

Please note: This is a computer-assisted translation. The details of the modules may be subject to changes. For specific information please contact our international student advisors

Enclosure 5

Module manual of the study program

Business Administration

Master

of the Department of Economics
of the Darmstadt University of Applied Sciences

from 27.06.2017

last modified on 02.09.2021 Changes valid from 01.10.2021

Underlying BBPO dated 27.06.2017 (Official Notices Year 2018) as amended 08.05.2018 (Official Notices Year 2018).

1	Module name IFRS Reporting and Capital Markets
1.1	Module abbreviation 21111
1.2	Type Optional
1.3	Course IFRS Reporting and Capital Markets
1.4	Semester Semester 1
1.5	Module manager Dr. Fresl
1.6	Other teachers Dr. Almeling, Dr. Wiese
1.7	Degree level Master
1.8	Teaching language German/English
2	<p>Content</p> <p>Key element of this module is the analysis of relevant IFRS standards against the background of their informational impact on the capital market. Therefore, we will shortly discuss the internationalization of accounting, the relevance of IFRS in this context and the effect of internationalization and IFRS on capital markets. After this introduction we will touch highly important aspects of accounting - e.g. revenue recognition, recognition and measurement of assets or financial instruments. All accounting topics discussed will be analyzed with respect to their capital market relevance. We will illustrate the effects using current accounting practices of multinational entities, go into major findings in research concerning the link between accounting and capital markets' effects and apply the knowledge in case studies discussed and solved in exercise classes.</p> <p>The schedule will be concluded by an assessment of the importance of accounting for corporate governance and controlling (inside perspective) and capital-market-oriented financial statement analysis (outside perspective).</p>
3	<p>Targets</p> <p>The module aims at making students familiar with the objectives, principles as well as the most important standards of IFRS accounting and their implication on international capital markets.</p> <p>Knowledge and comprehension: Students are able to</p> <ul style="list-style-type: none"> • explain economic consequences of financial reporting and the role accounting information plays on capital markets, • explain the special role of IFRS on international capital markets and how the IASB conducts IFRS standard-setting,

	<p>Skills (application): Students are able to demonstrate orally and in writing their comprehension in the solution of case studies.</p> <p>competencies (analysis, synthesis and evaluation): Students are able to</p> <ul style="list-style-type: none"> • discuss the objectives and principles of IFRS and evaluate the relevance of these for respective IFRS standards, • critically assess political influence on IFRS and IFRS standard-setting, • analyze a financial statement from an inside and an outside view.
4	<p>Teaching and learning methods</p> <p>Lecture (L), exercise (E) and group work with presentation</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 in the form of a seminar paper in group work with a length of 10 pages plus presentation as well as in the form of a written exam (duration: 90 min) at the end of the semester. • The group work is weighted with 30%, the written exam with 70%. • For passing the module, a successful evaluation of each examination performance (min. grade 4.0) is mandatory. • Repeat opportunities for the examination performance in the following semester.
7	<p>Necessary knowledge</p>
8	<p>Recommended knowledge</p> <p>Individual accounting according to HGB and IFRS at Bachelor level, good English skills, Controlling, International Finance</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 (compulsory reading, recommended literature):</p> <p>Kothari/Barone: Advanced financial accounting: an international approach, Pearson Picker et al.: Applying International Financial Reporting Standards, Wiley Walton/Aerts: Global Financial Accounting and Reporting, Cengage Learning</p>

1	Module name International Controlling
1.1	Module abbreviation 21112
1.2	Type Optional
1.3	Course International Controlling
1.4	Semester Semester 1
1.5	Module manager Dr. Hensberg
1.6	Other teachers
1.7	Degree level Master
1.8	Teaching language German/English
2	Content <ul style="list-style-type: none"> • Requirements profile for controllers in international companies • Instruments of strategic controlling (e.g. scenario analysis, environment analysis, competitive forces according to Porter, company analysis) • Risk controlling (e.g. early warning systems, VaR, EaR, risk cycle) and sensitivity analysis • Value-oriented key figures (e.g. WACC, EVA, ROCE, CVA, CFROI) • Key figure systems (e.g. ZVEI, value driver tree) • Special features of international groups (e.g. transfer prices, foreign currencies, country risks) • Mergers & Acquisitions, Mergers • Cultural influence in international controlling
3	Targets Knowledge: Students will be able to <ul style="list-style-type: none"> • Explain, break down and critically question requirements for controllers in international companies • Derive and classify special features in the international group for controlling • Identify and analyze the influence of culture in international controlling. Skills: Students will be able to <ul style="list-style-type: none"> • Develop corporate strategies with the help of strategic controlling instruments • To use instruments of risk controlling and controlling in international corporations • calculate value-oriented key figures and apply them in the international company • Set up key performance indicator systems

	<ul style="list-style-type: none"> Plan and support M&A activities and mergers. <p>Competencies: Students will be able to</p> <ul style="list-style-type: none"> Solve problems of international controlling with IT support (e.g. Excel). Establish controlling systems for international companies
4	<p>Teaching and learning methods</p> <p>Lecture (L) with integrated exercises (E) in the form of eg. practical exercises, exercise cases and Excel applications in the computer room.</p> <p>Media used: communication media (e.g. electronic learning platforms), presentation media (e.g. video projector, whiteboard, flipchart, smartboard, metaplan), if necessary computer lab.</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"> Form of examination: as a rule, written examination (paper or electronic form; the exact form will be announced in the course). 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 must not exceed 30%. Duration: according to § 12 ABPO Content: about the entire teaching content of the module. Time: during the examination period at the end of the module Possibility to repeat: 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>Usability of the module</p>
11	<p>Literature</p> <ul style="list-style-type: none"> Bitzelmaier: Controlling, Person Burger/Ulbrich/Ahlemeyer: Beteiligungscontrolling, Oldenbour Burger/Ahlemeyer: Value-Oriented Controlling, UTB Diederichs: Risk Management and Risk Controlling, Vahlen Dreher/Ernst: Mergers & Acquisitions, UTB Fischer/Möller/Schultze: Controlling, Schäffer-Poeschel

- Graumann: Controlling, NWB
- Hanken/Kleinhietpaß: Verrechnungspreise - Praxisleitfaden für Controller und Steuerexperten, Haufe
- Hoffjan: International Controlling, Schäffer-Poeschel
- Littkemann/Zündorf: Beteiligungscontrolling, NWB
- Macho/Steiner/Spensberger: Case Studies Verrechnungspreise kompakt, Linde
- Meynerts-Stiller/Rohloff: Post Merger Management, Schäffer-Poeschel
- Müller-Stewens/Kunisch/Binder: Mergers & Acquisitions, Schäffer-Poeschel
- Picot: Handbook of Mergers & Acquisitions, Schäffer-Poeschel
- Prexl: Excel for Business Economists, UTB
- Reichmann: Controlling with Key Figures, Vahlen
- Schels/Seidel: Excel in Controlling, Hanser
- Schierenbeck/Lister/Kirmße: Ertragsorientiertes Bankmanagement (Band 2) - Risiko-Controlling und integrierte Rendite-/Risikosteuerung, Gabler
- Vanini: Risk Management, Schäffer-Poeschel
- Weber/Schäffer: Introduction to Controlling, Schäffer-Poeschel

1	Module name Digital Finance
1.1	Module abbreviation 21113
1.2	Type Optional
1.3	Course Digital Finance
1.4	Semester Semester 1
1.5	Module manager Dr. Kiermeier
1.6	Other teachers
1.7	Degree level Master
1.8	Teaching language German/English
2	<p>Content</p> <ul style="list-style-type: none"> • Current developments in capital markets and financial services: equity markets, bond markets, credits, structured products, financial derivatives, private equity, asset management, credit insurance, etc. • Introduction to capital market theories • Developments in digital finance and capital markets, e.g. <ul style="list-style-type: none"> ○ Corporate financing: crowdfunding/equity-based funding/private equity/ IPOs based on Web 2.0 auction principle, P2P loans for companies, funding via stock exchanges with the help of fintechs ○ Working capital management (e.g. sale of receivables, structured products, etc.) ○ Securities transactions ○ Data management (e.g. Big Data, forecasting) ○ Regtech ○ Distributed Ledger Technologies ○ Cooperations between banks and fintechs in selected aspects of the financial services sector. ○ Risk management (e.g. through the use of financial derivatives) ○ Monetary policy in times of digitalization ○ International Financial Management ○ Examples of financial econometrics ○ Current developments

<p>3</p>	<p>Targets</p> <p>Knowledge: Knowledge of the most important capital market theories and related issues. Ability to independently solve relevant case studies (capital market theories, currency rates, online currencies, financial derivatives, structured products, new product development, effects of digitalization, etc.).</p> <p>Skills: Application of theoretical principles to solve and process current, practical issues in the financial services sector and controlling Understanding of current scientific discussions regarding developments in capital markets, currencies, international trade relations, online currencies, financial derivatives, structured products, digital finance, etc. Know the tools of financial management and be able to critically evaluate their possible uses Knowledge of mathematical principles and possible applications of modern products in corporate management, portfolio and risk management, controlling, financial management, etc. Ability to respond competently to current regulatory issues Ability to evaluate and implement new technologies (distributed ledger, etc.) for their use in business management, controlling, financial management. Handling large amounts of data Application of selected statistical methods to current problems and handling of software</p> <p>Competencies: Identify complex portfolio and risk management issues in corporate management and independently assess practical questions and identify and apply procedures for dealing with them. Implement, perform and monitor modern financial management methods to achieve the company's objectives. classify current issues and propose and implement practical solutions Present the presentation of facts and research results in accordance with industry standards.</p>
<p>4</p>	<p>Teaching and learning methods</p> <p>Lecture (L), Exercise (E)</p> <p>Media used: communication media (e.g. electronic learning platforms), presentation media (e.g. beamer, whiteboard, flipchart, smartboard, metaplan), e-lectures, statistics programs, surveys, case studies</p>
<p>5</p>	<p>Workload and Credit Points</p> <p>Total workload of 150 hours for 5 credit points (CP)</p> <p>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"> • Examination usually in the form of a seminar paper (term paper)(also possible electronically)(share of module grade: 80%) and a presentation (20 minutes) of the results of exercises (share of module grade: 20%). • The exam can be repeated in the following semester.
<p>7</p>	<p>Necessary knowledge</p>

8	Recommended knowledge Business statistics, business mathematics, economics, investment and financing, controlling
9	Duration, time structure and frequency of the offer The module covers one semester with 4 SWS and is offered once per semester.
10	Usability of the module
11	Literature <ul style="list-style-type: none">• Freiknecht: Big Data in Practice: Solutions with Hadoop, Hbase, Hive, Hanser• Gruber/Elton: Modern Portfolio Theory and Investment Analysis, Wiley John + Sons• Hull/White: Financial Derivatives• Mankiew: Macro-Economics• Shapiro: Multinational Financial Management, Wiley or Shapiro/Moles: International Financial Management, Wiley• Murray: Tableau Your Data!: Fast and Easy, Wiley• Wollschläger: R Compact, Springer

1	Module name Supply Chain Management
1.1	Module abbreviation 21131
1.2	Type Optional
1.3	Course Supply Chain Management
1.4	Semester Semester 1
1.5	Module manager Dr. Wojanowski
1.6	Other teachers
1.7	Degree level Master
1.8	Teaching language German/English
2	Content <ul style="list-style-type: none"> • Introduction to Supply Chain Management • Value orientation in the supply chain • Design models (SCOR, value stream mapping) • Supply Chain Controlling • Supply Chain Management Strategies • Methods and models of supply chain management
3	Targets <p>Knowledge: Students learn about and classify motives for the development of supply chains such as total cost of ownership, transaction costs, globalization and the bullwhip effect. They can identify and describe elements of the supply chain. They are familiar with basic strategies of supply chain management such as efficient consumer response, customer relationship management and mass customization and can describe their prerequisites for application and potential.</p> <p>Skills: They are able to use design models such as the SCOR model and value stream mapping for the analysis, description and derivation of optimization potentials of the supply chain. Students will be able to identify supply chain management problems and apply appropriate methods and models.</p> <p>Competencies: The students possess the competence of solution-oriented, holistic analysis of real supply chains and develop a solution proposal for continuous optimization with the help of suitable methods.</p>

4	<p>Teaching and learning methods</p> <p>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: 60 to 120 min) on the entire course content of the module at the end of the module and a presentation. • 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 logistics management</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"> • Werner: Supply Chain Management • Brandenburg: Quantitative models for value based supply chain management • D'Heur: CSR and Value Chain Management • Bolstorff/Rosenbaum/Poluha: Excellence in Supply Chain Management • Christopher: Logistics and Supply Chain Management • Scott/Lundgren/Thompson: Guide to Supply Chain Management • Chopra/Meindl: Supply Chain Management

1	Module name International Marketing Management
1.1	Module abbreviation 21141
1.2	Type Optional
1.3	Course International Marketing Management
1.4	Semester Semester 1
1.5	Module manager Dr. Ralf Schellhase
1.6	Other teachers Bürkner
1.7	Degree level Master
1.8	Teaching language German/English
2	<p>Content</p> <p>Students should be taught about marketing management measures and the use of all marketing tools in the context of an international orientation of a company/organization.</p> <p>Class content includes:</p> <ul style="list-style-type: none"> • Strategic Planning in International Marketing - Management • International marketing tools • Organization of international marketing management • Intercultural management • Ethical aspects of international marketing management
3	<p>Targets</p> <p>Knowledge: Students will be able to explain the tasks of marketing management in an international context.</p> <p>Skills and Competencies: Students are able to grasp problems of international marketing management and to analyze typical marketing management processes and transfer theoretical concepts into practice.</p>

