

Module Descriptions for the Bachelor's course **Business Administration with Informatics (B.A.)**

Examination Regulations 2018

Revised: Winter semester 2023/2024

Faculty of Electrical Engineering
Campus Soest

All information is provided without guarantee.

The Examination Regulations and their amendments are legally binding in the versions published in the official announcements of the South Westphalia University of Applied Sciences.

Final Thesis + Colloquium

Compulsory Modules:

Business Administration I

Business Mathematics

Financial Accounting

International English Communication and Self-Management

IT-Introduction

Management Information Systems

Business Administration II

Communication in Global Business

Cost Accounting

Databases

Microeconomics

Problem Solving Using Spreadsheet Software

Business-to-Consumer Marketing

Competence in Business Activities

Corporate Finance

Enterprise Resource Planning I

Entrepreneurship and Innovation

Macroeconomics

Business Law

Business-to-Business Marketing

E-Business / Web-Development

English for Academic Purposes

Enterprise Resource Planning II

Logistics

Advanced English Language and Academic Competence

Controlling & Auditing

International Management

Advanced Competence in Academic Writing and Presenting

Compulsory Elective Modules:

Current Developments in Business IT (Basics in Python)

Advanced Business Analytics

Advanced Business Analytics – Data Analysis Lab Exercises (Data Analysis in R)

Advanced Corporate Finance

Advanced Programming

Advanced Project Management

Business Analytics

Business Model Design

Challenges in International Management I

Challenges in International Management II

Consumer Behavior

CSR / Business Ethics

Current Developments in Business I

Current Developments in Business II

Current Developments in Business III (Organisational Psychology)

Current Developments in Markets (Business Development Management)

Current Developments in Resources (Product Management)

E-Business Lab Exercises

Empirical Research Seminar

English for Specific Purposes

Entrepreneurial Finance

ERP Application Programming

ERP Configuration

ERP Lab Exercises

Foreign Trade

Human Resources

International Financial Markets

Internship(s) - 12 weeks

Internship(s) - 4 weeks

Internship(s) - 8 weeks

Introduction to Project Management

IS Project

Marketing Communications

Marketing Research

Negotiation Management

Net Economy

Operations Management

Operations Research

Programming

Quality Management

Quantitative Analyses in International Management

Sales Management

Service Management

Startup Project

Final Thesis + Colloquium				
Compulsory Module () Compulsory Elective Module ()				
ID Number: FinThesColl	Workload 450 h	Credits 15 CP	Semester 7th semester	Duration 1 semester
1	Frequency: nach Bedarf		Class Time 2 SWS / 30 h	Self-Study 420 h
2	Course Types (in SWH) and Group Size: Seminar: 2 SWS / 30 h / 1 Studierende*r			
3	Learning Objectives: Students should develop and demonstrate their ability for independent learning and their interest in advancing their knowledge through the pursuit of independent research and/or development work in an area related to business administration and/or business computing. In the Colloquium, the students should demonstrate additionally, that they are able to defend their work presented in the thesis academically and to discover perspectives of further development on the basis of the critiqued thesis.			
4	Contents: <ul style="list-style-type: none"> • Final Thesis - 12 credits • Colloquium (Thesis Presentation) – 3 credits Based on the knowledge about the critical aspects in the thesis given by the supervisor, the student should prepare a presentation about the most important achievements in the thesis and should show further developments on the basis of the announced critics. The student should also prepare a discussion strategy together with the supervisor. The colloquium is a public presentation (as long as the student does not disagree) for all members of the university.			
5	The Module is Used in the Following Degree Courses: BBA: Pflichtmodul			
6	Prerequisites: For the admission to the Final Thesis: 150 credits from semesters 1 to 6 (§ 17 FPO BBA 2018). For the admission to the Colloquium: 195 Credits from semesters 1 to 6 and 12 credits from the Final Thesis (§ 19 [1] FPO BBA 2018).			
7	Academic Performances: () Examination: Written Exam (), Oral Exam (), Seminar Paper (), Project Assignment (), Combined Form of Examinations (), Portfolio (), amended by Presentation ()			
8	Requirements for the Award of Credits: Bestandene Bachelorarbeit und bestandenenes Kolloquium			
9	Relevance for the Overall Score: According to General Examination Regulations.			
10	Person Responsible for the Module / Lecturer(s): Head of the Examination Board			
11	Literature:			

