectives</p> <p>Knowledge :</p> <p>Students are familiar with different strategy and control concepts in public administration and non-profit management. They are familiar with the legal, business and social science foundations and assessments of these concepts. For contrasting purposes, knowledge of corresponding approaches in the private sector and, if required, in other economic sectors will be imparted.</p> <p>Skills:</p> <p>Students will be familiar with the management approaches and governance philosophies relevant to public administration and the non-profit sector in the past and will be able to analyze and evaluate them from different perspectives. They are familiar with the discussion on approaches of New Public Management and can critically classify them. You are familiar with selected instruments of strategic management, e.g. SWOT analyses. They know the basic insights of the public value approach and can apply them to different organizational forms.</p> <p>Competencies:</p> <p>Students will be able to reflect on and analyze management issues with the help of the interdisciplinary public value approach. They are able to outline and develop holistic concepts for the strategy and control of concrete types of administration and organization and to reflect on legal aspects. In doing so, they question the functionality and fit of these concepts with regard to the political-administrative system, the initial economic conditions and social expectations.</p>
4	<p>Teaching and learning methods</p> <p>Lecture (L)</p> <p>Media used: communication media (e.g. electronic learning platforms), presentation media (e.g. beamer, whiteboard, flipchart, smartboard, metaplan)</p>
5	<p>Workload and Credit Points</p> <p>Total workload of 150 hours for 5 credit points (CP)</p> <p>Attendance time: 64 hours</p> <p>Self-study: 86 hours</p>
6	<p>Form of examination, duration and examination requirements</p> <p>Examination performance usually in the form of a written examination. With regard to the duration of the examination, § 12 ABPO applies. Other forms of examination (e.g. homework, presentations), which usually supplement the written examination, are possible. Preliminary examinations (e.g. working on exercises) - also in group work - are also possible. Preliminary examinations can be graded or ungraded. In the case of graded preliminary examinations, the share of the module grade may not exceed 30%.</p> <p>The exam can be repeated in the following semester.</p> <p>If preliminary examinations are required, passing the preliminary examination is a prerequisite for participation in the examination.</p>
7	<p>Necessary knowledge</p> <p>None</p>
8	<p>Recommended knowledge</p> <p>None</p>

<p>9</p>	<p>Duration, time structure and frequency of the offer The module covers one semester with 4 SWS and is offered once a year.</p>
<p>10</p>	<p>Applicability of the module Public Management B.Sc.</p>
<p>11</p>	<p>Literature</p> <p>Bogumil, Jörg; Holtkamp, Lars: Kommunalpolitik und Kommunalverwaltung. A practice-oriented introduction. Bonn</p> <p>Czerwick, Edwin; Lorig, Wolfgang; Treutner, Erhard: Die öffentliche Verwaltung in der Demokratie der Bundesrepublik Deutschland. Wiesbaden.</p> <p>Fortsscher, Werner: Wirtschaftsverfassungs- und Wirtschaftsverwaltungsrecht, Munich.</p> <p>Kögelmann, Jürgen: New Public Management. Possibilities and Limits of the New Management Model. Wiesbaden VS Verlag für Sozialwissenschaften, Wiesbaden.</p> <p>Moore, M.: Creating Public Value: Strategic Management in Government, Cambridge: Harvard University Press</p> <p>Moore, M.: Recognizing Public Value, Cambridge: Harvard University Press</p> <p>Schwalb, Lilian: Creative Governance? Public-Private Partnerships in Local Political Governance. Wiesbaden.</p> <p>Zimmermann, Karsten; Heinelt, Hubert: Metropolitan Governance in Germany, Wiesbaden.</p>

1	Module name Organization and management of public value
1.1	Module 14462
1.2	Type Optional
1.3	Course Organization and management of public value creation
1.4	Semester Semester 4/5
1.5	Module manager Dr. Stork
1.6	Other teachers Dr. Kopsch, Dr. Nettelbeck
1.7	Degree level Bachelor
1.8	Teaching language German
2	Content <ul style="list-style-type: none"> • Normative, strategic and operational management • Special features of management in the public sector • Management and methods of decision / Management and leadership • The actors in public organizations and their influence on management • Organization and management and the connections to organizational and work culture • Approaches and concepts of process organization • Organizational development and newer approaches to organization (systemic approaches, cybernetic approaches, action- and person-centered approaches) • Selected topics on organization and management in the public sector <ul style="list-style-type: none"> ○ Energy management ○ Infrastructure Management ○ Traffic Management ○ Health Management ○ Sport and leisure management ○ Cultural Management ○ Social and youth management ○ Real Estate Management
3	Objectives Knowledge : The students of the module can reproduce and explain the basics of organization and management. They know the different organizational approaches and management concepts and can work out their advantages and disadvantages in relation to public value creation. You will be able to distinguish between mandatory and voluntary tasks and know the different actors in public sector organizations and their influence on management. The influence of organizational and work culture as well as the