<p>4</p>	<p>Teaching and learning methods Seminar-based lectures/workshops/group work with case studies and presentations Self-study with the help of recommended literature</p> <p>Media used: communication media (e.g. electronic learning platforms), presentation media (e.g. beamer, whiteboard, flipchart, smartboard, metaplan), video recordings, lecture notes, case study texts, exercises.</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"> • Examination usually in the form of processing (writing a term paper) and presentation of case studies. • The processing time or duration of the examination performance will be announced at the beginning of the module. • The exam can be repeated in the following semester.
<p>7</p>	<p>Necessary knowledge</p>
<p>8</p>	<p>Recommended knowledge Basics of marketing and possibly further in-depth subjects, English language skills</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 Berndt/Fantapié Altobelli/Sander: International Marketing Management Roemer, E.: Internationales Marketing Management, Schäffer Poeschel Gutting, D.: Intercultural Management, Diversity and International Cooperation, Kiehl Hollensen: Global Marketing. A decision-oriented approach. Pearson Education</p>

1	Module name International Economic Relations
1.1	Module abbreviation 21151
1.2	Type Optional
1.3	Course International Economic Relations
1.4	Semester Semester 1
1.5	Module manager Puth
1.6	Other teachers
1.7	Degree level Master
1.8	Teaching language German/English
2	<p>Content</p> <p>Introduction</p> <ul style="list-style-type: none"> • Basic concepts of economics • International transactions, degree of openness and globalization • Current situation of the world economy <p>Real foreign trade</p> <ul style="list-style-type: none"> • World trade • Theory of international trade relations • Protectionism • International factor migrations • World Trade Organization • International competitiveness <p>Monetary foreign trade</p> <ul style="list-style-type: none"> • Balance of payments • Foreign exchange market • Theory of international monetary relations • Currency systems in practice • International monetary order • Current problems of the world monetary order <p>Economic integration</p> <ul style="list-style-type: none"> • Forms of integration • Theory of international economic integration

3	<p>Targets</p> <p>Knowledge: Students are familiar with the theoretical and economic policy foundations of international economic relations.</p> <p>Skills: Students will understand economic, political and institutional linkages between economies and be able to identify and explain them in relation to the issues they face in a business with an international focus.</p> <p>Competencies: Students are able to independently analyze and critically discuss international economic problem areas in a theoretically functional manner. They are also able to evaluate and make recommendations for economic policy measures.</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> <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>Basic knowledge of economics at the bachelor's level</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>Beck: Globalization & Foreign Economics, Vahlen Feenstra/Taylor: International Economics, Worth Publishers Krugman/Obstfeld/Melitz: International Economics, Pearson Maennig: Foreign Economics: Theory and Policy, Vahlen Rübel: Foreign Economics: Fundamentals of Real and Monetary Theory, De Gruyter Oldenbourg</p>

1	Module name Information Management
1.1	Module abbreviation 21400
1.2	Type Optional
1.3	Course Information Management
1.4	Semester Semester 1
1.5	Module manager Dr. Tafreschi
1.6	Other teachers Dr. Engelstätter, Dr. Knoll, Dr. Rebstock, Dr. Vieth
1.7	Degree level Master
1.8	Teaching language German/English
2	<p>Content</p> <ul style="list-style-type: none"> • Management of the information economy (supply, demand and use of the resource information in companies). • Information systems management (management of data and processes, application life cycle) • Information technology management • Basic features of IT security (basic values of information security, threat and risk analysis, security mechanisms). • IT strategy
3	<p>Targets</p> <p>Knowledge:</p> <p>Students will be able to</p> <ul style="list-style-type: none"> • Explain the importance of the resource "information" for companies • Understand the interdisciplinary nature of the field of Information Management. • Describe the structure of information systems • To reflect fundamentals of system development. <p>Skills:</p> <p>Students will be able to</p> <ul style="list-style-type: none"> • Identify the information needs of a company • Develop strategies for the information offering in a company • Recognize opportunities and risks of information and communication technology and act accordingly.

	<ul style="list-style-type: none"> Analyze and formulate requirements for information systems. <p>Competencies: Students will be able to</p> <ul style="list-style-type: none"> work in interdisciplinary teams with IT experts Identify trends in information and communications technology and develop appropriate strategies for companies.
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> <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>Basic and advanced modules in business informatics, business fundamentals at Bachelor level.</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>Business & Information Systems Engineering - The International Journal of WIRTSCHAFTSINFORMATIK - Professional Journal</p> <p>Hansen / Neumann: Business Informatics 1 Fundamentals and Applications, Lucius & Lucius Hansen / Neumann: Business Informatics 2 Information Technology, Lucius & Lucius</p> <p>Harvard Business Review - Trade Journal</p> <p>Heinrich / Stelzer: Information Management. Fundamentals, Tasks, Methods, De Gruyter Oldenbourg Krcmar: Information Management, Springer Gabler.</p> <p>North: Knowledge-Oriented Corporate Management: Value Creation through Knowledge, Gabler</p>

1	Module name Economic Research Methods
1.1	Module abbreviation 21500
1.2	Type Optional
1.3	Course Economic Research Methods
1.4	Semester Semester 1
1.5	Module manager Dr. Kiermeier
1.6	Other teachers
1.7	Degree level Master
1.8	Teaching language German/English
2	<p>Content</p> <ul style="list-style-type: none"> • Introduction to economic research, scientific work and scientific theory (model theory). • Data and information retrieval, data collection (including data collection from Thomson Reuters Datastream and Eikon). • Data collection through interviews, qualitative research, and observational methods. • Checking the plausibility of the data (data collection, preparation and descriptive statistics) • Statistical analysis: <ul style="list-style-type: none"> ○ Regressions: simple, multivariate, logistic and cross-sectional regressions (microeconomics), application example: factor models in finance ○ Time series models (ARIMA), application example: forecasting the utilization of broadband networks ○ Analysis of variance, application example: effectiveness of in-house training ○ Discriminant analysis, application example: scoring model for assessing creditworthiness ○ Factor analysis: application example: Identifying the significant factors for car purchase decision. ○ Hypotheses and tests for the evaluation of the respective models ○ Cross-sectional analysis and the analysis of panel data. • Big Data and application of corresponding software (e.g. Tableau) • Introduction to programming with R • Dealing with statistical software <p>Examples of exercises in the use of statistical techniques:</p> <ul style="list-style-type: none"> • Formulation and empirical analysis of basic economic debates (e.g., "Does monetary policy have an employment effect?", "Fisher effect", etc.).

	<ul style="list-style-type: none"> • Creation, implementation and presentation of the results of an online survey on topics related to the design of classes in the Business Administration M.Sc. program (e.g. integration of Facebook into classes, study abroad, library, sports activities, etc.). • Identify technical factors that play the most important role in the car sales of a company in the purchasing decisions of its customers in order to optimize the sales area • Predicting the utilization of a telecom company's broadband network to optimize service bundles and increase customer loyalty. • Determination of the effectiveness of internal training offers on sales figures of employees in the sales area, derivation of trade recommendations for human resources • Estimation of a scoring model for assessing the creditworthiness of customers • Accounting and analysis of panel data for business valuation • Factor models to explain developments on important capital markets • Current topics
<p>3</p>	<p>Targets</p> <p>Knowledge:</p> <p>Handling large amounts of data</p> <p>Knowledge of relevant statistical procedures in economic research Knowledge of statistical programs for the application of various statistical procedures.</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>Skills:</p> <p>Data collection procedures, ability to perform them 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.</p> <p>Implementation of the most important procedures of empirical economic research with statistical programs such as SPSS and/or R and/or programs for the preparation of Big Data and/or other alternative programs.</p> <p>Formulation of hypotheses and their tests Assessment of the quality of the theories and models (diagnosis) Data collection from ThomsonReuters Datastream, Eikon</p> <p>Competencies:</p> <p>Basic understanding of model development to analyze research questions Dealing with large data sets.</p> <p>Understanding of challenges in theory or model building.</p> <p>Knowledge of the most important statistical methods of empirical economic research. Critical evaluation of their possible applications for research questions.</p> <p>Handling of complex databases such as Thomson Reuters Datastream or Eikon</p> <p>Presentation of research results according to industry standards</p>
<p>4</p>	<p>Teaching and learning methods</p> <p>Lecture (L), (laboratory) exercise (E) including databases</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 seminar paper (homework) (also possible electronically) (share of module grade: 80%) and a presentation (20 minutes) of the results of exercises (share of module grade: 20%). • The exam can be repeated in the following semester.
7	<p>Necessary knowledge</p> <p>None</p>
8	<p>Recommended knowledge</p> <p>Business statistics, business mathematics, economics</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>Bleymüller/Gehlert/Gülicher: Statistics for Economists, Vahlen Duller: Introduction to Statistics with Excel and SPSS, Physica</p> <p>Freiknecht: Big Data in Practice: Solutions with Hadoop, Hbase, Hive, Hanser</p> <p>Hartung/Elpert: Multivariate Statistics, Oldenbourg</p> <p>Kuss/Eisend: Market Research, Gabler</p> <p>Murray: Tableau Your Data!: Fast and Easy, Wiley</p> <p>Sesink: Einführung in das wissenschaftliche Arbeiten, current edition, Oldenbourg Stiefl: Wirtschaftsstatistik, Oldenbourg</p> <p>Sweigart: Routineaufgaben mit Python automatisieren, dpunkt.</p> <p>Wollschläger: R Kompakt, Springer</p>

1	Module name Advanced Project Management
1.1	Module abbreviation 21600
1.2	Type Optional
1.3	Course Advanced Project Management
1.4	Semester Semester 1
1.5	Module manager Dr. Seibert
1.6	Other teachers
1.7	Degree level Master
1.8	Teaching language German/English
2	Content <ul style="list-style-type: none"> • Success and failure factors in modern project management • Corporate strategy and project portfolio management, project development and project financing • Planning and control of medium and larger projects <ul style="list-style-type: none"> ○ Project definition and effort estimation ○ Process and schedule planning (network planning technique) ○ Risk management and area estimates ○ Resource and cost planning ○ Critical Chain Project Management ○ Project acceleration and cost optimization ○ Project controlling, earned value analysis ○ Use/application of software tools • Management of cross-company projects • Agile and hybrid project management
3	Targets Graduates are qualified to work on the planning, management and controlling of medium-sized and larger projects and to take on management tasks for business sub-projects, in particular in the following areas <ul style="list-style-type: none"> • Sequence, schedule and resource planning • Risk Management • Cost planning and tracking • Coordination and claim management with customers and suppliers

	<p>Graduates may participate in Project Management Offices and Project Steering Committees and take on leadership responsibilities, especially for</p> <ul style="list-style-type: none"> • Initiation, compilation, selection, business evaluation and financing of project portfolios and project programs • Organization and control of decision-making processes in multi-project management
4	<p>Teaching and learning methods</p> <ul style="list-style-type: none"> • Seminar lecture (L) with case study and calculation exercises (E) • Presentation and discussion of case study solutions in small groups • Instruction and exercises in the computer lab (Microsoft Project or similar tool) • Self-study <p>Media used: communication media (e.g. electronic learning platforms), presentation media (e.g. beamer, whiteboard, flipchart, smartboard, metaplan), project management software, Reprints with slides, reading texts, case study texts, exercises and exam examples</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 90-minute written exam (also electronical possible) (70% of the module grade) on the entire course content of the module at the end of the module. • Preliminary examination from exercise participation (homework, presentations, computer labs, partly also in the form of group work, 30% of the module grade). • The preliminary examination performance is a prerequisite for participation in the examination performance. • Possibility of repeating the preliminary examination and the examination in the following semester.
7	<p>Necessary knowledge</p> <p>None</p>
8	<p>Recommended knowledge</p> <p>Basic modules especially in project management as well as in organization and management, investment and financing, business application systems as well as controlling on bachelor level.</p> <p>If no basic module in project management was attended in the bachelor's program, it is recommended to catch up on it at the beginning of the master's program.</p>
9	<p>Duration, time structure and frequency of the offer</p> <p>The module covers one semester with 2 SWS lecture and 2 SWS exercises and is offered once per semester.</p>
10	<p>Usability of the module</p>
11	<p>Literature</p> <ul style="list-style-type: none"> • Larson/Gray: Project Management: The Managerial Process, McGraw-Hill • Bea/Scheurer/Hesselmann: Project Management, UTB

- Kerzner: Project Management: A Systems Approach to Planning, Scheduling and Controlling; Van Nostrand Reinhold
- Burghardt: Project Management: Guide to Planning, Monitoring and Controlling Projects; Publicis/GWA
- Patzak/Rattay: Projektmanagement: Leitfaden zum Management von Projekten, Projektportfolios und projektorientierten Unternehmen; Linde
- Levine: Project Portfolio Management: A Practical Guide, Wiley
- Litke: Project Management: Handbook for Practice: Concepts - Instruments - Implementation; Hanser
- Steinle et al. (Eds.): Handbuch Multiprojektmanagement und -controlling: Projekte erfolgreich strukturieren und steuern; Erich Schmidt

1	Module name Special aspects of group accounting
1.1	Module abbreviation 22111
1.2	Type Compulsory for the specialization "Finance, Accounting, Controlling & Taxation (FACT)".
1.3	Course Special aspects of group accounting
1.4	Semester Semester 2/3
1.5	Module manager Dr. Wiese
1.6	Other teachers Dr. Almeling, Dr. Fresl
1.7	Degree level Master
1.8	Teaching language German/English
2	<p>Content</p> <ul style="list-style-type: none"> • Basic principles (obligation to prepare financial statements, scope of consolidation, principle of uniformity) • Full consolidation (capital consolidation, debt consolidation, expense and income consolidation, elimination of intercompany results, deferred taxes) • Equity valuation • Notes to the Consolidated Financial Statements, Management Report, Cash Flow Statement, Segment Reporting, Statement of Changes in Shareholders' Equity • Individual issues of group accounting e.g. <ul style="list-style-type: none"> ○ Deferred taxes in the Group ○ Changes in existing shareholdings ○ Capital consolidation in the multi-level group
3	<p>Targets</p> <p>Knowledge: Students will be familiar with the legal principles of group accounting. Students will be familiar with the objectives and main contents of other reporting instruments, such as the notes to the consolidated financial statements, the group management report, the consolidated cash flow statement and segment reporting.</p> <p>Skills: They are able to carry out consolidation measures within the scope of full consolidation and equity valuation in accordance with the requirements of the German Commercial Code (HGB), the German Accounting Standards Committee (GASC) and IFRS. In addition, they will be able to critically assess accounting issues that arise in complex group structures and present them in the balance sheet.</p>