Business Administration I				
Compulsory Module (X) Compulsory Elective Module ()				
ID Number: BusAdmin1	Workload 150 h	Credits 5 CP	Semester 1st semester	Duration 1 Semester
1	Frequency: Wintersemester		Class Time 4 SWS / 60 h	Self-Study 90 h
2	Course Types (in SWH) and Group Size: Vorlesung: 2 SWS / 30 h / 120 Studierende Seminar: 2 SWS / 30 h / 30 Studierende			
3	Learning Objectives: Upon successful completion of the module, students should be able to: <ul style="list-style-type: none"> • Understand the multiple perspectives of business administration and management. • Understand the fundamentals of basic economics and how they link to business administration. • Interpret rationality/irrationality within economic decision making. • Conclude how to improve short-term and long-term business performance. • Explain different types of business ownership and entrepreneurship. • Evaluate managerial decisions, e.g. with respect to different stakeholders. • Assess different business and industry landscapes. • Carry out strategic planning processes and use fundamental tools for strategic analyses. • Develop ideas about adequate leadership approaches. 			
4	Contents: <ul style="list-style-type: none"> • Understanding what businesses do • Functional areas in a business enterprise • Fundamentals of economics and links to business administration • Business ethics and professionalism • Common forms of business ownership • Mergers, acquisitions, strategic alliances, joint ventures • The role of small vs. large businesses • Reasons for business failures • Management roles and functions • Strategic analysis • Leadership 			
5	The Module is Used in the Following Degree Courses: BBA: Pflichtmodul			
6	Prerequisites:			
7	Academic Performances: (X) Examination: Written Exam (X), Oral Exam (), Seminar Paper (), Project Assignment (), Combined Form of Examinations (), Portfolio (), amended by Presentation ()			
8	Requirements for the Award of Credits: Bestandene Modulprüfung			
9	Relevance for the Overall Score: According to General Examination Regulations.			
10	Person Responsible for the Module / Lecturer(s): Prof. Dr. Tobias Weiß / Prof. Dr. Tobias Weiß, Marselline Atenya			
11	Literature: Bovee, Courtland L., and John V. Thill. Business in action. Pearson, 2017. Further reading recommendations (mentioned in the different lectures and exercises of the module).			

Business Mathematics				
Compulsory Module (X) Compulsory Elective Module ()				
ID Number: BusMath	Workload 150 h	Credits 5 CP	Semester 1st semester	Duration 1 Semester
1	Frequency: Wintersemester		Class Time 4 SWS / 60 h	Self-Study 90 h
2	Course Types (in SWH) and Group Size: Vorlesung: 2 SWS / 30 h / 120 Studierende Übung: 2 SWS / 30 h / 30 Studierende			
3	Learning Objectives: The students should be able to handle mathematical concepts and principles like multivariate calculus, vector and matrix algebra, differential equations and their applications in business and economics. The course involves concept understanding, graphing, problem formulation and solution. At the end of the course, students will be able to apply their mathematical skills to various business problems for the optimal solutions as well as other subjects (e.g., economics, corporate finance, business analytics).			
4	Contents: <ol style="list-style-type: none"> 1. Set Theory, Logic, & Algebra 2. Solving Equations 3. Functions & Differentiation 4. Differentiations in Use 5. Functions of Many Variables 6. Matrix Algebra 7. Financial Mathematic 			
5	The Module is Used in the Following Degree Courses: BBA: Pflichtmodul			
6	Prerequisites:			
7	Academic Performances: () Examination: Written Exam (), Oral Exam (), Seminar Paper (), Project Assignment (), Combined Form of Examinations (), Portfolio (X), amended by Presentation ()			
8	Requirements for the Award of Credits: Bestandene Modulprüfung			
9	Relevance for the Overall Score: According to General Examination Regulations.			
10	Person Responsible for the Module / Lecturer(s): Prof. Dr. Till Haumann / Prof. Dr. Till Haumann, Marselline Atenya			
11	Literature: Sydsæter, K., & Hammond, P. J. (2008). Essential Mathematics for Economic Analysis. 5th edition, Pearson Education. Barnett, R. A., Ziegler, M. R., Byleen, K. E., & Stocker, C. J. (2018). Finite mathematics for business, economics, life sciences, and social sciences. 14th edition. Prentice hall.			