	<p>Interrelationships related to organization and management can be explained and demonstrated by students.</p> <p>Skills: Students will be able to select different types and forms of organizational structures and processes as well as approaches and concepts of process organization for the different tasks of public value creation and implement them in case studies. They can analyze the usefulness and suitability of concepts of organizational development and the newer approaches of organizational theory for selected issues of the public sector organization - in case study work - and derive recommendations.</p> <p>Competencies: The students are able to structure legally prescribed compulsory tasks, locally and regionally required as well as voluntary tasks of public administrations in a present- and future-oriented manner. They are able to develop proposed solutions for the organization and management of problems from essential subject areas in the public sector, present the derivation and defend it.</p>
4	<p>Teaching and learning methods Lecture (L) and exercises (E) (case studies)</p> <p>Media used: communication media (e.g. electronic learning platforms), presentation media (e.g. beamer, whiteboard, flipchart, smartboard, metaplan)</p>
5	<p>Workload and Credit Points Total workload of 150 hours for 5 credit points (CP) Attendance time: 64 hours Self-study: 86 hours</p>
6	<p>Form of examination, duration and examination requirements Examination performance usually in the form of a written examination. With regard to the duration of the examination, § 12 ABPO applies. Other forms of examination (e.g. homework, presentations), which usually supplement the written examination, are possible. Preliminary examinations (e.g. working on exercises) - also in group work - are also possible. Preliminary examinations can be graded or ungraded. In the case of graded preliminary examinations, the share of the module grade may not exceed 30%. Repeat opportunities for the examination performance exist in the following year. If preliminary examinations are required, passing the preliminary examination is a prerequisite for participation in the examination.</p>
7	<p>Necessary knowledge None</p>
8	<p>Recommended knowledge None</p>
9	<p>Duration, time structure and frequency of the offer The module covers one semester with 4 SWS and is offered once a year.</p>
10	<p>Applicability of the module Public Management B.Sc.</p>

11 Literature

Georg Schreyögg, Jochen Koch: Grundlagen des Management: Basiswissen für Studium und Praxis; Gabler
Jean Paul Thommen: Management and Organization; Versus
Dietmar Vahs: Organisation - Einführung in die Organisationstheorie und -praxis, Schäffer-Poeschel
Matthias Klimmer: Unternehmensorganisation, nwb

1	Module name Sustainable development - local, regional and global challenges
1.1	Module 14463
1.2	Type Optional
1.3	Course Lecture series "The Challenge of Sustainable Development" with specific focus Accompanying seminar "The Challenge of Sustainable Development" with specific focus
1.4	Semester Semester 4/5
1.5	Module manager Dr. Führ
1.6	Other teachers Dr. Sven Linow and the speakers in the lecture series
1.7	Degree level Bachelor
1.8	Teaching language German/English
2	<p>Content</p> <p>What does "sustainable development" mean - in relation to the city of Darmstadt, the region, but also in a global perspective? These questions are the subject of the module. It is offered in the form of a lecture series in combination with an accompanying seminar, each with a specific thematic focus (e.g. climate protection in and around Darmstadt, sustainable regional and urban planning or sustainable design of products or production processes, each taking into account global supply chains).</p> <p>The lecture series conveys scientific-technical, organizational and social system interrelationships in relation to the challenge of sustainable development. Starting from the respective problems, the lecturers create a basic understanding of the respective problem, work out which changes are necessary and present possible solutions and potentials. The event format provides the space for students from different disciplines, citizens of Darmstadt and scientific experts to discuss possible change processes together.</p> <p>In the accompanying seminar, students work in small, ideally interdisciplinary teams in close contact with the lecturers on small projects related to topics of the lecture series. They learn,</p> <ul style="list-style-type: none"> • how they generate knowledge in a division of labor, integrate different disciplinary perspectives and forms of knowledge and • developing strategies to be able to shape change processes while incorporating the behavior and perspectives of relevant stakeholders. <p>The students in the accompanying seminar prepare - supported by tutors - the final event of the lecture series and present their conclusions for discussion in the context of a poster presentation.</p>