	<p>Competencies:</p> <p>Students will be able to assess issues arising in a real group, perform the basic consolidation steps and ensure appropriate group reporting.</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 180 hours for 6 credit points (CP)</p> <p>Attendance time: 64 hours</p> <p>Self-study: 116 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>Basic knowledge of group accounting (in particular on the scope of consolidation, standardization of valuation, consolidation measures)</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>Usability of the module</p>
11	<p>Literature</p> <p>Baetge/Kirsch/Thiele: Consolidated Balance Sheets, IDW-Verlag</p> <p>Busse von Colbe/Ordelheide/Gebhardt/Pellens: Consolidated Financial Statements, Gabler</p> <p>Busse von Colbe/Ordelheide: Konzernabschlüsse - Übungsaufgaben zur Bilanzierung nach IFRS und HGB, Gabler</p> <p>Dölle/Bruns: IFRS Training Cases, NWB</p> <p>Hommel/Rammert/Wüstemann: Konzernbilanzierung case by case, Recht und Wirtschaft</p> <p>Küting/Weber: Praxis der Konzernrechnungslegung nach HGB und IFRS, Schäffer-Poeschel</p>

1	Module name Business valuation
1.1	Module abbreviation 22112
1.2	Type Compulsory for the specialization "Finance, Accounting, Controlling & Taxation (FACT)".
1.3	Course Business valuation
1.4	Semester Semester 2/3
1.5	Module manager Dr. Almeling
1.6	Other teachers Dr. Fresl, Dr. Wiese
1.7	Degree level Master
1.8	Teaching language German/English
2	Content <ul style="list-style-type: none"> • Occasions of the company valuation • Purposes of the evaluation and functions of the evaluator • Principles of business valuation • Procedure of the company valuation • Surplus forecast • Capitalization of surpluses
3	Targets <p>Knowledge: Students will be able to explain the occasions of business valuation, the purposes of valuation and the functions of the valuer, and principles and procedures of business valuation.</p> <p>Skills: The students are able to apply different methods of business valuation. They will be able to identify similarities and differences between the various valuation methods and examine the practical applicability of the individual methods in a given situation.</p> <p>Competencies: The students are able to assess the suitability of different methods of business valuation and to critically question their results.</p>

4	<p>Teaching and learning methods Lecture (L), Exercise (E), Laboratory practical (LP)</p> <p>Media used: communication media (e.g. electronic learning platforms), presentation media (e.g. beamer, whiteboard, flipchart, smartboard, metaplan), information media (e.g. databases).</p>
5	<p>Workload and Credit Points Total workload of 180 hours for 6 credit points (CP) Attendance time: 64 hours Self-study: 116 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"> ○ in the form of an exercise, usually in group work, in which data are to be collected and analyzed using relevant databases for the purpose of business valuation, and presentation or ○ in the form of a term paper, usually in group work, dealing with special issues of business valuation and presentation. • 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. • Prerequisite for participation in the examination is the passing of the preliminary examination. The preliminary examination is graded and is included in the module grade with a share of 40%. • Students have the opportunity to repeat the preliminary examination in the following year and the examination in the following semester.
7	<p>Necessary knowledge None</p>
8	<p>Recommended knowledge External accounting, investment and financing, knowledge of national and international accounting and finance.</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>Usability of the module</p>
11	<p>Literature Loderer/Wälchli: Handbook of Valuation, Volume 2: Companies, Neue Zürcher Zeitung Drukarczyk/Schüler: Unternehmensbewertung, Franz Vahlen Hommel/Dehmel: Unternehmensbewertung case by case, Fachmedien Recht und Wirtschaft Moxter: Grundsätze ordnungsmäßiger Unternehmensbewertung, Gabler</p>

1	Module name Advanced Managerial Accounting
1.1	Module abbreviation 22113
1.2	Type Compulsory for the specialization "Finance, Accounting, Controlling & Taxation (FACT)".
1.3	Course Advanced Managerial Accounting
1.4	Semester Semester 2/3
1.5	Module manager Dr. Grisar-Klingert
1.6	Other teachers Dr. Hensberg
1.7	Degree level Master
1.8	Teaching language German/English
2	<p>Content</p> <ul style="list-style-type: none"> • Traditional Budgeting versus Better Budgeting / Beyond Budgeting • Zero Based Budgeting • Forecasting methods for planning • Thinking errors in planning <p>Cost management (activity-based costing / activity-based budgeting, target costing)</p> <ul style="list-style-type: none"> • Product lifecycle costing, product lifecycle, experience curve analysis). • Strategic planning (gap analysis, portfolio analyses) • Project controlling
3	<p>Targets</p> <p>Knowledge: Students will be able to</p> <ul style="list-style-type: none"> • select and critically question suitable budgeting and cost management procedures • contrast traditional budgeting with Better Budgeting and Beyond Budgeting. <p>Skills: Students will be able to,</p> <ul style="list-style-type: none"> • Set up, optimize and develop budgets and cost plans with IT support (e.g. Excel) • Plan, manage and control appropriate costs on the basis of market prices • Record and allocate overhead costs in a process-oriented manner • Analyze the costs of a product over its entire life cycle

	<ul style="list-style-type: none"> Aligning and evaluating the allocation of resources within the company according to the importance of activities Select and apply forecasting methods for planning and projection. <p>Competencies: Students will be able to</p> <ul style="list-style-type: none"> Make management decisions with the support of managerial accounting tools Shape the allocation of resources in companies via budgets Proactively arrange costs in the company and in projects Further develop systems of budgeting and cost management in the company.
4	<p>Teaching and learning methods</p> <p>Lecture (L) with integrated exercises (E) in the form of eg. practical exercises, exercise cases and Excel applications in the computer room.</p> <p>Media used: communication media (e.g. electronic learning platforms), presentation media (e.g. video projector, whiteboard, flipchart, smartboard, metaplan), if necessary computer lab.</p>
5	<p>Workload and Credit Points</p> <p>Total workload of 180 hours for 6 credit points (CP)</p> <p>Attendance time: 64 hours</p> <p>Self-study: 116 hours</p>
6	<p>Form of examination, duration and examination requirements</p> <ul style="list-style-type: none"> Form of examination: as a rule, written examination (paper or electronic form; the exact form will be announced in the course). 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%. In the case of a non-graded preliminary examination, the written examination cannot be taken. Duration: according to § 12 ABPO Content: about the entire teaching content of the module. Time: during the examination period at the end of the module Possibility to repeat: in the following semester
7	<p>Necessary knowledge</p> <p>None</p>
8	<p>Recommended knowledge</p> <p>Basics of 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 a year.</p>
10	<p>Usability of the module</p>
11	<p>Literature</p> <ul style="list-style-type: none"> Buchholz, L.: Strategic Controlling. Springer Gabler Publisher

- Charifzadeh, M./Taschner, A.: Management Accounting and Control. Wiley-Verlag
- Coenenberg, A.G. et al: Kostenrechnung und Kostenanalyse. Schäffer-Poeschel Publishers
- Deimel, K. et al: Kostenrechnung. Pearson Publishing House
- Ernst et al. (2017), Kostenrechnung klipp & klar. 2nd edition, Springer Gabler Verlag
- Fischer, T.M. et al: Controlling. Schäffer-Poeschel Publishers
- Friedl, G. et al: Kostenrechnung. Vahlen Publishing House
- Götze, U.: Kostenrechnung und Kostenmanagement. Springer Publisher
- Joos, T.: Controlling, cost accounting and cost management. Springer Gabler Publisher
- Jung, H.: Controlling. Oldenbourg Publishing House
- Kremin-Buch, B.: Strategic Cost Management. Gabler Publishing House
- Olfert, K.: Project Management. Kiehl Publishing House
- Weber, J./Schäffer, U.: Einführung in das Controlling. Schäffer-Poeschel Publishers
- Ziegenbein, K.: Controlling. Kiehl Publishing House

1	Module name Methods of system development
1.1	Module abbreviation 22121
1.2	Type Compulsory for the specialization "Information Management
1.3	Course Methods of system development
1.4	Semester Semester 2/3
1.5	Module manager Dr. Rebstock
1.6	Other teachers Dr. Knoll, Dr. Tafreschi, Dr. Vieth
1.7	Degree level Master
1.8	Teaching language German/English
2	<p>Content</p> <p>The course enables business economists in the Master's program to understand, apply, evaluate and design the aspects of system development relevant to them in an in-depth form. Conceptual modeling plays a central role in this process. Scientific fundamentals and methodological issues are dealt with in a decisive manner.</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 • System development procedures <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 • Reference models

- Overview UML and BPMN
- Requirements management
 - Methods of requirements engineering
 - Requirements modeling
- Analysis
 - Specifications in the analysis phase
 - Modeling in the domain conceptual analysis
- Draft
 - Service-oriented architectures
 - Modeling architectural design
- Realization
 - Logic and methods of programming
 - Modeling program modules

3 Targets

Knowledge:

- Students will be able to describe and explain the goals and framework conditions of system development in a methodologically sound manner.
- Students will be able to describe and explain the processes and phases of system development in a methodologically sound manner.
- The students know the central role of modeling in the context of system development and can justify it scientifically.
- Students will be able to describe and explain the methods and techniques of business conceptual modeling using UML (Unified Modeling Language) and BPMN (Business Process Model and Notation) as examples.

Skills:

- Students are able to methodically select and compare alternative process models for a given project task.
- Students will be able to identify and select necessary aspects and views of the system specification for a given project situation in a methodologically sound manner.
- Students will be able to create business conceptual models in UML and BPMN based on scientific and methodological considerations.
- Students can understand the logic of programming and apply it to concrete development situations.

Competencies:

- Students will be able to methodically evaluate and assess the suitability of alternative process models in concrete project situations.
- Students will be able to methodically 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 UML and BPMN models.
- Students will be able to critically evaluate the logic of programming in concrete development situations.

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 180 hours for 6 credit points (CP)</p> <p>Attendance time: 64 hours</p> <p>Self-study: 116 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 contributions to the online discussion forum or keeping a learning diary (as announced at the beginning of the semester). • Examination performance in the form of a term paper on practical modeling over the entire course content. The homework can be divided into individual tasks as announced. • Students have the opportunity to repeat the preliminary and final examinations in the following semester. • The share of the preliminary examinations in the module grade is 40% in total. • The share of the examination in the form of a term paper in the module grade is 60%. Prerequisite for the participation in the examination is the passing of the preliminary examinations.
7	<p>Necessary knowledge</p> <p>None</p>
8	<p>Recommended knowledge</p> <p>Information Management</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>Usability of the module</p>
11	<p>Literature</p> <p>Balzert: Textbook of Object Modeling. Analysis and Design with UML, Springer Balzert: Textbook of Software Engineering. Software Management, Springer. Balzert: Lehrbuch der Softwaretechnik: Basiskonzepte und Requirements Engineering, Springer. Brandt-Pook/Kollmeier: Softwareentwicklung kompakt und verständlich. How software systems are created, Vieweg+Teubner. Freund/Rücker: Praxishandbuch BPMN 2.0. Hanser Kecher: UML 2. Das umfassende Handbuch, Galileo Press. Rupp/Queins: UML 2 glasklar. Praxiswissen für die UML-Modellierung, Hanser Seidl: UML @ Classroom. An Introduction to Object-Oriented Modeling, Springer. Staud: Enterprise Modeling. Object-oriented theory and practice with UML 2.0, Springer</p>

1	Module name Enterprise Resource Planning
1.1	Module abbreviation 22122
1.2	Type Compulsory for the specialization "Information Management
1.3	Course Enterprise Resource Planning
1.4	Semester Semester 2
1.5	Module manager Dr. Vieth
1.6	Other teachers
1.7	Degree level Master
1.8	Teaching language German/English
2	<p>Content</p> <ul style="list-style-type: none"> • Basics and business background of intraorganizational application systems <ul style="list-style-type: none"> ○ Significance of information economic transactions for goods and financial transactions ○ Goals and tasks of Enterprise Resource Planning applications ○ Development stages of enterprise resource planning systems ○ Relationships between enterprise resource planning applications and other system elements in companies ○ Solutions for central problems in companies with Enterprise Resource Planning applications (e.g. in the performance-related systems such as Customer Relationship Management, Supply Chain Management, Product Life Cycle Management, Project Management, in the supporting systems such as Quality Management, Accounting, Human Resources Management or in the management-related systems such as Corporate Governance, Strategic Planning) • Process management in companies: Integrated System of Leadership, Organization and Controlling <ul style="list-style-type: none"> ○ Design of operational value creation systems ○ Improvement of operational value-added systems by means of enterprise resource planning systems ○ Integration of information technologies in operational value-added systems, challenges and potentials • Structure, Basic Technology and Navigation: Fundamentals of Application Systems <ul style="list-style-type: none"> ○ Design of application systems: System structures, navigation, rights and role concepts ○ Customizing systems