Financial Accounting

Compulsory Module (X) Compulsory Elective Module ()

ID Number: FinAcc	Workload 150 h	Credits 5 CP	Semester 1st semester	Duration 1 Semester
1	Frequency: Wintersemester		Class Time 4 SWS / 60 h	Self-Study 90 h
2	Course Types (in SWH) and Group Size: Vorlesung: 2 SWS / 30 h / 120 Studierende Übung: 2 SWS / 30 h / 30 Studierende			
3	Learning Objectives: Upon successful completion of the module, students should be able to: <ul style="list-style-type: none"> • understand the basics of accounting • describe the basic steps of the accounting process • understand how any given business event affects the financial statements • describe the structure, contents and relationships between the elements of the financial statements (balance sheet, income statement, retained earnings statement and statement of cash flows) • apply ratios to analyze financial statements • apply the theory of accounting to case studies, company examples and similar exercises • hone their multi-cultural, teamwork and presentation skills 			
4	Contents: <ul style="list-style-type: none"> • Introduction to Financial Statements: Forms of Business Organization; Users and Uses of Financial Information; Business Activities, Elements of the Financial Statement • A Further Look at Financial Statements: The Classified Balance Sheet; Using the Financial Statements; Financial Reporting Concepts • The Accounting Information System: The Accounting Information System; Accounting Transactions; The Account, Steps in the Recording Process (Journal, Ledger, Chart of Accounts, Posting); The Recording Process Illustrated; The Trial Balance • Accrual Accounting Concepts: Timing Issues; The Basics of Adjusting Entries; The Adjusted Trial Balance and Financial Statements; Closing the Books • Merchandising Operations and the Multiple-Step Income Statement: Merchandising Operations; Recording Purchases of Merchandise; Recording Sales of Merchandise; Income Statement Presentation; Evaluating Profitability • Reporting and Analyzing Inventory: Classifying Inventory; Determining Inventory Quantities; Inventory Costing; Analysis of Inventory; Inventory Cost Flow Methods in Perpetual Inventory Systems (FIFO/LIFO/Average) • Fraud, Internal Control and Cash: Fraud and Internal Control; Cash Controls; Managing and Monitoring Cash • Reporting and Analyzing Stockholders' Equity: The Corporate Form of Organization; Stock Issue Considerations; Accounting for Treasury Stock; Preferred Stock; Dividends; Retained Earnings; Financial Statement Presentation of Stockholders' Equity; Measuring Corporate Performance Each lecture will be followed by a case study seminar, in which exercises will be practiced to apply the learnt contents of the lecture. For many exercises, various forms of group work will be applied. Pedagogical tools such as Buzz Groups and Method 66 support the repetition of contents and its application in case studies by motivating the students to actively participate.			

5	The Module is Used in the Following Degree Courses: BBA: Pflichtmodul
6	Prerequisites:
7	Academic Performances: () Examination: Written Exam (X), Oral Exam (), Seminar Paper (), Project Assignment (), Combined Form of Examinations (), Portfolio (), amended by Presentation ()
8	Requirements for the Award of Credits: Bestandene Modulprüfung
9	Relevance for the Overall Score: According to General Examination Regulations.
10	Person Responsible for the Module / Lecturer(s): Prof. Dr. Valerie Wulfhorst / Sabine Katterbach
11	Literature: Kimmel, P.; Weygandt, J.; Mitchell, J.E. (2021): Financial Accounting: Tools for Business Decision Making, 10th ed., Hoboken: Wiley.