3	<p>Objectives</p> <p>Knowledge :</p> <p>The students are familiar with the guiding principle of "sustainable development" and the associated principles and criteria. They are able to classify the importance of organizational, technical and social system interrelationships and understand that the shaping of sustainability processes is dependent on the interaction of actors from science, politics, business and civil society and that this requires appropriate institutional framework conditions and their implementation through action in organizations. The students have experience in interdisciplinary groups.</p> <p>Skills: Students will be able to identify possible conflicting goals and classify them normatively.</p> <p>Competencies: Students are able to analyze problems of non-sustainable development and take first steps towards a methodically supported approach to these problems and the development of future-oriented solution concepts and implementation strategies. The students are able to relate their own disciplinary perspective to those of other disciplines and have taken the first steps in the cross-disciplinary development of future concepts and implementation strategies.</p>
4	<p>Teaching and learning methods</p> <p>Lecture (L) and Seminar (Sem)</p> <p>Media used: communication media (e.g. electronic learning platforms), presentation media (e.g. beamer, whiteboard, flipchart, smartboard, metaplan)</p>
5	<p>Workload and Credit Points</p> <p>Total workload of 150 hours for 5 credit points (CP)</p> <p>Attendance time: 44 hours</p> <p>Self-study: 106 hours</p>
6	<p>Form of examination, duration and examination requirements</p> <p>The examination usually takes the form of a written examination and a presentation (poster session). With regard to the duration of the written examination, § 12 ABPO applies.</p> <p>Repeat opportunities for the examination performance exist in the following year.</p>
7	<p>Necessary knowledge</p> <p>None</p>
8	<p>Recommended knowledge</p> <p>Sense of the problems and social challenges arising from the guiding principle of "sustainable development". Attendance of relevant courses from the Social and Cultural Sciences accompanying studies (Module I), such as environmental economics, basics of environmental law, corporate responsibility and CSR.</p>
9	<p>Duration, time structure and frequency of the offer</p> <p>The module covers one semester with 4 SWS and is offered once a year.</p>
10	<p>Applicability of the module</p> <p>Public Management B.Sc.</p>

11

Literature

United Nations (2015): Transforming our World: The 2030 Agenda for Sustainable Development. <https://sustainabledevelopment.un.org/content/documents/21252030%20Agenda%20for%20Sustainable%20Development%20web.pdf> (June 30, 2016).

European Environment Agency (EEA) (2001): Late lessons from early warnings - the precautionary principle 1896-2000; Copenhagen, http://www.eea.europa.eu/publications/environmental_issue_report_2001_22 (30.06.2016).

European Environment Agency (EEA) (2013): Late lessons from early warnings - science, precaution, innovation; Copenhagen, <http://www.eea.europa.eu/publications/late-lessons-2/late-lessons-2-full-report> (30.06.2016). WBGU (2011): World in Transition: Social Contract for a Great Transformation; Berlin.

WBGU (2016): Moving Humanity: The Transformative Power of Cities; Berlin, http://www.wbgu.de/fileadmin/templates/files/veroeffentlichungen/hauptgutachten/hg2016/wbgu_hg2016.pdf (30.06.2016).

Federal government: Sustainability strategy (as amended) City of Darmstadt:

Climate protection concept and other local development concepts

1	Module name Incoming accounts
1.1	Module 14471
1.2	Type Optional
1.3	Course Incoming accounts
1.4	Semester Semester 4/5
1.5	Module manager Dr. Fresl
1.6	Other teachers Hartmann, Dr. Wiese, Dr. Almeling
1.7	Degree level Bachelor
1.8	Teaching language German
2	Content After an overview of the purposes and system of the German generally accepted accounting principles (GoB) and the International Financial Reporting Standards (IFRS), the lecture will describe the capitalization, liability and valuation standards based on IFRS as well as the criteria developed by the German Federal Fiscal Court in its constant case law. The principles and regulations presented will be discussed and evaluated in the exercise on the basis of case studies.

3	<p>Objectives</p> <p>Knowledge :</p> <p>Students know and understand</p> <ul style="list-style-type: none"> • the basics of accounting in accordance with the principles of proper accounting under commercial law (GoB) • the basics of accounting according to IFRS • meaning and purpose, system and determination of GoB as well as IFRS • the concretization of the GoB by the supreme court jurisdiction • the structure and hierarchy of IFRS to resolve recognition and measurement issues. <p>Skills: You will be able to explain the basic principles of capitalization, liabilities and valuation, i.e., on the basis of the criteria developed by the German Federal Fiscal Court (Bundesfinanzhof) in its consistent case law, and to compare them with the results according to IFRS.</p> <p>Competencies: Students will be able to compare and critically evaluate the main differences between IFRS and German GAAP accounting.</p>
4	<p>Teaching and learning methods</p> <p>Lecture (L) and exercise (E)</p> <p>Media used: communication media (e.g. electronic learning platforms), presentation media (e.g. beamer, whiteboard, flipchart, smartboard, metaplan)</p>
5	<p>Workload and Credit Points</p> <p>Total workload of 150 hours for 5 credit points (CP)</p> <p>Attendance time: 60 hours</p> <p>Self-study: 90 hours</p>
6	<p>Form of examination, duration and examination requirements</p> <ul style="list-style-type: none"> • Examination usually in the form of a written exam (also possible electronically) (duration: 90 min) • The exam can be repeated in the following semester.
7	<p>Necessary knowledge</p> <p>None</p>
8	<p>Recommended knowledge</p> <p>External Accounting, Internal Accounting, Controlling</p>
9	<p>Duration, time structure and frequency of the offer</p> <p>The module covers one semester with 4 SWS and is offered once per semester.</p>
10	<p>Applicability of the module</p> <p>Public Management B.Sc.</p>
11	<p>Literature</p> <p>Wüstemann, Jens / Wüstemann, Sonja: Bilanzierung case by case, Verlag Recht und Wirtschaft</p>