	<ul style="list-style-type: none"> • Recent developments in Enterprise Resource Planning <ul style="list-style-type: none"> ○ Interorganizational solution approaches (e.g. advanced planning systems, e-business concepts) ○ Cloud solutions • Processing of case studies on the application of enterprise resource planning systems to solve concrete operational problems (e.g. in the performance-related areas of Sales & Distribution and Material Management)
<p>3</p>	<p>Targets</p> <p>Knowledge:</p> <p>Graduates will be able to identify business management problems in the manufacture and use of products. They will be able to explain what contributions Enterprise Resource Planning applications make to the completion of tasks in companies. And they are able to outline the development stages of enterprise resource planning systems and to illustrate how the integration of the processing of business tasks into digital information systems can be designed. This also involves describing the cultural, organizational, technical, process-related and management-theoretical prerequisites.</p> <p>Skills:</p> <p>Graduates are able to design and integrate operational value-added systems with the help of enterprise resource planning systems. They can independently derive systemic contributions of enterprise resource planning systems to system improvement. To this end, they develop problem-specific alternative structures of enterprise resource planning systems, which they then compare with one another in terms of their suitability for solving problems.</p> <p>Competencies:</p> <p>Graduates can use their acquired knowledge and skills to handle projects for the development, design and application of enterprise resource planning systems. This includes on the one hand the planning, documentation and explanation of the systems, but on the other hand also the competence to navigate independently in the systems. Graduates explore the limitations of enterprise resource planning systems and find approaches to overcome these limitations in practice. For example, they use their knowledge and skills about the design of incentive, information, control and steering systems to successfully set up the implementation of enterprise resource planning systems.</p>
<p>4</p>	<p>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 using Enterprise Resource Planning 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 Media used include beamer, case study texts, inverted classroom, exam examples, learning platforms, reading texts, blackboard, overhead projector, exercises, video recordings, lecture notes
<p>5</p>	<p>Workload and Credit Points</p> <p>Total workload of 180 hours for 6 credit points (CP)</p> <p>Attendance time: 64 hours</p> <p>Self-study: 116 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 in the form of a written exam or a comparable written performance on the entire course content of the module at the end of the module or, alternatively to a written 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 25%, the share of the preliminary examination in the form of keeping a learning diary is 25%. • The share of the examination performance in the form of a written exam 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, business informatics, project management, 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 a year.</p>
10	<p>Usability of the module</p>
11	<p>Literature Brück: Controlling with SAP®. Der Grundkurs für Einsteiger und Anwender, Galileo Press Franz: Projektmanagement mit SAP® Projektsystem, Galileo Press; Frick/Gadatsch/Schäffer-Külz: Basic Course SAP ERP. Business process oriented introduction with case study, Vieweg & Sohn Verlag. Gadatsch: Basic Course in Business Process Management, Springer Vieweg Gronau: Enterprise Resource Planning, Oldenbourg Hoppe/Wollmann: Lean Production with SAP®, Galileo PRESS Kappauf/Koch/Lauterbach: Logistics with SAP®, Rheinwerk Crank: Enterprise Resource Planning and Supply Chain Management in Industry. Psenner: Accounting with SAP®: The Basic Course for Beginners and Users, Galileo Press Schulz: The SAP® Basic Course, Galileo Press. Then: Purchasing with SAP®: The Basic Course for Beginners and Users, Galileo Press Then: Sales with SAP®: The basic course for beginners and users, Galileo Press</p>

1	Module name IT GRC Management
1.1	Module abbreviation 22123
1.2	Type Compulsory for the specialization "Information Management
1.3	Course IT GRC Management
1.4	Semester Semester 2/3
1.5	Module manager Dr. Knoll
1.6	Other teachers
1.7	Degree level Master
1.8	Teaching language German/English
2	Content <ul style="list-style-type: none"> • Introduction to the basics of IT governance, IT risk management and IT compliance: important definitions of terms and delimitations, • in-depth questions on IT governance: business processes and service orientation, IT strategy, enterprise architecture management, innovation management, change management, IT controlling, • in-depth questions on IT risk management: IT risk management process with its sub-steps, risk policy and culture, • in-depth questions on IT compliance: legal framework for IT, central norms and standards, IT ICS.
3	Targets Knowledge: Students will be able to, <ul style="list-style-type: none"> • explain the terms and the contextual relationships of IT GRC management • explain the importance of IT GRC management for a company to the stakeholders concerned, in particular describing the fundamental aspects of the three sub-disciplines in a clear manner • present the methods and tools relevant in the context of IT GRC management • explain the importance of a systematic and analytical approach and good communication with all stakeholders for successful IT GRC management and the associated measures.

	<p>Skills:</p> <p>Students will be able to,</p> <ul style="list-style-type: none"> • apply the methods and tools relevant in the context of IT GRC management to a practice-oriented or scientific problem • to contribute as a neutral, knowledgeable expert to corporate policy and strategic discussions in the context of the "right" use of IT on the basis of the knowledge they have acquired. The most important characteristic is the ability to strictly separate one's own interests from the company's interests, especially when the result may not correspond to one's own interests. <p>Competencies:</p> <p>Students will be able to,</p> <ul style="list-style-type: none"> • Assess the relevance of IT-related regulations for establishing IT compliance and designing the IT ICS. • Identify the current state of IT GRC management in the company in detail and systematically • Analyze the influencing and success factors for the implementation of IT governance, IT risk management and IT compliance on the basis of the current state, identify potential for improvement and develop solutions, • compile a selection of suitable frameworks/standards for a company, make recommendations and develop necessary implementation measures.
<p>4</p>	<p>Teaching and learning methods</p> <p>Lecture (L) with integrated exercises (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</p> <p>Total workload of 180 hours for 6 credit points (CP)</p> <p>Attendance time: 64 hours</p> <p>Self-study: 116 hours</p>
<p>6</p>	<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.
<p>7</p>	<p>Necessary knowledge</p> <p>None</p>
<p>8</p>	<p>Recommended knowledge</p> <p>Advanced modules in business informatics, in particular IT management, and business administration, in particular controlling, at bachelor's level.</p>
<p>9</p>	<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>
<p>10</p>	<p>Usability of the module</p>

11 Literature

- Beetz: Effect of IT Governance on IT Complexity in Companies, Springer
Falk: IT Compliance in Corporate Governance, Springer
Fröhlich/Glasner (Eds.): IT Governance, Gabler
Gadatsch: Masterkurs IT-Controlling, Springer
Helmke/Uebel: Management-oriented IT Controlling and IT Governance, Springer
Johanning: IT Strategy, Springer
Keller: IT Enterprise Architecture, dpunkt
Knoll: Praxisorientiertes IT-Risikomanagement, dpunkt
Königs: IT-Risikomanagement mit System, Springer
Kröschel: Architekturbasiertes IT-Alignment
Kütz: IT-Controlling für die Praxis, dpunkt
Kütz: Kennzahlen in der IT, dpunkt
Looso: Best-Practice-Referenzmodelle der IT-Governance, Diss.; Frankfurt School of Finance & Management
Rüter/Schröder/Göldner/Niebuhr (Eds.): IT-Governance in der Praxis, Springer.
Weill/Ross: IT Governance, Harvard Business Review Press

1	Module name Intralogistics
1.1	Module abbreviation 22131
1.2	Type Compulsory for the specialization "Logistics"
1.3	Course Intralogistics
1.4	Semester Semester 2/3
1.5	Module manager Dr. Bohnhoff
1.6	Other teachers
1.7	Degree level Master
1.8	Teaching language German/English
2	Content <ul style="list-style-type: none"> • Basics of intralogistics • Structure of intralogistics systems • Storage systems • Order picking systems • Identification systems in logistics • Sorting systems • Systems of internal transport • Capacity management • Analysis and evaluation methods • Simulation of internal flows of goods • Intralogistics of the future (Logistics 4.0, Internet of Things, 3-D printing, etc.)
3	Targets Knowledge: Students will be able to describe material flows quantitatively and qualitatively. They know basic material flow techniques of storage, picking, sorting and internal transport. Skills: Students will be able to apply the methods and techniques learned to exemplary cases in the area of material flow.

	<p>Competencies:</p> <p>Students will be able to design and map material flow systems and analyze and evaluate their performance.</p>
4	<p>Teaching and learning methods</p> <p>Seminar lecture (L) with exercises (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 180 hours for 6 credit points (CP)</p> <p>Attendance time: 64 hours</p> <p>Self-study: 116 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) on the entire course content of the module at the end of the module and, if applicable, in the form of presentations on individual topics as group work. The presentations are carried out and graded as a team effort (the presentations count for 30% of the overall grade). • The exam can be repeated in the following semester.
7	<p>Necessary knowledge</p> <p>None</p>
8	<p>Recommended knowledge</p> <p>Basic and advanced modules in logistics at bachelor level</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>Usability of the module</p>
11	<p>Literature</p> <p>Arnold/Furmans: Material Flow in Logistics Systems</p> <p>Jünemann/Schmidt: Material Flow Systems - System Technical Fundamentals</p> <p>Martin: Transport and warehouse logistics: planning, structure, control and costs of intralogistics systems.</p>

1	Module name Macrologistics
1.1	Module abbreviation 22132
1.2	Type Compulsory for the specialization "Logistics"
1.3	Course Macrologistics
1.4	Semester Semester 2/3
1.5	Module manager Dr. Bucerius
1.6	Other teachers NN
1.7	Degree level Master
1.8	Teaching language German/English
2	Content <ul style="list-style-type: none"> • Key figures in transportation • Air" mode of transport • Road" mode of transport • Sea" mode of transport • Rail" mode of transport • Combined transport • Logistics service provider • Logistics networks
3	Targets Knowledge: Students will be able to describe special features and developments of the individual modes of transport. They know important key figures and elements for the structure of logistics networks Skills: Students will be able to apply their knowledge to case studies in the transportation field. Competencies: Students will be able to design and evaluate transportation systems.

4	<p>Teaching and learning methods Seminar lecture (L) with exercises (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 180 hours for 6 credit points (CP)</p> <p>Attendance time: 64 hours Self-study: 116 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 Basic and advanced modules in logistics at bachelor level</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>Usability of the module</p>
11	<p>Literature Aberle: Transport Economics Conrady/Fichert/Sterzenbach: Air Transport Kummer: Introduction to Transport Economics Kummer/Schramm/Sudy: International Transport and Logistics Management Stölzle: Freight Transport Compact Stopford: Maritime Economics</p>

1	Module name Decision Sciences
1.1	Module abbreviation 22133
1.2	Type Compulsory for the specialization "Logistics"
1.3	Course Decision Sciences
1.4	Semester Semester 2/3
1.5	Module manager Dr. Wojanowski
1.6	Other teachers
1.7	Degree level Master
1.8	Teaching language German/English
2	Content <ul style="list-style-type: none"> • Decision Theory • Game theory, Nash equilibrium in mixed strategies. • integer optimization with branch and bound and cut plane methods • Knapsack problem
3	Targets <p>Knowledge:</p> <p>Building on the basic courses of Operations Research, students should be able to set up and solve mathematical models of linear optimization also for integer problems. Methodological mastery of the simplex algorithm is assumed. Furthermore, decision models under security and uncertainty as well as the basic models of game theory are learned.</p> <p>Skills:</p> <p>The students are taught methodological competence in the analysis and solution of a variety of logistical tasks of integer optimization. They are able to comprehend and assess complex decision-making situations and develop a solution proposal using suitable methods.</p> <p>Students will be able to apply the knowledge they have acquired in various case studies and interpret the proposed solutions in economic terms.</p>

	<p>Competencies:</p> <p>Students will be able to develop appropriate procedures, apply these model solutions to concrete business decision-making problems, and critically evaluate their results and possible applications.</p>
4	<p>Teaching and learning methods</p> <p>Seminar lecture (L) with exercises (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 180 hours for 6 credit points (CP)</p> <p>Attendance time: 64 hours</p> <p>Self-study: 116 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>
8	<p>Recommended knowledge</p> <p>Basic and advanced modules in logistics at bachelor level, in particular operations research</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>Usability of the module</p>
11	<p>Literature</p> <p>Zimmermann: Operations Research Methods and Models. For industrial engineers, business economists, information scientists</p> <p>Pindyck/Rubinfeld: Microeconomics</p> <p>Domschke/Drexl: Introduction to Operations Research</p> <p>Kühnapfel: Utility Analyses in Marketing and Sales</p> <p>Eisenführ/Weber/Langer: Rational Decision Making</p>

1	Module name Internet Law
1.1	Module abbreviation 22141
1.2	Type Compulsory in the specialization "New Media Marketing"
1.3	Course Internet law
1.4	Semester Semester 2/3
1.5	Module manager Dr. Hahn
1.6	Other teachers
1.7	Degree level Master
1.8	Teaching language German/English
2	<p>Content</p> <p>The embedding of electronic commerce in the increasing technical convergence of the media (press, radio [television and radio], film, Internet, mobile telephony, "social media") makes it first necessary to place so-called "Internet law" in the overall legal system and to work out its relationship to "media law". Central topics are:</p> <ul style="list-style-type: none"> • Media concept, (technical, social, legal) • Mass media, individual communication • Media delimitations (telecommunications, press, broadcasting, film) • Protection of Communications under the Basic Law, Union Primary and Secondary Law, and International Law <p>After this groundwork, problem areas specific to Internet law are presented when using the Internet as a business presentation, marketing and sales tool. From the multitude of possible marketing-relevant topics, the following ones will be singled out in particular:</p> <ul style="list-style-type: none"> • Domain law (sample case "shell.de") with in-depth knowledge of the <ul style="list-style-type: none"> ○ Right to a name (Sections 12, 823 (1) of the German Civil Code), ○ German, EU, international and US trademark law, ○ Company law (§§ 17 ff. HGB), ○ Tort law (§§ 823 ff. BGB) and ○ Competition Law (UWG). • Contract law (sample case "ricardo.de") with in-depth knowledge of <ul style="list-style-type: none"> ○ the doctrine of legal transactions (declaration of intent, contract), ○ the objective and subjective grounds for invalidity, and ○ the (also) consumer-protecting special contractual forms such as <ul style="list-style-type: none"> ▪ Consumer contract,

- Distance contract and
- Electronic commerce contract.