International English Communication and Self-Management				
Compulsory Module (X)		Compulsory Elective Module ()		
ID Number: IntEnglCom&SelfMgt	Workload 150 h	Credits 5 CP	Semester 1st semester	Duration 1 Semester
1	Frequency: Wintersemester		Class Time 4 SWS / 60 h	Self-Study 90 h
2	Course Types (in SWH) and Group Size: Seminar: 2 SWS / 30 h / 30 Studierende Übung: 2 SWS / 30 h / 30 Studierende			
3	Learning Objectives: Upon successful completion of the module, students should be able to: <ul style="list-style-type: none"> • manage their time effectively • know how to acquire and learn vocabulary • plan, prepare and deliver simple presentations in acceptable English • write simple reports and summaries • interview for jobs • manage business telephone calls • discuss major issues in business In addition, their reading and listening comprehension, writing and speaking proficiency and grammatical accuracy will have improved and their vocabulary expanded.			
4	Contents: <ul style="list-style-type: none"> • Topics: Basics of writing reports and presentations (incl. structure, citing and referencing, summarising); concept of "International English"; levels of language (word formation; syntax/grammar; pronunciation; collocation for vocabulary learning); methods of learning vocabulary (including lexical topic fields); listening and conversation skills; interference/transfer from the students' native language; basics of writing summaries; stress management; business travel; types of companies; career • Selected topics in grammar, vocabulary, pronunciation and punctuation • Communication Skills: presenting with and without visual aids; telephoning (enquiries, booking flights and hotel rooms), interviewing • Methods: Group and pairwork, case study, role-play, student presentations, written practice 			
5	The Module is Used in the Following Degree Courses: BBA: Pflichtmodul			
6	Prerequisites:			
7	Academic Performances: () Examination: Written Exam (), Oral Exam (), Seminar Paper (), Project Assignment (), Combined Form of Examinations (), Portfolio (X), amended by Presentation ()			
8	Requirements for the Award of Credits: Bestandene Modulprüfung			
9	Relevance for the Overall Score: According to General Examination Regulations.			
10	Person Responsible for the Module / Lecturer(s): Marga Taylor / Marga Taylor, Annette Bus			
11	Literature: Emmerson, P. (2002). Business Grammar Builder, Oxford: Macmillan Mascull, B. (2002). Business Vocabulary in Use, Cambridge: Cambridge University Press			

	Gillett, A., Hammond, A. and Martala, M. (2009), Inside Track to Successful Academic Writing. Harlow: Pearson Education
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IT-Introduction				
Compulsory Module (X) Compulsory Elective Module ()				
ID Number: IT-Intro	Workload 150 h	Credits 5 CP	Semester 1st semester	Duration 1 Semester
1	Frequency: Wintersemester		Class Time 4 SWS / 60 h	Self-Study 90 h
2	Course Types (in SWH) and Group Size: Vorlesung: 2 SWS / 30 h / 120 Studierende Übung: 2 SWS / 30 h / 30 Studierende			
3	Learning Objectives: Upon successful completion of the module, students should be able to: <ul style="list-style-type: none"> • understand major Business Informatics Concepts: Hard- & Software, Networks, Databases • be aware of and reflect the powerful developments in IT and their implications • understand the Systems Development Lifecycle • know major IT Security Issues and Safeguards • understand the complexity and relevance of Information Management 			
4	Contents: <ul style="list-style-type: none"> • Introduction to Business Informatics • Technical Foundations: Computer Systems • Technical Foundations: Computer Networks • Routing Algorithms • System Software, Development Software, Application Software • Databases • Software Engineering • VBA • Information Management • Data Security and Data Protection 			
5	The Module is Used in the Following Degree Courses: BBA: Pflichtmodul			
6	Prerequisites:			
7	Academic Performances: () Examination: Written Exam (X), Oral Exam (), Seminar Paper (), Project Assignment (), Combined Form of Examinations (), Portfolio (), amended by Presentation ()			
8	Requirements for the Award of Credits: Bestandene Modulprüfung			
9	Relevance for the Overall Score: According to General Examination Regulations.			
10	Person Responsible for the Module / Lecturer(s): Prof. Dr. Peter Weber / Prof. Dr. Peter Weber, Ahmad Abbadi			
11	Literature: Weber, Gabriel, Lux & Menke: Basics in Business Informatics, 2nd Ed., Springer Vieweg (2022)			