1	Module name Group accounting
1.1	Module 14472
1.2	Type Optional
1.3	Course Group accounting
1.4	Semester Semester 4/5
1.5	Module manager Dr. Almeling
1.6	Other teachers Dr. Fresl, Hartmann, Dr. Wiese
1.7	Degree level Bachelor
1.8	Teaching language German
2	<p>Content</p> <ul style="list-style-type: none"> • Legal and economic basis • Group accounting obligation • Delimitation of the consolidated companies • Principles of consolidated accounting (content and form, recognition and measurement requirements, preparation process) • Capital consolidation (initial and subsequent consolidation) • Elimination of intercompany profits • Equity consolidation • Debt consolidation • Consolidation of income and expenses
3	<p>Objectives</p> <p>Knowledge :</p> <p>Students will be able to explain the legal and economic principles of consolidated accounting, the procedure for preparing financial statements and the underlying accounting methods.</p> <p>Skills: Students will be able to apply consolidation techniques and methods in developing the consolidated financial statements from the financial statements of the companies included in the consolidated financial statements.</p> <p>Competencies: Students will be able to assess the limitations of the informative value of consolidated financial statements.</p>

4	<p>Teaching and learning methods Lecture (L) and exercise (E)</p> <p>Media used: communication media (e.g. electronic learning platforms), presentation media (e.g. beamer, whiteboard, flipchart, smartboard, metaplan)</p>
5	<p>Workload and Credit Points Total workload of 150 hours for 5 credit points (CP) Attendance time: 64 hours Self-study: 86 hours</p>
6	<p>Form of examination, duration and examination requirements</p> <ul style="list-style-type: none"> • Examination usually in the form of a written exam (also possible electronically) (duration: 60 to 120 min) on the entire course content of the module at the end of the module. • The exam can be repeated in the following semester.
7	<p>Necessary knowledge None</p>
8	<p>Recommended knowledge External Accounting</p>
9	<p>Duration, time structure and frequency of the offer The module covers one semester with 4 SWS and is offered once per semester.</p>
10	<p>Usability of the module</p>
11	<p>Literature Baetge/Kirsch/Thiele: Consolidated Balance Sheets, IDW-Verlag Busse von Colbe/Ordelheide/Gebhardt/Pellens: Konzernabschlüsse, Gabler Coenenberg/Haller/Schultze: Jahresabschluss und Jahresabschlussanalyse, Schäffer-Poeschel Hommel/Rammert/Wüstemann: Konzernbilanzierung <i>case by case</i>, Verlag Recht und Wirtschaft Küting/Weber: Praxis der Konzernrechnungslegung nach HGB und IFRS, Schäffer-Poeschel Pellens/Fülbier/Gassen/Sellhorn: Internationale Rechnungslegung, Schäffer-Poeschel</p>

1	Module name Final exam
1.1	Module 14473
1.2	Type Optional
1.3	Course Final Exam
1.4	Semester Semester 4/5
1.5	Module manager Dr. Wiese
1.6	Other teachers Dr. Almeling, Dr. Fresl
1.7	Degree level Bachelor
1.8	Teaching language German
2	Content <ul style="list-style-type: none"> • Legal framework • Audit objectives and actions • Risk-oriented audit approach • Detection of irregularities • Audit of selected assets • Audit of selected liabilities • Audit of the management report • Audit documentation • Reporting
3	Objectives Knowledge : Students will be familiar with the legal basis of the legal annual audit financial statements. They will be able to describe the main steps of the risk-oriented audit approach, including the detection of irregularities. Students will be familiar with the objectives and content of management reporting. Skills: Students will be able to apply the key steps of the risk-based audit approach to selected items in the financial statements and to disclosures in the notes. Students will be able to apply appropriate audit procedures to the audit of the management report and identify problems that arise. The students know how to document the audit results appropriately and to communicate them in the context of reporting.