Other subject areas that may be part of the lecture "Internet Law", depending on the topicality, include:

- Deepening in the law of fair trading,
- Internet Criminal Law,
- Liability for Internet content,
- Payments on and via the Internet,
- Signature Law,
- Right of the provider identification and imprint obligation,
- Private international law (IPR) of cross-border electronic commerce and
- tax law issues of electronic commerce.

Throughout the course, students will apply the legal methods of case handling in depth and develop an awareness of the problems associated with them on the basis of interrelated case constellations (sample cases, practice cases), which focus on trademark law and the theory of legal transactions.

3 Targets

Knowledge:

Students will be able to,

- against the background of the technical concept of news, the various media appearance
- The media are to be distinguished from other forms of media and assigned to the legally standardized individual and mass media,
- understand trademark law as a manifestation of intellectual property and domain disputes
- under name, trademark, company, tort and competition law,
- Internet-based business transactions to be understood in legal terms,
- identify key criminal offenses with Internet relevance, and
- to understand Internet-specific peculiarities such as liability for "content", the legal recording of payment transactions, problems of provider identification, etc.

Skills:

The students

- identify technically and recipient-specific different media against the background of the constitutional regulatory powers of the federal and state governments with regard to the Internet,
- classify the address system of the Internet into the structure of top-level, second-level and third-level domains and problematize the name, trademark, company, tort and unfair competition law implications associated with domain administration and allocation,
- work out the legal transactional structures of Internet-based business processes and apply contract conclusion dogmatics to digital and textual agreements.

Competencies:

Students can

- define the central basic media structures of the Internet, distinguish between state and federal regulatory categories and assign the relevant media genres to Internet subject matter, as well as name protection mechanisms under fundamental rights, EU and international law,
- define the technical and private-sector management of the Internet and legally record, analyze and resolve the corresponding conflicts over domains,
- assess and process the contractual aspects of Internet-based business transactions in a differentiated manner, including references to consumer law, and provide legal solutions, and

	<ul style="list-style-type: none"> • Apply legal case management methods throughout.
4	<p>Teaching and learning methods Lecture (L), exercise and judgment analyses (E)</p> <p>Media used: communication media (e.g. electronic learning platforms), presentation media (e.g. beamer, whiteboard, flipchart, smartboard, metaplan), legal databases</p>
5	<p>Workload and Credit Points Total workload of 180 hours for 6 credit points (CP) Attendance time: 64 hours Self-study: 116 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 (duration: 180 min) (also possible electronically) 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 Basic and advanced modules in legal principles at bachelor level</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>Usability of the module</p>
11	<p>Literature Haug: Grundwissen Internetrecht mit Schaubildern und Fallbeispielen [= Series "Handbücher Rechtswissenschaften und Verwaltung"], Kohlhammer Vienna: Internet Law. A practice-oriented introduction. Textbook, Gabler Sonntag: Introduction to Internet Law. Legal Fundamentals for Computer Scientists, Linde</p>

1	Module name E-Business and E-Procurement
1.1	Module abbreviation 22142
1.2	Type Compulsory in the specialization "New Media Marketing"
1.3	Course E-Business and E-Procurement
1.4	Semester Semester 2/3
1.5	Module manager Dr. Dannenberg
1.6	Other teachers
1.7	Degree level Master
1.8	Teaching language German/English
2	<p>Content</p> <p>Students will learn the major E-Business and E-Procurement concepts and theories and how to apply them in practice. To reach that goal the lecture will contain the following topics:</p> <ul style="list-style-type: none"> • Defining Management and Marketing for the 21st Century. • Discussion of fundamental theoretical principles of the New Economy • Introduction of the empirical laws of a networked economy • To systematize the fundamentals of emerging sell- and buy-side e-commerce technologies and applications. • Introduce the infrastructural components for successfully implementing E-Business and E-Procurement systems • Verify how management decisions are impacted by new technologies. • Analyze the use of the Internet and wireless technologies in management, marketing and buying decisions. • Discuss how companies can both attract and retain customers as well as suppliers. • Show how companies can improve customer, supplier and company profitability.
3	<p>Targets</p> <p>This course examines the general nature of the emergence of progressive e-business and e-procurement technologies. The student will explore the major concepts and tools of the new economy used by small, midsize and multinational corporations. Especially new e-business models, content management systems, e-shops, e-marketplaces, e-auctions and customer as well as supplier relationship management concepts will be discussed. The student learning outcomes are:</p>

	<ul style="list-style-type: none"> • Be able to explain and apply the concepts associated with the analysis, design, and implementation of E-Business information technology systems. • Learn how to plan and control the activities associated with an implementation of E-Business systems. • Know about the associated cost of information system investments. • Develop skills to work together with other students in a team to plan, prepare and present case studies in class. • Be able to transfer the acquired knowledge in practical experience. • Be able to demonstrate orally and in writing their comprehension in the solution of case studies. <p>Students acquire knowledge, skills and competencies in the following areas:</p> <ul style="list-style-type: none"> • Professional competence: Skills and knowledge that are useful for managing and planning information systems on a strategic as well as on an operational level. They also acquire knowledge that is useful to manage the challenges of the age of the platform economy. • Methodological competence: Codified set of practices that may be repeatedly carried out to produce E-Business and E-Procurement systems and applications which can be used in practice. • Interpersonal skills: For building and working on E-Business and E-Procurement related case studies in teams to enhance the current and future roles as team members and team leaders. The conceptual, technical and interpersonal skills needed to present findings from working on case studies effectively in the business world.
4	<p>Teaching and learning methods Seminar (Sem), practical experience Media used: video projector, document camera, blackboard, whiteboard, flipchart, videos</p>
5	<p>Workload and Credit Points Total workload of 180 hours for 6 credit points (CP) Attendance time: 64 hours Self-study: 116 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 (duration: 60 to 120 min) (also possible electronically) and/or an oral examination on the entire teaching content of the module at the end of the module (share in the module grade: 50%) and in the form of the processing of two case studies and presentation (share in the module grade: 50%). • Repeat opportunities for the examination performance exist in the following year.
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	Usability of the module
11	Literature Laudon/Laudon: Management Information Systems, Prentice Hall Laudon/Traver: E-Commerce: Business, Technology, Society, Addison Wesley Publishing Company Robinson/Tapscott/Kalakota: e-Business 2.0: Roadmap for Success Afuah/Tucci: Internet Business Models and Strategies: Text and Cases, McGraw-Hill/Irwin Neef: e-Procurement: From Strategy to Implementation, Financial Times Prentice Hall Chopra/Meindl: Supply Chain Management, Prentice Hall

1	Module name Market Research
1.1	Module abbreviation 22143
1.2	Type Compulsory in the specialization "New Media Marketing"
1.3	Course Market research
1.4	Semester Semester 2/3
1.5	Module manager Dr. Reckert
1.6	Other teachers
1.7	Degree level Master
1.8	Teaching language German/English
2	<p>Content</p> <p>To provide students with knowledge of all relevant market research tools and the use of market research.</p> <p>Class content includes:</p> <ul style="list-style-type: none"> • Importance of market research • Requirements for high-quality market research • Secondary Market Research • Primary market research and its survey forms • Qualitative / quantitative market research • Types of surveys • Procedure for a survey (research plan, selection of the sample, creation of a questionnaire, conducting the survey, analysis of the data, research report). • Expert discussion • Market research tools to support product policy • Group discussion • Panel as a special case of the survey • Advertising effectiveness measurement • Test markets and test market alternatives • Observation (as studio test and field test) • Experiment • Store checks

3	<p>Targets</p> <p>To enable students to become familiar with, understand and, if necessary, use the tools of market research.</p>
4	<p>Teaching and learning methods</p> <p>Seminar lecture (L) with 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</p> <p>Total workload of 180 hours for 6 credit points (CP)</p> <p>Attendance time: 64 hours</p> <p>Self-study: 116 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>
8	<p>Recommended knowledge</p> <p>Marketing and international marketing and possibly other in-depth subjects in the bachelor's program, English language skills</p>
9	<p>Duration, time structure and frequency of the offer</p> <p>The module comprises one semester with 4 SWS lecture.</p>
10	<p>Usability of the module</p>
11	<p>Literature</p> <p>ATTESLANDER, P.: Methods of Empirical Social Research, Berlin.</p> <p>BACKHAUS, K., ERICHSON, B., PLINKE, W., WEIBER, R.: Multivariate Analysemethoden. Berlin BEREKOVEN, L., ECKERT, W., ELLENRIEDER, P.: Marktforschung. Methodological principles and practical application. Wiesbaden</p> <p>DAMMER, I., SZYMKOWIAK, F.: Gruppendiskussion in der Marktforschung. Opladen/Wiesbaden HAMMANN, P., ERICHSON, B.: Marktforschung, Stuttgart.</p>

1	Module name Elective module 4/5
1.1	Module abbreviation 22400/23400
1.2	Type Optional
1.3	Course Elective module 4/5
1.4	Semester Semester 2/3
1.5	Module manager Dr. Almeling
1.6	Other teachers All teachers of the department of economics
1.7	Degree level Master
1.8	Teaching language German/English
2	Content In the second and third semesters, students select one module (compulsory elective module) from a catalog that is announced before the start of the semester. The contents of the compulsory elective modules can be directly related to the specialization areas as well as cross-specialization or interdisciplinary.
3	Targets Depends on the individual elective modules
4	Teaching and learning methods Depends on the individual elective modules
5	Workload and Credit Points Total workload of 180 hours for 6 credit points (CP) Attendance time: 64 hours Self-study: 116 hours
6	Form of examination, duration and examination requirements <ul style="list-style-type: none"> • Examination prerequisites are possible for the individual elective modules. • The form of the examination performance may differ for the individual elective modules. • Students have the opportunity to repeat the preliminary and final examinations in the following semester.

7	Necessary knowledge None
8	Recommended knowledge Depends on the individual elective modules
9	Duration, time structure and frequency of the offer The module covers one semester with 4 SWS and is offered once per semester.
10	Usability of the module
11	Literature Depends on the individual elective modules

1	Module name Advanced Business Simulation
1.1	Module abbreviation 22451
1.2	Type Optional
1.3	Course Advanced Business Simulation
1.4	Semester Semester 2/3
1.5	Module manager Dr. Almeling, Dr. Thümmel
1.6	Other teachers
1.7	Degree level Master
1.8	Teaching language German/English
2	Content <ul style="list-style-type: none"> • Business Plan: students have to write a business plan which will be evaluated • Performance of the firm in the simulation game: Performance will be assessed in terms of the increase in profitability, the increase in market share, the success of new product launches • Evidence of a coherent strategy - Teams will defend their strategy in the last class. The entire class will evaluate their strategy and execution for success.
3	Targets <p>Knowledge: Students will be able to explain the need to incorporate risk and uncertainty into operational decision-making and business processes, and the associated game and decision theory approaches.</p> <p>Skills: Students are able to model business processes and make them accessible for the application of simulation methods. They can collect and analyze input data. Students will be able to use common simulation software and explain the differences between the underlying concepts.</p> <p>Competencies: Students will be able to evaluate input data economically and assess its potential for optimizing the respective business process.</p>

4	<p>Teaching and learning methods</p> <p>Seminar-style course, business game analyses, short student contributions, exercises with PC simulation software. Media used: business simulation software, software for business start-ups and business plans</p>
5	<p>Workload and Credit Points</p> <p>Total workload of 180 hours for 6 credit points (CP)</p> <p>Attendance time: 64 hours Self-study: 116 hours</p>
6	<p>Form of examination, duration and examination requirements</p> <ul style="list-style-type: none"> • Examination in the form of a presentation and a practical examination within the framework of the planning game. • 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>Usability of the module</p>
11	<p>Literature</p> <p>Laguna/Marklund: Business Process Modeling, Simulation and Design, Pearson Prentice Hall Liebold/Lüpertz/Reip: Lehraufgaben zur Betriebswirtschaftslehre mit computerunterstützten Unternehmenssimulationen, Europa-Lehrmittel Strahringer (Ed.), Business Engineering, dpunkt</p>

1	Module name Leadership and Change Management
1.1	Module abbreviation 22500
1.2	Type Mandatory module
1.3	Course Leadership and Change Management
1.4	Semester Semester 2
1.5	Module manager Dr. Stork
1.6	Other teachers Dr. Kopsch, Dr. Nettelbeck, Dr. Seibert, Dr. Vieth
1.7	Degree level Master
1.8	Teaching language German/English
2	<p>Content</p> <p>Introduction: Leadership and Management in Challenging Operational Situations - Leadership and Change Management</p> <p>Fundamentals: motivational concepts and learning concepts and their explanatory contribution to the emergence of performance leadership:</p> <ul style="list-style-type: none"> • Definition of terms: Management, leadership and leadership • Dimensions of leadership and the specific characteristics of leadership <ul style="list-style-type: none"> ○ Entrepreneurial thinking and action as well as culture and value management, ○ Manage tasks and develop visions and goals, ○ Leading employees and leading teams, ○ "Leading" the supervisor and working with other managers, ○ Self-management and the development of resources • Particularities of leadership in (larger and complex) projects • Effective Leadership Behavior and Successful Leadership Styles in Challenging Operational Situations - Selected Forms of Management and Leadership <p>Change Management:</p> <ul style="list-style-type: none"> • Definition of terms: Project management, change management and transformation processes • Dimensions of change and specific features in phases of change <ul style="list-style-type: none"> ○ Actors, participants and stakeholders in change processes ○ Complexities as well as risks, uncertainties and insecurities in change processes