Management Information Systems				
Compulsory Module (X) Compulsory Elective Module ()				
ID Number: MgtInfSys	Workload 150 h	Credits 5 CP	Semester 1st semester	Duration 1 Semester
1	Frequency: Wintersemester		Class Time 4 SWS / 60 h	Self-Study 90 h
2	Course Types (in SWH) and Group Size: Vorlesung: 2 SWS / 30 h / 120 Studierende Übung: 2 SWS / 30 h / 30 Studierende			
3	Learning Objectives: Upon successful completion of the module, students should be able to: <ul style="list-style-type: none"> • evaluate the role of information systems in today's competitive business environment • assess the impact of the Internet and Internet technology on business and government • define information systems from both a technical and business perspective and distinguish between computer literacy and information systems literacy • increase ethical awareness 			
4	Contents: <ul style="list-style-type: none"> • Information Systems in Global Business Today • Global E-Business and Collaboration • Information Systems, Organizations, and Strategy • Ethical and Social Issues in Information Systems • Managing Knowledge • Enhancing Decision Making • Ethics in the Information Society 			
5	The Module is Used in the Following Degree Courses: BBA: Pflichtmodul			
6	Prerequisites:			
7	Academic Performances: () Examination: Written Exam (X), Oral Exam (), Seminar Paper (), Project Assignment (), Combined Form of Examinations (), Portfolio (), amended by Presentation ()			
8	Requirements for the Award of Credits: Bestandene Modulprüfung			
9	Relevance for the Overall Score: According to General Examination Regulations.			
10	Person Responsible for the Module / Lecturer(s): Prof. Dr. Peter Weber / Ahmad Abbadi			
11	Literature: Laudon, Kenneth, C. & Laudon, Jane P.: Management Information Systems: Managing the Digital Firm, 17th Global Ed., Prentice Hall (2022).			

Business Administration II				
Compulsory Module (X) Compulsory Elective Module ()				
ID Number: BusAdmin2	Workload 150 h	Credits 5 CP	Semester 2nd semester	Duration 1 Semester
1	Frequency: Sommersemester		Class Time 4 SWS / 60 h	Self-Study 90 h
2	Course Types (in SWH) and Group Size: Vorlesung: 2 SWS / 30 h / 90 Studierende Seminar: 2 SWS / 30 h / 30 Studierende			
3	Learning Objectives: Upon successful completion of the module, students should be able to: <ul style="list-style-type: none"> • Understand the systems view of business. • Interpret various theories of motivation. • Conclude on strategies to improve employee motivation. • Explain the unique challenges of service delivery. • Evaluate the importance of supply chain management and identify major planning decisions in production and operations management. • Assess the impact of service settings on employee motivation. • Differentiate between the selling concept and the marketing concept. • Develop ideas for adequate innovation strategies. 			
4	Contents: <ul style="list-style-type: none"> • The systems view of business • The relevance of supply chain management • Major planning decisions in production and operations management • Motivational theories • Unique challenges of service delivery • The impact of service settings on employee motivation • The selling vs. the marketing concept • The relevance of innovation and strategic analyses 			
5	The Module is Used in the Following Degree Courses: BBA: Pflichtmodul			
6	Prerequisites:			
7	Academic Performances: (X) Examination: Written Exam (X), Oral Exam (), Seminar Paper (), Project Assignment (), Combined Form of Examinations (), Portfolio (), amended by Presentation ()			
8	Requirements for the Award of Credits: Bestandene Modulprüfung			
9	Relevance for the Overall Score: According to General Examination Regulations.			
10	Person Responsible for the Module / Lecturer(s): Prof. Dr. Tobias Weiß / Prof. Dr. Tobias Weiß, Marselline Atenya			
11	Literature: Bovee, Courtland L., and John V. Thill. Business in action. Pearson, 2017. Further reading recommendations (mentioned in the different lectures and exercises of the module).			