	<p>Competencies:</p> <p>Students will be able to critically examine issues arising in an annual audit and present their audit findings appropriately.</p>
4	<p>Teaching and learning methods</p> <p>Lecture (L) and exercise (E) Media used: blackboard, beamer</p>
5	<p>Workload and Credit Points</p> <p>Total workload of 150 hours for 5 credit points (CP) Attendance time: 64 hours Self-study: 86 hours</p>
6	<p>Form of examination, duration and examination requirements</p> <ul style="list-style-type: none"> • Examination usually in the form of a written exam (also possible electronically) (duration: 90 to 120 min). • The exam can be repeated in the following semester.
7	<p>Necessary knowledge</p> <p>None</p>
8	<p>Recommended knowledge</p> <p>Fundamentals in Internal and External Accounting</p>
9	<p>Duration, time structure and frequency of the offer</p> <p>The module covers one semester and is offered once per semester.</p>
10	<p>Applicability of the module</p> <p>Public Management B.Sc.</p>
11	<p>Literature</p> <p>Marten / Quick / Ruhnke: Wirtschaftsprüfung, Schäffer-Poeschel Graumann: Wirtschaftliches Prüfungswesen, NWB Verlag Wüstemann / Koch: Wirtschaftsprüfung case by case, Verlag Recht und Wirtschaft</p>

1	Module name Economic research methods
1.1	Module 15401
1.2	Type Optional
1.3	Course Economic research methods
1.4	Semester Semester 5
1.5	Module manager Dr. Kiermeier
1.6	Other teachers N. N.
1.7	Degree level Bachelor
1.8	Teaching language German
2	Content <ul style="list-style-type: none"> • Model creation • Data mining • Data collection, data analysis, data evaluation • Regression models: linear regression model, logistic regression, cross-sectional regression, regression methods and hypothesis testing with panel data. • Forecasting models • Data reduction method • Classification procedure • Decision trees • Introduction to creating simple routines in Excel and/or R and/or appropriate statistical software. • Current topics (e.g., data collection from websites, sentiment analysis, etc.)
3	Targets <p>Knowledge:</p> <p>Knowledge of data collection and plausibility</p> <p>Knowledge of relevant statistical procedures.</p> <p>Knowledge of statistical programs for the application of various statistical methods.</p> <p>Knowledge of the problems of using data for concrete questions in the fields of economics, financial markets, accounting, market research, business management, personnel development, asset management, etc.</p> <p>Acquire the following skills:</p> <p>To be able to carry out data collection procedures independently</p> <p>Ability to empirically explore theories or models through competent application of statistical procedures to concrete data sets.</p> <p>Be able to apply statistical concepts to research questions to solve them</p>

	<p>Understanding of issues related to the specific use of available data to empirically test theories/models. Performing the main procedures of empirical economic research using statistical programs such as SPSS and/or R and/or other programs. Formulation of hypotheses and their tests Assessment of the quality of theories and models (diagnosis)</p> <p>Qualifications: Basic understanding of model development for analyzing research questions Handling data. Understanding of challenges in theory or model building. Knowledge of the most important statistical methods of empirical economic research Critical evaluation of their possible applications to research questions Dealing with databases such as Refinitiv Datastream or Eikon Presentation of research results according to the customs of scientific work</p>
4	<p>Teaching and learning methods Moodle, e-lectures, L, E, application of statistical programs, lectures, possibly seminars and work in the laboratory.</p> <p>Media used: Moodle, e-lectures, statistics programs, surveys, case studies, other e-services where appropriate.</p>
5	<p>Workload and Credit Points Total workload of 150 hours for 5 credit points (CP) Attendance time: 64 hours Self-study: 86 hours</p>
6	<p>Form of examination, duration and examination requirements</p> <p>Examination in the form of a seminar paper (homework) (also possible electronically) (80%) Presentation of results (20 minutes) (20%).</p>
7	<p>Necessary knowledge business statistics, business mathematics</p>
8	<p>Recommended knowledge Successful completion of the modules Marketing, Fundamentals of Logistics, Fundamentals of Controlling, Investment and Financing.</p>
9	<p>Duration, time structure and frequency of offering Once a year</p>
10	<p>Usability of the module</p>

11 Literature:

in each case the latest edition

Alexandrowicz, R.W. (2013): R in 10 steps, UTB.

Bleymüller, J., Gehlert, G., Gülicher, H. (2008): Statistics for Economists, Vahlen Verlag Moodles course SPSS.

Croissant, Y. (2018): Panel Data Econometrics with R, Wiley.

Fama, E.F., French, K.R. (1992): The Cross-Section of Expected Stock Returns. *Journal of Finance*, 47, No. 2, pp. 427-465.

Hartung, J. (2009): Statistics, Oldenbourg Verlag.

Hartung, J., Elpert, B. (2007): Multivariate Statistics, Oldenbourg Verlag.

Kuss, A. (2012): Marktforschung: Grundlagen der Datenerhebung und Datenanalyse, Gabler Verlag.

Kuß, A., Eisend, M. (2010): Marktforschung, Gabler Verlag.

Kuß, A., Wildner, R., Kreis, H. (2018): Marktforschung, Datenerhebung und Datenanalyse, 6th edition, Springer Gabler - available online.