	<ul style="list-style-type: none"> ○ Phases of change (the classic models according to Lewin and Kotter) ○ Technical, process-related and personnel/cultural maturity levels in change processes ○ Informing, communicating and learning in change processes ● Systemic approaches to change management (esp. goal vs. process orientation) ● Organizational transformation processes <p>Case studies on current demanding operational challenges (complex change or transformation tasks)</p>
<p>3</p>	<p>Targets</p> <p>Knowledge:</p> <p>Students can</p> <ul style="list-style-type: none"> ● present leadership and change management as special quality features of operational management and describe their function and significance, especially in challenging operational situations. ● explain the basic concepts of motivation, learning, and relevant operational frameworks in terms of promoting performance. ● explain the dimensions of leadership as well as the specific characteristics of leadership ● Identify the specifics of leadership in the context of (larger and complex) projects. ● present and demonstrate the dimensions of change and the specific characteristics of phases of change. ● describe the parties involved, the different levels of maturity as well as the specific phases in change processes and explain their function and effect (classical models for change management) ● present advanced systemic approaches and concepts of organizational transformation processes and explain their significance, especially in complex initial situations. <p>Skills:</p> <p>Students can</p> <ul style="list-style-type: none"> ● analyze operational situations using the relevant models and concepts and select the appropriate concepts in the area of leadership and change management to meet the operational challenges. ● derive the appropriate measures in the area of management and leadership according to the respective phases in the change process (classic models according to Lewin and Kotter) ● work out, on the basis of criteria and characteristics, when and to what extent the more advanced systemic approaches as well as the concepts for organizational transformation processes are applied in the context of coping with operational tasks. <p>Competencies:</p> <p>Students will be able to analyze case studies on current demanding operational challenges (change or transformation tasks) and design, present and defend convincing solutions based on the approaches and concepts of leadership and change management (e.g. via a written paper or a presentation).</p>
<p>4</p>	<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>

<p>5</p>	<p>Workload and Credit Points Total workload of 180 hours for 6 credit points (CP) Attendance time: 64 hours Self-study: 116 hours</p>
<p>6</p>	<p>Form of examination, duration and examination requirements</p> <ul style="list-style-type: none"> • The examination is usually in the form of a written exam (also e-exam). With regard to the duration of the examination, § 12 ABPO applies. • Other forms of examination (e.g. homework, presentations), which usually complement the written clause examination, are possible as examination performance. • Preparatory work for examinations (e.g. laboratory experiments, processing of exercise or development tasks) <ul style="list-style-type: none"> - 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.
<p>7</p>	<p>Necessary knowledge None</p>
<p>8</p>	<p>Recommended knowledge Advanced Project Management (master's level), as well as basic modules, particularly in human resources management, organization and management, controlling and marketing at bachelor's level. If a basic module in human resource management was not attended in the bachelor's program, it is recommended that it be made up at the beginning of the master's program.</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 Christensen: The Innovator's Dilemma, Watertown Kotter: The Penguin Principle, Munich Krummacker; Vogel: Leadership - Best Practices und Trends, Wiesbaden Lang/Rybnikova: Current Leadership Theories and Concepts, Wiesbaden Malik: Führen, Leisten, Leben, Campus, Frankfurt Neuberger: Führen und führen lassen, Stuttgart Sprenger: Mythos Motivation, Frankfurt von der Oelsnitz: Introduction to Systemic Personnel Management, Heidelberg</p>

1	Module name International taxes
1.1	Module abbreviation 23111
1.2	Type Compulsory in the specialization "Finance, Accounting, Controlling & Taxation (FACT)".
1.3	Course International taxes
1.4	Semester Semester 2/3
1.5	Module manager Hartmann
1.6	Other teachers Dr. Almeling, Dr. Fresl, Dr. Wiese
1.7	Degree level Master
1.8	Teaching language German/English
2	Content <ul style="list-style-type: none"> • Forms of unlimited and limited tax liability • Phenomena, causes and consequences of double taxation • Domestic, bilateral and multilateral instruments and methods to avoid/mitigate double taxation. • Treatment of foreign losses § 2a EStG • Treatment of limited taxpayers for tax deductible domestic income under national law • Treatment of limited taxpayers in other cases with domestic income under national law • Regulatory Content and Limitations of State Taxation Rights in Inbound and Outbound Cases by DTAs or multilateral conventions • General and external tax law correction norms and procedures for the adjustment of income • Withdrawal taxation, change of domicile, taxation of income from foreign subsidiaries according to AStG
3	Targets Knowledge: In addition to the domestic provisions on the treatment of cross-border activities, students will be familiar with the structure and regulatory areas of double taxation agreements as well as the influence of European law requirements.

	<p>Skills:</p> <p>The students are able to independently solve questions regarding the advantages and disadvantages of possible forms/alternatives of foreign business activities in inbound and outbound cases.</p> <p>Competencies:</p> <p>Based on their comprehensive knowledge of corporate taxation, they are able to analyze complex issues, place them in an overall context and develop tax-optimized action alternatives for cross-border activities of companies and their employees in posting cases.</p>
4	<p>Teaching and learning methods</p> <p>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 180 hours for 6 credit points (CP)</p> <p>Attendance time: 64 hours</p> <p>Self-study: 116 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>
8	<p>Recommended knowledge</p> <p>Income and profit taxation of companies in Germany, commercial and corporate law, corporate finance</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>Usability of the module</p>
11	<p>Literature</p> <p>Bächle: International Tax Law (orange series), Schäffer-Poeschel Bächle: International Tax Law (blue series), Schäffer-Poeschel Brähler: International Tax Law, Springer-Gabler</p> <p>Jacobs: Internationale Unternehmensbesteuerung, Beck Groß-</p> <p>Bölting: Internationales Steuerrecht, Alpmann-Schmidt Wilke: Lehrbuch des internationalen Steuerrechts, NWB</p>

1	Module name Business auditing
1.1	Module abbreviation 23112
1.2	Type Compulsory in the specialization "Finance, Accounting, Controlling & Taxation (FACT)".
1.3	Course Business auditing
1.4	Semester Semester 2/3
1.5	Module manager Dr. Almeling
1.6	Other teachers Dr. Wiese
1.7	Degree level Master
1.8	Teaching language German/English
2	<p>Content</p> <p>Within the scope of the module, the fundamentals of business auditing are taught in an introductory manner:</p> <ul style="list-style-type: none"> • Concept and objectives of a business audit • Risk identification and assessment • Exam techniques • Reporting <p>In addition, selected relevant subjects of business auditing will be covered, e.g.</p> <ul style="list-style-type: none"> • Special historical financial information (including financial covenants, equity, proof of use of funds, selected financial statement items) • Non-financial information (including volume data, sustainability reports, social balance sheets, environmental balance sheets) • Forward-looking information (including forecasts of financial and non-financial performance indicators) • Systems and processes (including controls, risk management, compliance, internal audit) • Conduct (including regularity of management) • Special reports (including management reports, compensation reports)

3	<p>Targets</p> <p>Knowledge: Students will be able to explain the concept and objectives as well as the legal basis of a business audit. They will be able to describe the risk-oriented audit procedure and the significance of the statements contained in the audit objects for the audit.</p> <p>Skills: Students will be able to apply audit techniques on a case-by-case basis. They are able to develop audit strategies and audit plans as well as appropriate reporting for various audit subjects.</p> <p>Competencies: Students will be able to properly design audit engagements for various audit subjects and assess the limitations of a business audit.</p>
4	<p>Teaching and learning methods</p> <p>Lecture (L), Exercise (E), 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 180 hours for 6 credit points (CP)</p> <p>Attendance time: 64 hours</p> <p>Self-study: 116 hours</p>
6	<p>Form of examination, duration and examination requirements</p> <ul style="list-style-type: none"> • Audit performance <ul style="list-style-type: none"> ○ in the form of a written examination (duration: 60 to 120 min) on the entire course content of the module at the end of the module (40% of the module grade) and ○ in the form of a term paper and a presentation (60% of the module grade) • Repeat opportunities for the examination performance exist in the following year.
7	<p>Necessary knowledge</p> <p>None</p>
8	<p>Recommended knowledge</p> <p>External accounting, knowledge of national and international accounting, basic principles of auditing</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>Usability of the module</p>

11 Literature

Almeling/Böhm: Business auditing according to ISAE 3000 (Revised) - Standard setting, objectives, implementation, questions of doubt, IDW-Verlag

Beasley/Buckless/Glover/Prawitt: Auditing Cases - An Interactive Approach, Pearson

Marten/Quick/Ruhnke: Wirtschaftsprüfung, Schäffer-Poeschel

Schmidt: Handbuch Risikoorientierte Abschlussprüfung, IDW-Verlag

1	Module name Advanced Digital Finance
1.1	Module abbreviation 23113
1.2	Type Compulsory in the specialization "Finance, Accounting, Controlling & Taxation (FACT)".
1.3	Course Advanced Digital Finance
1.4	Semester Semester 2/3
1.5	Module manager Dr. Kiermeier
1.6	Other teachers
1.7	Degree level Master
1.8	Teaching language German/English
2	<p>Content</p> <p>Deepening of current developments in the field of digital finance and capital markets, e.g.</p> <ul style="list-style-type: none"> • Corporate finance: crowdfunding/crowdfunding/equity-based funding/private equity/ IPOs based on Web 2.0 auction principle, P2P loans for companies, funding with the help of fintechs, working capital, data science, distributed ledger technologies, risk management, etc. • Assessing success factors of fintech companies by applying scientific research methods (Economic Research Methods). • Online communication for fintechs • Challenges for fintech startups • Cooperation with fintechs (e.g. from the Techquartier in Frankfurt) on current issues • Participation in Fintech research projects • If applicable, development of IT applications • Formulate applications for research funding • Application of quantitative methods using financial market data (e.g. from Thomson Reuters Datastream or Eikon)
3	<p>Targets</p> <p>Knowledge: Knowledge of the most important developments in digital finance, capital market theories and related issues. Ability to independently solve relevant case studies (capital market theories, currency rates, online currencies, financial derivatives, structured products, new product development, impact of digitalization, etc.).</p> <p>Skills: Application of econometric methods for scientific discussion in finance</p>

	<p>Application of theoretical principles to solve and process current, practical issues in the financial services sector and controlling</p> <p>Understanding of current academic discussions regarding developments in capital markets, currencies, international trade relations, online currencies, financial derivatives, structured products, digital finance, etc.</p> <p>Ability to respond competently to current regulatory issues</p> <p>Ability to evaluate and implement new technologies (distributed ledger, etc.) for their use in business management, controlling, financial management.</p> <p>Handling large amounts of data</p> <p>Application of selected statistical methods to current problems and handling of software</p> <p>Competencies:</p> <p>Identify complex portfolio and risk management issues in corporate management and independently assess practical questions and identify and apply procedures for dealing with them.</p> <p>Implement, perform, and monitor modern financial management methods to achieve business objectives.</p> <p>classify current issues and propose and implement practical solutions</p> <p>Present the presentation of facts and research results in accordance with industry standards.</p> <p>Preparation of applications for research funding</p> <p>Collaboration on scientific research questions and corresponding publications</p>
4	<p>Teaching and learning methods</p> <p>Seminar lecture (L), exercise (E)</p> <p>Media used: communication media (e.g. electronic learning platforms), presentation media (e.g. beamer, whiteboard, flipchart, smartboard, metaplan), statistics programs, work in the computer lab.</p>
5	<p>Workload and Credit Points</p> <p>Total workload of 180 hours for 6 credit points (CP)</p> <p>Attendance time: 64 hours</p> <p>Self-study: 116 hours</p>
6	<p>Form of examination, duration and examination requirements</p> <ul style="list-style-type: none"> Examination performance usually in the form of a final presentation of results at a work- store (80%) and, if necessary, e.g. further examination performance in the form of the formulation of research proposals or documentation for media (e.g. fbw Newsletter) (20%, if required). The exam can be repeated in the following semester.
7	<p>Necessary knowledge</p> <p>None</p>
8	<p>Recommended knowledge</p> <p>Business statistics, business mathematics, economics, 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	Usability of the module
11	Literature Freiknecht: Big Data in Practice: Solutions with Hadoop, Hbase, Hive, Hanser Gruber/Elton: Modern Portfolio Theory and Investment Analysis, Wiley John + Sons Hartung/Elpert: Multivariate Statistics, Oldenbourg Hull/White: Financial Derivatives Mankiw: Economics Shapiro: Multinational Financial Management, Wiley or Shapiro/Moles: International Financial Management, Wiley Murray: Tableau Your Data: Fast and Easy, Wiley Wollschläger: R Kompakt, Springer Zantow: Financing, Pearson Study

1	Module name Business Intelligence & Knowledge Discovery
1.1	Module abbreviation 23121
1.2	Type Compulsory for the specialization "Information Management"
1.3	Course Business Intelligence & Knowledge Discovery
1.4	Semester Semester 2/3
1.5	Module manager Dr. Knoll
1.6	Other teachers
1.7	Degree level Master
1.8	Teaching language German/English
2	<p>Content</p> <ul style="list-style-type: none"> • Introduction to the basics of data warehousing, business intelligence and knowledge discovery: important definitions of terms and delimitations, • in-depth questions on data warehousing: data warehouse architecture, relational and non-relational databases, project planning and operation of a data warehouse service, • in-depth questions on business intelligence and knowledge discovery: reporting, analysis, tools, basics of data and text mining, use of advanced analysis methods, • in-depth knowledge of knowledge management: processes and structures in knowledge management.
3	<p>Targets</p> <p>Knowledge: The students are able to name and define the terms and the content-related connections of the topics Business Intelligence and Knowledge-Discovery as well as Knowledge Management and to present the content-related connections especially to the users of these concepts.</p> <p>Skills: The students have understood the relevant methods and tools. They can apply the concepts to a practice-oriented or scientific problem, explain them to the target groups and evaluate them in the overall view against the application background.</p>