Communication in Global Business				
Compulsory Module (X) Compulsory Elective Module ()				
ID Number: ComGloBus	Workload 120 h	Credits 4 CP	Semester 2nd semester	Duration 1 Semester
1	Frequency: Sommersemester		Class Time 4 SWS / 60 h	Self-Study 60 h
2	Course Types (in SWH) and Group Size: Seminar: 2 SWS / 30 h / 30 Studierende Übung: 2 SWS / 30 h / 30 Studierende			
3	Learning Objectives: Upon successful completion of the module, students should be able to: <ul style="list-style-type: none"> • plan, prepare and write reports based on published authors' ideas, claims and arguments (summarise for a particular purpose; create a thesis/hypothesis and support it in the report; structure paragraphs properly with topic sentences and supporting evidence; cite sources appropriately; write references correctly) • read and listen critically • create polite but effective business letters and e-mail notes in an international context • plan, prepare and deliver simple presentations in acceptable English, using effective communicative principles • chair and participate in business meetings (incl. negotiations) • entertain business partners • deal with problems in communication and efficiently resolve intercultural conflicts • master an increased range of English grammar, vocabulary and rhetoric (the language of meetings) In addition, their reading and listening comprehension, writing and speaking proficiency and grammatical accuracy will have improved and their vocabulary expanded.			
4	Contents: <ul style="list-style-type: none"> • Topics: Procurement, sourcing, suppliers, globalisation, international trade, letters of enquiry, offers, purchase orders, complaints and adjustments, intercultural conflict resolution • Selected topics in grammar, pronunciation and punctuation • Communication Skills: Presenting, managing meetings, business letters, negotiating • Methods: Group and pair work, role-play, written practice, native audio and video samples • Vocabulary: Word fields relevant to the topics, the language of meetings (opening, inviting people to speak, agreement and disagreement, taking and keeping the floor, 			
5	The Module is Used in the Following Degree Courses: BBA: Pflichtmodul			
6	Prerequisites:			
7	Academic Performances: () Examination: Written Exam (), Oral Exam (), Seminar Paper (), Project Assignment (), Combined Form of Examinations (), Portfolio (X), amended by Presentation ()			
8	Requirements for the Award of Credits: Bestandene Modulprüfung			
9	Relevance for the Overall Score: According to General Examination Regulations.			
10	Person Responsible for the Module / Lecturer(s): Marga Taylor / Marga Taylor, Annette Bus			

11**Literature:**

Taylor, K. (2008). Fifty ways to improve your telephoning and teleconferencing skills, London: Summertown Publishing

MacKenzie, I. (2002). Financial English, Boston, MA: Thomson

Cost Accounting				
Compulsory Module (X) Compulsory Elective Module ()				
ID Number:	Workload	Credits	Semester	Duration
CostAcc	180 h	6 CP	2nd semester	1 Semester
1	Frequency: Sommersemester		Class Time 4 SWS / 60 h	Self-Study 120 h
2	Course Types (in SWH) and Group Size: Vorlesung: 2 SWS / 30 h / 90 Studierende Übung: 2 SWS / 30 h / 30 Studierende			
3	Learning Objectives: The objective of the course is to familiarize the students with the basic cost / benefit accounting concepts and their applications in managerial decision making <ul style="list-style-type: none"> • to enable students to plan, control and decide on the basis of costs and benefits in business, especially in industry. • to train a managerial way of thinking in costs and benefits and to continuously analyze the impacts of managerial actions on costs and benefits of a company. • to improve multi-cultural teamwork and presentation skills. 			
4	Contents: Part I: Management and Cost Accounting Fundamentals: <ul style="list-style-type: none"> • The Accountant's Role in the Organisation (Differences between managerial, financial and cost accounting; role of strategy; purposes of accounting systems; planning, control and decision making; score-keeping and attention-directing and problem-solving) • An Introduction to Cost / Benefit Terms and Purposes (incl. cost object; direct/indirect cost; variable/fixed cost; unit costs; capitalized/revenue costs) • Job-Costing Systems (incl. actual and normal costing) • Process-Costing Systems (incl. Weighted Average Method, FIFO, and LIFO Method of Process Costing) • Cost Allocation (incl. budgeted/actual allocation, direct/step-down/reciprocal methods of support department cost-allocation etc.) • Cost Allocation: Joint-cost Situations (incl. joint/by-products and alternative methods of allocating joint costs and by-products) Part II: Accounting Information for Decision Making: <ul style="list-style-type: none"> • Cost-Volume-Profit Relationships (incl. Relationship between operating profit and net profit, Break Even Analysis) • Relevant Information for Decision Making (incl. relevant/irrelevant costs/revenues, quantitative/qualitative factors, opportunity cost concepts, multiple product choice with capacity constraints) • Activity-based Costing (incl. traditional costing vs. ABC, cost products using ABC, use ABC for management decisions) Each lecture will be followed by a case study seminar, in which exercises will be practiced to apply the learnt contents of the lecture. For many exercises, various forms of group work will be applied. Pedagogical tools such as Buzz Groups and Method 66 support the repetition of contents and its application in case studies by motivating the students to actively participate.			
5	The Module is Used in the Following Degree Courses: BBA: Pflichtmodul			
6	Prerequisites:			
7	Academic Performances: () Examination:			