Sesink, W. (2007): "Einführung in das wissenschaftliche Arbeiten"; 7th edition; Munich; Oldenbourg Wissenschaftsverlag.

Stiefl, J. (2006): Wirtschaftsstatistik, Oldenbourg Verlag

Theisen, M. (2007): "Wissenschaftliches Arbeiten"; 14th edition; Munich, Vahlen

Stoetzer, M.-W. (2016): Regression Analysis in Empirical Economic and Social Research Volume 1, A Non-Mathematical Introduction with SPSS and Stata, Springer Verlag.

Stoetzer, M.-W. (2020): Regression Analysis in Empirical Economic and Social Research Volume 2, Complex Methods, Springer Verlag.

Wiley, M., Wiley J.F. (2019): Advanced R statistical programming and data models, analysis, machine learning, and visualization. Apress.

Wollschläger, D. (2014): R Kompakt: Der schnelle Einstieg in die Datenanalyse, Springer Verlag.

Module name Financial Management (in English)
Module 15402
Type Optional
Course Financial Management (English)
Semester Semester 4 5
Module manager Dr. Kiermeier
Other teachers N.N.
Bachelor's degree level
Teaching language English
Content <ul style="list-style-type: none"> • Foundations of Financial MarketTheories • Capital Markets: Stock Markets, Bond Markets, Credits, Structured Finance, Financial Derivatives, Private Equity, Asset Management, Credit Risk Insurance, etc. • Current Developments on Capital Markets including topics that influence capital markets (e.g. Monetary Policies, Digital Finance, new products, etc.) • Foundations of Relationships of Financial Indicators • Europe, Monetary Policy, Online Currencies • Financial Derivatives • Current aspects of financial econometrics • Current aspects of international financial management • Current developments...
Targets <p>Knowledge:</p> <p>Students will be able to understand basic theories of financial management and solve related issues using examples (capital market theories, currency rates, online currencies, financial derivatives, structured products, new product development, impact of digitalization, etc.). Students will be able to explain current scientific discussions regarding developments in capital markets, currencies, international trade relations, online currencies, financial derivatives, structured products, digital finance as well as current developments in capital markets.</p> <p>Skills:</p> <p>Students are able to transfer theoretical principles to practical problems for their solution in English. On the basis of their knowledge of mathematical fundamentals, they will be able to explain the possible applications of modern products such as financial derivatives and their use in portfolio and risk management.</p>

assess and apply. They are able to implement and execute methods of modern financial management for the realization of corporate objectives. Furthermore, they are able to present facts and research results in the field of financial management and present them in English according to industry standards.

Competencies:

Students are able to identify complex issues of portfolio and risk management in English in corporate management and to independently assess practical issues and identify and apply procedures for dealing with them. They are able to classify current issues in English and to propose and implement practical solutions. You will be able to critically assess financial management instruments and their possible applications.

Teaching and learning methods

Moodles, e-lectures, V, Ü, application of statistical programs, lectures, possible seminars

Media used: Moodles, e-lectures, statistics programs, surveys, case studies, other e-offers when appropriate.

Workload and Credit Points

Total workload of 150 hours for 5 credit points (CP) Attendance

time: 64 hours

Self-study: 86 hours

Form of examination, duration and examination requirements

Examination usually in the form of a seminar paper (term paper) (also possible electronically). The examination can be repeated in the following semester.

Necessary knowledge

investment and financing

Recommended knowledge

Controlling

Duration, time structure and frequency of offering as

required, block event on 6 Saturdays

Usability of the module

Literature:

latest edition

- BIS: Reviews
- Economist

- Financial News
- Hull, White: Financial Derivatives, Pearson.
- Mankiew: Macro-Economics, Pearson.
- Bank of America Merrill Lynch Research
- Shapiro: Multinational Financial Management, Wiley OR Shapiro/Moles: International Financial Management Wiley.
- Zantow, Roger : Finanzierung, Pearson Studium, Munich, latest edition in each case