	<p>Competencies:</p> <p>After successful completion of the module, students are able to evaluate the importance of current methods in business intelligence and knowledge discovery for a company and to clearly structure and present the fundamental aspects to the stakeholders concerned. They are able to assess the relevance of the results from analyses with regard to their usability for existing and new products and services of the company, but also with regard to social responsibility (data protection) and formulate appropriate recommendations in the context of implementation. In addition, they are able to evaluate the current status of business intelligence and knowledge management in the company in a detailed and systematic manner. On the basis of the current status of business intelligence and knowledge management in the company, they are able to analyze the influencing and success factors for optimized handling of collected data, but also of the company's own knowledge and accumulated experience, identify potential for improvement, derive and prioritize suitable measures from this and, on this basis, design holistic solutions in the overall context of the company's development. In the business departments, they play a guiding and shaping role in formulating requirements for a database for analyses, manage communication in the direction of the IT department, or are available in IT as the first point of contact for the business departments during solution development. Finally, they can compile a selection of suitable frameworks/standards for a company, make recommendations on these, and develop the necessary implementation measures.</p> <p>Students will be able to assess the high importance of a systematic and analytical approach as well as good communication regarding the data collected and used in analyses and the related methods and actions to be initiated.</p> <p>On the basis of their acquired knowledge, they can contribute as a knowledgeable expert to projects or questions of operational management. A central characteristic here is the ability to formulate specifications for the collection of data on the one hand and a clear presentation of even complex analysis results on the other, and to monitor implementation.</p>
<p>4</p>	<p>Teaching and learning methods</p> <p>Lecture (L) with integrated exercises/case studies (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</p> <p>Total workload of 180 hours for 6 credit points (CP)</p> <p>Attendance time: 64 hours</p> <p>Self-study: 116 hours</p>
<p>6</p>	<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.
<p>7</p>	<p>Necessary knowledge</p>
<p>8</p>	<p>Recommended knowledge</p> <p>Fundamentals of business informatics at bachelor's level, in-depth modules in business informatics, in particular databases, as well as business fundamentals at bachelor's level</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>Bauer/Günzel: Data Warehouse Systems: Architektur, Entwicklung, Anwendung, dpunkt</p> <p>Esther/Sander: Knowledge Discovery in Databases, Springer</p> <p>Gansor/Totok: From Strategy to Business Intelligence Competency Center, dpunkt</p> <p>Gerhards/Trauner: Knowledge Management, Hanser</p> <p>Hildebrand/Gebaue: Data and Information Quality, Springer</p> <p>Kemper/Baars: Business Intelligence - Fundamentals and Practical Applications, Springer Lehner: Knowledge Management, Hanser</p> <p>Köppen/Saage: Data Warehouse Technologies, mitp</p> <p>Meier/Zumstein: Web Analytics & Webcontrolling, dpunkt</p> <p>Provost/Fawcett: Data Science for Business, O'Reilly</p> <p>Beautiful: Planning and Reporting: Fundamentals, Business Intelligence, Mobile BI and Big Data Analytics, Springer</p> <p>Snide/Jordan: Data Warehouse Blueprints: Business Intelligence in Practice, Hanser</p>

1	Module name Databases
1.1	Module abbreviation 23122
1.2	Type Compulsory for the specialization "Information Management"
1.3	Course Databases
1.4	Semester Semester 2/3
1.5	Module manager Dr. Knoll
1.6	Other teachers Dr. Rebstock
1.7	Degree level Master
1.8	Teaching language German/English
2	<p>Content</p> <p>The presentation and communication of the interrelationships is distinctly practice-oriented and through practical exercises on several different examples:</p> <ul style="list-style-type: none"> • Technical and functional basics of databases, database architectures • Relational, object-relational and object-oriented database models • External, conceptual/conceptual and internal database schemas. • Performance and tuning issues • Data quality • Queries/Reports (Reports/Queries) • Practical examples: case studies; exercises, e.g. with MySQL, DB/2 or Oracle
3	<p>Targets</p> <p>Knowledge:</p> <p>The students know and understand the areas of application and advantages of databases and the high importance of the topic of data quality in everyday operations when supporting business processes. They know which database models exist and when which model is ideally used. They know the functional and technical structure of database systems.</p> <p>Skills:</p> <p>Students will be able to identify project-related business requirements for the database model, discuss them with stakeholders and document them in the context of business concepts. They know how queries work and can create reports themselves or advise report creators from a technical perspective.</p>

	<p>Competencies:</p> <p>Students will be able to play a leading role in decisions regarding the introduction of database systems from a business and technical perspective.</p>
4	<p>Teaching and learning methods</p> <p>Lecture (L) with integrated exercises/case studies (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 180 hours for 6 credit points (CP)</p> <p>Attendance time: 64 hours</p> <p>Self-study: 116 hours</p>
6	<p>Form of examination, duration and examination requirements</p> <ul style="list-style-type: none"> • Examination usually in the form of an oral examination (50 percent) and additional alternative examinations (usually case studies, also in groups, 50 percent). • Repeat opportunities for the examination performance exist in the following year.
7	<p>Necessary knowledge</p> <p>None</p>
8	<p>Recommended knowledge</p> <p>Information Management</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>Usability of the module</p>
11	<p>Literature</p> <p>Beaulieu: Introduction to SQL, O'Reilly</p> <p>Geisler: Datenbanken - Grundlagen und Design, mitp</p> <p>Gennick: SQL - kurz und gut, O'Reilly</p> <p>Kemper: Database Systems, Oldenbourg</p>

1	Module name Applications in the Internet economy
1.1	Module abbreviation 23123
1.2	Type Compulsory for the specialization "Information Management"
1.3	Course Applications in the Internet economy
1.4	Semester Semester 2/3
1.5	Module manager Dr. Rebstock
1.6	Other teachers Dr. Knoll, Dr. Tafreschi, Dr. Vieth
1.7	Degree level Master
1.8	Teaching language German/English
2	<p>Content</p> <p>The course enables business economists in the Master's program to understand, evaluate and design the Internet economy and its applications from the perspective of companies in an in-depth form and against a scientific background.</p> <ul style="list-style-type: none"> • Fundamentals of the Internet Economy <ul style="list-style-type: none"> ○ Business significance of the Internet economy ○ Application areas of the Internet economy ○ Characteristics and stages of e-business ○ Operational and Strategic Potentials of the Internet Economy from a Corporate Perspective ○ Impact of the Internet economy on companies and value chains ○ Internet economy and information intensity ○ Internet economy, transaction costs and forms of coordination ○ Applications of the Internet economy at a glance • E-commerce applications <ul style="list-style-type: none"> ○ Characteristics and functional elements ○ Analysis and evaluation • E-marketing applications <ul style="list-style-type: none"> ○ Contact options and tools ○ Analysis and evaluation • E-business integration applications <ul style="list-style-type: none"> ○ Design alternatives for interorganizational electronic integration ○ Document-based integration (EDI) ○ System integration

	<ul style="list-style-type: none"> ○ Analysis and evaluation ● Applications of e-procurement <ul style="list-style-type: none"> ○ Characteristics and functional elements ○ Catalog Management ○ Analysis and evaluation ● E-portal applications ● E-market applications <ul style="list-style-type: none"> ○ Actors and functional elements ○ Stock exchanges and alternative pricing mechanisms ○ Analysis and evaluation
<p>3</p>	<p>Targets</p> <p>Knowledge:</p> <ul style="list-style-type: none"> ● Students will be able to describe and explain the business significance of the Internet economy in a scientifically sound manner. ● Students will be able to describe and explain the relationship between the Internet economy and information intensity in a scientifically sound manner. ● Students will be able to describe and explain the relationship between the Internet economy, transaction costs and forms of coordination in a scientifically sound manner. <p>Skills:</p> <ul style="list-style-type: none"> ● The students are able to methodically review and select the application areas and characteristics of e-business with regard to a concrete operational use. ● Students will be able to weigh the deployment alternatives of document-based integration and system integration and select the appropriate alternative for a given situation. ● Students will be able to explain the challenges of catalog management in a well-founded manner using examples and evaluate design options. <p>Competencies:</p> <ul style="list-style-type: none"> ● The students will be able to describe the possible applications of <ul style="list-style-type: none"> ○ E-commerce, ○ E-Marketing, ○ E-Business Integration, ○ e-procurement, ○ e-portals and ○ e-marketplaces evaluate and assess in a well-founded manner for a specific operational situation.
<p>4</p>	<p>Teaching and learning methods</p> <p>Lecture (L) with exercise (E); 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>
<p>5</p>	<p>Workload and Credit Points</p> <p>Total workload of 180 hours for 6 credit points (CP)</p> <p>Attendance time: 64 hours</p> <p>Self-study: 116 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 contributions to the online discussion forum or keeping a learning diary (as announced at the beginning of the semester). • Examination in the form of two term papers on topics as announced at the beginning of the semester. • Students have the opportunity to repeat the preliminary and final examinations in the following semester. • The share of the preliminary examinations in the module grade is a maximum of 40%. • The share of the examination performance in the form of two assignments in the module grade amounts to a total of at least 60%, each assignment at least 30%. Prerequisite for the participation in the examination is the passing of the preliminary examinations.
7	<p>Necessary knowledge</p> <p>None</p>
8	<p>Recommended knowledge</p> <p>Information Management</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>Usability of the module</p>
11	<p>Literature</p> <p>Meier/Stormer: eBusiness & eCommerce, Springer. Stoll: E-Procurement. Basics, Standards and Situation on the Market, Vieweg Chaffey: E-Business and E-Commerce Management. Strategy, Implementation and Practice, Prentice Hall Kollmann: E-Business. Grundlagen elektronischer Geschäftsprozesse in der Net Economy, Gabler Großmann/Koschek: Unternehmensportale. Fundamentals, Architectures, Technologies, Springer Walsh/Hass/Kilian (Eds.): Web 2.0, Springer Mohapatra: E-Commerce Strategy, Springer Xu/Zhang/Li: Web Mining and Social Networking, Springer Stocker/Tochtermann: Wissenstransfer mit Wikis und Weblogs, Gabler</p>

1	Module name Management and controlling of logistics processes
1.1	Module abbreviation 23131
1.2	Type Compulsory for the specialization "Logistics"
1.3	Course Management and controlling of logistics processes
1.4	Semester Semester 1
1.5	Module manager Dr. Bohnhoff
1.6	Other teachers
1.7	Degree level Master
1.8	Teaching language German/English
2	Content <ul style="list-style-type: none"> • Basics, tasks and objectives of logistics controlling • Strategic and operational logistics controlling • Structure and logistics cost accounting • Structure of a logistics performance calculation • Structure of activity-based costing • Key figure systems in logistics
3	Targets <p>Knowledge: Students will be able to explain essential methods and approaches in the field of logistics controlling.</p> <p>Skills: Students will be able to apply their learned knowledge in various case studies. Students will be able to understand and explain the tasks of internal accounting, in particular cost and activity accounting in relation to issues in logistics. They will be able to apply their learned knowledge in various case studies.</p> <p>Competencies: Students will be able to identify and select the procedure to be applied to a specific business decision-making problem and critically evaluate its results and possible applications.</p>

<p>4</p>	<p>Teaching and learning methods Seminar lecture (L) with exercises (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 180 hours for 6 credit points (CP) Attendance time: 64 hours Self-study: 116 hours</p>
<p>6</p>	<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) on the entire course content of the module at the end of the module and, if applicable, in the form of presentations on individual topics as group work. The presentations are carried out and graded as a team effort (the presentations count for 30% of the overall grade). • The exam can be repeated in the following semester.
<p>7</p>	<p>Necessary knowledge None</p>
<p>8</p>	<p>Recommended knowledge Basic and advanced modules in logistics at bachelor level</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>Usability of the module</p>
<p>11</p>	<p>Literature Czenskowsky/Piontek: Logistikcontrolling, Marktorientiertes Controlling der Logistik und der Supply Chain Piontek: Bausteine des Logistikmanagements: Supply Chain Management. E-Logistics. Logistics Controlling Jürgen (ed.) : Practice of logistics controlling Weber: Logistics Controlling</p>

1	Module name IT systems in logistics
1.1	Module abbreviation 23132
1.2	Type Compulsory for the specialization "Logistics"
1.3	Course IT systems in logistics
1.4	Semester Semester 1
1.5	Module manager Dr. Bucerius
1.6	Other teachers
1.7	Degree level Master
1.8	Teaching language German/English
2	Content <ul style="list-style-type: none"> • Information flows in logistics chains • Application systems in logistics and supply chain management; internal and external planning, optimization and scheduling systems. • Integration of logistical information with other operational IT tasks (production, branding, accounting) • GPS- and RFID-based transport management
3	Targets <p>Knowledge: Students know and understand the tasks and functional scope of the various application areas of IT systems in logistics inter- and intraorganizationally and can critically evaluate them.</p> <p>Skills: Students will have a deeper practical understanding through exercises with selected applications and will be able to transfer their experience to other systems.</p> <p>Competencies: Students have an in-depth understanding of the fundamentals of logistics and supply chain applications and can analyze and evaluate their embedding in business issues and their role in business strategies.</p>

4	<p>Teaching and learning methods</p> <p>Seminar lecture (L) with exercises (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 180 hours for 6 credit points (CP)</p> <p>Attendance time: 64 hours</p> <p>Self-study: 116 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>
8	<p>Recommended knowledge</p> <p>Basic and advanced modules in logistics at bachelor level</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>Usability of the module</p>
11	<p>Literature</p> <p>Stadtler/Kilger: Supply Chain Management and Advanced Planning: Concepts, Models, Software, and Case Studies</p>