	<p>situations, the need to mirror and integrate knowledge and methods from the various functional areas as appropriate to the situation.</p> <p>Competencies: Students are able to analyze complex corporate and competitive situations and to understand and independently develop strategic concepts for market development. Likewise, they recognize the advantages and necessities of a group approach based on the division of labor and can subsequently assess the efficiency of teamwork.</p>
4	<p>Teaching and learning methods Seminar lecture (L), business game in group work, exercises (E) and presentations (P) Media used: whiteboard, beamer, computer (PC lab). The teaching, exercise and results documents are provided or exchanged in an electronic learning platform (e.g. Moodle).</p>
5	<p>Workload and Credit Points Total workload of 150 hours for 5 credit points (CP) Attendance time: 64 hours Self-study: 86 hours</p>
6	<p>Form of examination, duration and examination requirements</p> <ul style="list-style-type: none"> • Examination performance in the form of a presentation ("press conference", duration: 10 min per group) on the corporate approach (analysis, strategies and appearance in relation to the stakeholders of a fictitious company). (20 % of the total credit points) • Examination performance in the form of a presentation ("Annual General Meeting", duration: 30 min per group) on the period (6 - 8 fiscal years) of the fictitious company. (40 % of the total credit points) • Examination performance in the form of the results of the business game per group (= 40% of the total performance points). The evaluation takes place according to selected key figures, which are known to the students in each case. • The exam can be repeated in the following semester. • Prerequisite for the participation in the examination is the attendance during the attendance times (entry in signature list, max. 2 days absent) and the personal presentation at the "Hauptversammlung".
7	<p>Necessary knowledge None</p>
8	<p>Recommended knowledge The module is regularly takes place in the 5th semester and combines diverse subject and media competencies that are the subject of the course of study. Therefore, attendance of the preceding modules is strongly recommended.</p>
9	<p>Duration, time structure and frequency of the offer The module covers one semester with 4 SWS and is offered every semester.</p>
10	<p>Usability of the module</p>
11	<p>Literature Participant documents for the simulation (manual, help tables, etc.)</p>

5	<p>Workload and Credit Points</p> <p>Total workload of 150 hours for 5 credit points (CP). Attendance time: 64 hours (presentation of the findings and the final reports, coordination in the group) Self-study: 86 hours (literature work and preparation of the term paper and the presentation)</p>
6	<p>Form of examination, duration and examination requirements</p> <p>Examination in the form of a term paper, possibly in group work, and in the form of a presentation. The examination can be repeated in the following semester.</p>
7	<p>Necessary knowledge</p> <p>None</p>
8	<p>Recommended knowledge</p> <p>None</p>
9	<p>Duration, time structure and frequency of the offer</p> <p>The module covers one semester with 4 SWS and is offered once per semester.</p>
10	<p>Applicability of the module</p> <p>Public Management B.Sc.</p>
11	<p>Literature</p> <p>Depending on the topic of the term paper.</p>

	<p>Skills:</p> <p>Students can</p> <ul style="list-style-type: none"> • derive and conceptualize a suitable basic approach to human resources management in relation to the respective existing strategy and corporate culture; • select suitable specific concepts in the core task areas of personnel management (personnel management and motivation, personnel development, personnel marketing, personnel support, personnel planning and change, and personnel controlling) and present them in terms of their relationship to strategy and corporate culture; • Apply methods and tools from the core areas of personnel management (personnel management and motivation, personnel development, personnel marketing, personnel support, personnel planning and change and personnel controlling) within the framework of sub-tasks and develop suitable solutions. <p>Competencies:</p> <p>The students are able to independently select approaches to current and special tasks in human resource management, to demonstrate suitable concepts and to apply the appropriate methods and tools as well as to design, present and defend a convincing solution (e.g. by means of a written paper or a presentation).</p>
4	<p>Teaching and learning methods</p> <p>Seminar lecture (L) with lecture hall exercises (E)</p> <p>Media used: beamer/whiteboard presentations, lecture notes, worksheets (exercises) and electronic learning platform</p>
5	<p>Workload and Credit Points</p> <p>Total workload of 150 hours for 5 credit points (CP)</p> <p>Attendance time: 64 hours</p> <p>Self-study: 86 hours</p>
6	<p>Form of examination, duration and examination requirements</p> <ul style="list-style-type: none"> • Examination usually in the form of a written written examination (also e-examination). With regard to the duration of the examination, § 12 ABPO applies. • Other forms of examinations (e.g. homework, presentations), which usually complement the written examination, are possible. • Preliminary examinations (e.g. laboratory experiments, processing of exercises or development tasks) - also in group work - are also possible. Preliminary examinations can be graded or ungraded. In the case of graded preliminary examinations, the share of the module grade may not exceed 30%. • The exam can be repeated in the following semester. • If preliminary examinations are required, passing the preliminary examination is a prerequisite for participation in the examination.
7	<p>Necessary knowledge</p> <p>None</p>
8	<p>Recommended knowledge</p> <p>Management and organization, controlling, marketing</p>
9	<p>Duration, time structure and frequency of the offer</p> <p>The module covers one semester with 4 SWS and is offered once per semester.</p>

10	Applicability of the module Logistics Management B.Sc.
11	Literature <ul style="list-style-type: none">• Berthel/Becker: Personnel Management, Basic Principles for Conceptions of Operational Personnel Work• Brökermann: Human Resources Management, Schäffer-Poeschel• Holtbrügge: Personnel management• Rosenstiel: Regnet; Domsch: Leading employees• Scholz: Basic Features of Personnel Management• Stock-Homburg: Personnel Management: Theories - Concepts - Instruments