1	Module name Operations Management
1.1	Module abbreviation 23133
1.2	Type Compulsory in the specialization "Logistics"
1.3	Course Operations Management
1.4	Semester Semester 1
1.5	Module manager Dr. Wojanowski
1.6	Other teachers
1.7	Degree level Master
1.8	Teaching language German/English
2	Content <ul style="list-style-type: none"> • Basics of Operations Management • Logistic characteristics and basics of queuing theory • Basic logistic laws • Forecasting and inventory management • Production program planning • Production requirements planning • Sequencing
3	Targets Knowledge: Starting with an in-depth understanding of the basic interrelationships of production theory, students will work on the interrelationships of the most important logistics key figures inventory, lead time and performance. To this end, you will be taught the concepts of operating characteristic curves and factory dynamics. This generates a basic understanding of the methods of lean management. The production planning process from production program planning to tactical sequence planning is covered in depth. Important methods for forecasting, inventory management, net requirements calculation and machine assignment are taught. Skills: The students are able to analyze value creation processes with regard to the key figures inventory, lead time and performance. For this purpose, they can choose from key figures and methods that enable a logistics-oriented evaluation of the company at a steady-state operating point. The

	<p>Students master the production planning process in the company and confidently apply methods for forecasting, inventory management, net demand calculation and machine allocation.</p> <p>Competencies: The students possess the competence of solution-oriented, holistic analysis of real value chains and develop a solution proposal for continuous optimization with the help of suitable methods.</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 180 hours for 6 credit points (CP) Attendance time: 64 hours Self-study: 116 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>
8	<p>Recommended knowledge Basic and advanced modules in logistics at bachelor level</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>Usability of the module</p>
11	<p>Literature Hopp/Spearmann: Factory Physics Thonemann: Operations Management Heizer/Render/Munson: Operations Management. Sustainability and Supply Chain Management Jodlbauer: Production Optimization: Value-Added and Customer-Oriented Planning and Control Nyhuis/Wiendah: Logistic Characteristics. Kummer/Grün; Jammerneegg, W.: Basic Principles of Procurement, Production and Logistics</p>

1	Module name Digital Marketing
1.1	Module abbreviation 23141
1.2	Type Mandatory module in the specialization "New Media Marketing"
1.3	Course Digital marketing
1.4	Semester Semester 2/3
1.5	Module manager Dr. Valizade-Funder
1.6	Other teachers
1.7	Degree level Master
1.8	Teaching language German/English
2	Content <ul style="list-style-type: none"> • Introduction to digital marketing • Goals, strategies and instruments of online marketing • Website • Search engine marketing Elements and tools of search engine optimization • Content marketing • Storytelling • Social Media Marketing • Mobile Marketing Content, possibilities and limitations
3	Targets <p>Knowledge: Students will have knowledge of the areas listed under "Content" and will be able to describe and apply the various methods of strategic marketing in the online arena.</p> <p>Skills: Students will be able to analyze solutions to concrete problems in the field of digital marketing in a structured manner and develop systematic solutions. Students are able to work in teams and present results in a professional manner.</p>

	<p>Competencies:</p> <p>Competence to apply the acquired marketing knowledge in a situation-specific manner in professional life, to develop and evaluate strategies, and competence to work in a team.</p>
4	<p>Teaching and learning methods</p> <p>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 180 hours for 6 credit points (CP)</p> <p>Attendance time: 64 hours</p> <p>Self-study: 116 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. • If applicable, preliminary examination in the form of a presentation during the semester, in which case the prerequisite for participation in the examination is the passing of the preliminary examination in the same semester. • The share of the preliminary examination performance in the module grade is 30%. • The examination can be repeated in the following semester for the preliminary examination in the following year.
7	<p>Necessary knowledge</p> <p>None</p>
8	<p>Recommended knowledge</p> <p>Basics of Marketing and 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 a year.</p>
10	<p>Usability of the module</p>
11	<p>Literature</p> <p>Chaffey: E-Business und E-Commerce Management: Strategy, Implementation and Practice, Harlow, Fritz: Internet-Marketing und Electronic Commerce, Gabler Verlag, Wiesbaden.</p> <p>Grabs/Bannour: Social Media Marketing: Strategie-Maßnahmen für Facebook, Twitter, XING und Co.</p> <p>Kreutzer: Praxisorientiertes Online-Marketing - Konzepte, Instrumente, Checklisten, Springer/Gabler, Wies- baden.</p> <p>Lammenett, E.: Praxiswissen Online-Marketing, Springer/Gabler.</p> <p>Weinberg/Lange: Social Media Marketing: Strategies for Twitter, Facebook & Co, O'Reilly, Beijing.</p>

1	Module name Interactive Marketing
1.1	Module abbreviation 23142
1.2	Type Compulsory in the specialization "New Media Marketing"
1.3	Course Interactive marketing
1.4	Semester Semester 2/3
1.5	Module manager Dr. New
1.6	Other teachers
1.7	Degree level Master
1.8	Teaching language German/English
2	Content <ul style="list-style-type: none"> • Development and system of classical and modern dialogue marketing • Market segmentation and address management (own and third-party addresses) • Database Marketing • Classic and modern tools of interactive marketing • Anchoring interactive marketing in the marketing toolkit • Planning, control and efficiency of dialog marketing campaigns
3	Targets <p>Knowledge: Students learn all the tools of dialog marketing.</p> <p>Skills: Students will be able to use the instruments of dialog marketing and their optimal combination.</p> <p>Competencies: Students know the basics of direct and dialog marketing and are able to apply them in a practice-oriented manner.</p>

4	<p>Teaching and learning methods</p> <p>Lecture (L), Exercise (E), Guest Lecture (GL), Excursion (Ex)</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 180 hours for 6 credit points (CP)</p> <p>Attendance time: 64 hours</p> <p>Self-study: 116 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>
8	<p>Recommended knowledge</p> <p>Fundamentals of Marketing, International Marketing Management, E-Business and E-Procurement</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>Gerdes/Hesse/Vögele: Dialog Marketing in Dialog</p> <p>Hesse/Neu/Theuner: Marketing</p> <p>Hesse/Schäfer: Dialog Marketing in the Digital Age</p> <p>Holland: Dialog marketing, offline, online, mobile and social media marketing Kreutzer: Online marketing</p>

1	Module name Marketing Simulation
1.1	Module abbreviation 23143
1.2	Type Compulsory in the specialization "New Media Marketing"
1.3	Course Marketing Simulation
1.4	Semester Semester 2/3
1.5	Module manager Dr. Dannenberg
1.6	Other teachers
1.7	Degree level Master
1.8	Teaching language German/English
2	Content <ul style="list-style-type: none">• Creativity and creativity techniques• Business Model• Business Model Canvas• Lean LaunchPad Approach• Useful tools

<p>3</p>	<p>Targets</p> <p>Knowledge:</p> <p>Students learn how companies and other organizations can hold their own in the marketplace through market-oriented strategies and innovations. Emphasis is placed on:</p> <ul style="list-style-type: none"> • Promotion of creativity and innovative capacity for the development and implementation of new products and services (innovations) • Development of new business models up to the foundation and management of new companies and other organizations. • Selection and evaluation of marketing concepts and tools • Planning of marketing and sales activities (process innovation) • Get to know possibilities and methods with which one can forecast the effects of different marketing strategies and which measures are particularly suitable from a business point of view (contribution margin, market share, customer satisfaction and loyalty, etc.). <p>Skills:</p> <p>Students can</p> <ul style="list-style-type: none"> • present and explain different creativity methods • name necessary steps of a concrete marketing measure • independently carry out various tasks and smaller projects from the subject area of marketing on the basis of the acquired theoretical knowledge and own conception. • critically reflect and analyze their own approach • distinguish commonalities and differences of various business model generation processes. <p>Competencies:</p> <p>Specifically, upon completion of the module, students will have developed the following competencies based on the application of scientific methods:</p> <ul style="list-style-type: none"> • Professional competence: Students are able to work effectively and efficiently with the tools taught. work to overcome complex marketing-related challenges. • Methodological competence: Students are able to carry out selected marketing-related procedures and evaluate their results. • Social competence: Students possess discussion skills and the ability to work in a team. They are able to develop constructive criticism and present results to groups. They have the ability to justify decisions and alternative courses of action. • Personal Competence: Students are able to independently tackle problems in the field of marketing.
<p>4</p>	<p>Teaching and learning methods</p> <p>Seminar (Sem), practical experience</p> <p>Media used: video projector, document camera, blackboard, whiteboard, flipchart, videos, business model canvas</p>
<p>5</p>	<p>Workload and Credit Points</p> <p>Total workload of 180 hours for 6 credit points (CP)</p> <p>Attendance time: 64 hours</p> <p>Self-study: 116 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 (duration: 60 to 120 min) (also possible electronically) and/or an oral examination on the entire teaching content of the module at the end of the module (share in the module grade: 50%) and in the form of the processing of two case studies and presentation (share in the module grade: 50%). Repeat opportunities for the examination performance exist in the following year.
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 a year.</p>
10	<p>Usability of the module</p>
11	<p>Literature</p> <p>Dorf/Blank: The Startup Handbook, O'Reilly</p> <p>Osterwalder/Pigneur: Business Model Generation: A Handbook for Visionaries, Game Changers and Challengers, Campus</p> <p>Osterwalder/Pigneur/Bernarda/Smith/Wegberg: Value Proposition Design: Develop Products and Services Your Customers Really Want The sequel to the bestseller Business Model Generation!, Campus</p> <p>Rustler: Thinking Tools of Creativity and Innovation, Midas Management</p>

1	Module name Business Development and Entrepreneurship
1.1	Module abbreviation 23500
1.2	Type Mandatory Module
1.3	Course Business Development and Entrepreneurship
1.4	Semester Semester 3
1.5	Module manager Dr. Fresl, Dr. Dannenberg, Dr. Neu
1.6	Other teachers
1.7	Degree level Master
1.8	Teaching language German/English
2	<p>Content</p> <p>Students will learn the major business concepts and theories and how to apply them to real management situations</p> <p>For that the lecture will focus on how to</p> <ul style="list-style-type: none"> • conduct a robust and insightful Market research and plan • tools to describe the innovation and value of a business concept (incubators and accelerators) • pitch a good idea • fund start-ups (venture capital) • profoundly find and describe the Sales-Strategy
3	<p>Targets</p> <p>Students are able to</p> <ul style="list-style-type: none"> • word "Vision, Mission and Goals" as a strategy guardrail • identify the relevant market of your venture, focusing on value chain, core competencies and usage of tools to identify the competitive advantage of your business • perform an external analysis including Five Forces Model of Porter, PESTLE, Scenario and Strategic Group Analysis • show the results of the above analyses in your business plan by using tools such as portfolio-analysis and SWOT-analysis • explain how to make sure that the primary and secondary market research are intertwined and embedded in nicely told story line of your business plan • explain how financial backers such as Private Equity and other financial situations evaluate business plans and what they focus on

	<ul style="list-style-type: none"> to pitch the start-up-idea, that means to demonstrate orally and in writing their comprehension in the solution of case studies and also be able to analyse new start up cases as to probability of successful backing by C-level management/investment committees.
4	<p>Teaching and learning methods</p> <p>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 180 hours for 6 credit points (CP)</p> <p>Attendance time: 64 hours</p> <p>Self-study: 116 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 term paper. The exam can be repeated in the following semester.
7	<p>Necessary knowledge</p>
8	<p>Recommended knowledge</p> <p>Organization and management</p>
9	<p>Duration, time structure and frequency of the offer</p> <p>Every semester</p>
10	<p>Usability of the module</p> <p>The module covers one semester with 4 SWS and is offered once per semester.</p>
11	<p>Literature</p> <p>Friend/Zehle: The Economist Guide to Business Planning</p> <p>Abrams: Successful Business Plan: Secrets & Strategies</p> <p>Wilhelms/Li: For Managers and Entrepreneurs: Strategic Management</p> <p>Rothaermel: Strategic Management: Concepts</p> <p>Fink/Vogelsang/Baumann: Business start-up and business plan - A guide for successful start-ups Dorf/Blank: Handbook for start-ups</p>

1	Module name Master module
1.1	Module abbreviation 24100
1.2	Type Mandatory Module
1.3	Course Master Module
1.4	Semester Semester 4
1.5	Module manager Dr. Almeling
1.6	Other teachers All teachers at the department of economics
1.7	Degree level Master
1.8	Teaching language German/English
2	Content The master module consists of a master thesis and a colloquium. It includes the independent preparation of a thesis on a defined topic according to scientific methods and its presentation.
3	Targets <p>Knowledge:</p> <p>Students are able to explain the requirements of scientific work and to describe challenges (e.g. literature research and source management, compliance with formal requirements, structuring of topics, comprehensible, balanced and error-free formulation) as well as efficient possible solutions in this regard.</p> <p>Skills:</p> <p>The students are able to work on a problem from the field of economics independently and practice-oriented according to scientific methods by linking, deepening and presenting specific areas of knowledge within the framework of the topic. Furthermore, students are able to present the knowledge gained from the preparation of the Master's thesis in a comprehensible and target group-oriented manner. For this purpose, they are able to develop an objective of the thesis on the basis of a problem and to work out a comprehensible, balanced and error-free result by applying scientific methods, which leads to a gain in knowledge.</p> <p>Competencies:</p> <p>The students are able to evaluate the findings obtained during the preparation of the master thesis and to draw conclusions from them.</p>

4	<p>Teaching and learning methods</p> <p>Thesis</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 900 hours for 30 credit points (CP).</p>
6	<p>Form of examination, duration and examination requirements</p> <p>Examination in the form of the master's thesis and the colloquium. The examination 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 master thesis</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>Usability of the module</p>
11	<p>Literature</p> <p>Depending on the objective of the master thesis</p>