3	<p>Targets</p> <p>The aim of the practical phase is for students to apply subject-specific and interdisciplinary competencies to issues in practice, thereby acquiring practical skills. In doing so, they gain experience in dealing with current, complex topics. They should be able to,</p> <ul style="list-style-type: none"> • describe the service production and utilization process of the organization in which the practical activity was carried out, • classify the department or organizational area in which the practical activity was carried out, • describe the task of the department or organizational area in which the practical activity was carried out. • describe the activities performed in the department by the student, • critically question and assess the processes found in practice on the basis of the relevant, current state of science. <p>The learning objectives outlined above are supplemented or concretized by individual learning objectives that the university supervisor determines with the involvement of the student or the student at the beginning of the practical phase (§ 10 Para. 3 BBPO).</p>
4	<p>Teaching and learning forms</p> <p>Practical experience</p>
5	<p>Workload and Credit Points</p> <p>Total workload of 360 hours for 12 credit points (CP). Practical phase: at least eight weeks in a scope of at least 320 hours up to a maximum of 24 weeks (as far as required by the operational circumstances) Self-study: 40 hours</p>
6	<p>Form of examination, duration and examination requirements</p> <ul style="list-style-type: none"> • Examination performance in the form of a practical report as the basis for assessing whether the learning objectives have been achieved. • Preliminary examination in the form of the practical phase; to prove whether the student has fulfilled his or her obligations under the training contract (§ 1 Para. 4 of Appendix 4 to the BBPO) at the practical training center, the student submits a suitable work certificate to the university supervisor. • The practical module (examination and preliminary examination) is not graded.
7	<p>Necessary knowledge</p> <p>Admission to the internship module is granted by the internship officer of the study program. The practical module can be started when at least 30 CP from the specialization studies have been completed.</p>
8	<p>Recommended knowledge</p> <p>None</p>
9	<p>Duration, time structure and frequency of the offer</p> <p>Practical phase: at least eight weeks in a scope of at least 320 hours up to a maximum of 24 weeks (as far as required by the operational circumstances) The practical module may be taken in any semester.</p>
10	<p>Applicability of the module</p> <p>Public Management B.Sc. Logistics Management B.Sc.</p>

11	Literature Depending on the learning objectives
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	Media used: communication media (e.g. electronic learning platforms), presentation media for the presentation of the activities carried out (e.g. beamer, whiteboard, flipchart, smartboard, metaplan, mindmap).
5	<p>Workload and Credit Points</p> <p>Total workload of 90 hours for 3 credit points (CP) for the processing and presentation of the results from the practical module.</p> <p>Attendance time: 20 hours</p> <p>Self-study: 70 hours</p>
6	<p>Form of examination, duration and examination requirements</p> <ul style="list-style-type: none"> • Examination performance in the form of a presentation of the findings from the practical phase between 15 and 45 min. • The exam can be repeated in the following semester. • The examination can be taken if the practical module has been successfully completed.
7	<p>Necessary knowledge</p> <p>The examination can be taken if the practical module has been successfully completed.</p>
8	<p>Recommended knowledge</p> <p>None</p>
9	<p>Duration, time structure and frequency of the offer</p> <p>The module covers one semester and is offered once per semester.</p>
10	<p>Applicability of the module</p> <p>Logistics Management B.Sc.</p>
11	<p>Literature</p> <ul style="list-style-type: none"> • Hierhold: Presenting confidently - presenting more effectively, redline • Seifert: Visualize, Present, Moderate, Gabal • Zelazny: The Presentation Book, Campus

4	<p>Teaching and learning methods</p> <p>Final paper</p> <p>Media used: communication media (e.g. email), presentation media for the presentation of the activities carried out (e.g. beamer, whiteboard, flipchart, smartboard, metaplan).</p>
5	<p>Workload and Credit Points</p> <p>Total workload of 450 hours for 15 credit points (CP) for the preparation of the bachelor thesis and for the processing, presentation and presentation of the results.</p>
6	<p>Form of examination, duration of examination and examination requirements</p> <p>Examination in the form of the Bachelor thesis and the colloquium.</p> <p>The exam can be repeated in the following semester.</p> <p>Prerequisite for the participation in the module and the examination result from § 12 Abs. 4 BBPO.</p>
7	<p>Necessary knowledge</p> <p>Prerequisite for the participation in the module and the examination result from § 12 Abs. 4 BBPO.</p>
8	<p>Recommended knowledge</p> <p>Depending on the objective of the bachelor thesis</p>
9	<p>Duration, time structure and frequency of the offer</p> <p>The module covers a period of 12 weeks and is offered once per semester.</p>
10	<p>Applicability of the module</p> <p>Public Management B.Sc. Logistics Management B.Sc.</p>
11	<p>Literature</p> <p>Depending on the objective of the bachelor thesis</p>