	Written Exam (X), Oral Exam (), Seminar Paper (), Project Assignment (), Combined Form of Examinations (), Portfolio (), amended by Presentation ()
8	Requirements for the Award of Credits: Bestandene Modulprüfung
9	Relevance for the Overall Score: According to General Examination Regulations.
10	Person Responsible for the Module / Lecturer(s): Prof. Dr. Valerie Wulfhorst / Sabine Katterbach
11	Literature: Bhimani; Horngren; Datar; Rajan: Management and Cost Accounting, 17th ed., Prentice Hall, (2020). Datar/Rajan: Horngren's Cost Accounting: A Managerial Emphasis, 17th Ed., Harlow: Pearson, 2020.

Databases				
Compulsory Module (X) Compulsory Elective Module ()				
ID Number: DatBas	Workload 150 h	Credits 5 CP	Semester 2nd semester	Duration 1 semester
1	Frequency: Sommersemester		Class Time 4 SWS / 60 h	Self-Study 90 h
2	Course Types (in SWH) and Group Size: Vorlesung: 2 SWS / 30 h / 90 Studierende Übung: 2 SWS / 30 h / 30 Studierende			
3	Learning Objectives: Upon successful completion of the module, students should be able to: <ul style="list-style-type: none"> • understand the relevance and characteristics of databases and to know major components of the database environment • be able to do conceptual and logical data modelling • understand the concept of normalization • know basic SQL commands as the standard database query language • be able to implement a database physically using one of the common environments • be aware of current trends in database management 			
4	Contents: <ul style="list-style-type: none"> • Context of Database Management: Database Environment; Database Development • Database Analysis: Business Rules and the (Enhanced) E-R Model • Database Design: Logical Database Design and the Relational Model • Physical Database Design and Performance • Database Implementation: SQL • Practical application of database development • Current Developments 			
5	The Module is Used in the Following Degree Courses: BBA: Pflichtmodul			
6	Prerequisites:			
7	Academic Performances: () Examination: Written Exam (X), Oral Exam (), Seminar Paper (), Project Assignment (), Combined Form of Examinations (), Portfolio (), amended by Presentation ()			
8	Requirements for the Award of Credits: Bestandene Modulprüfung			
9	Relevance for the Overall Score: According to General Examination Regulations.			
10	Person Responsible for the Module / Lecturer(s): Prof. Dr. Peter Weber / Prof. Dr. Peter Weber, David Stevenson			
11	Literature: Hoffer, Jeffrey A.; Venkataraman, Ramesh; Topi, Heikki: Modern Database Management, 13th Global Ed., Pearson (2023)			

Microeconomics				
Compulsory Module (X) Compulsory Elective Module ()				
ID Number: MicrEco	Workload 150 h	Credits 5 CP	Semester 2nd semester	Duration 1 semester
1	Frequency: Sommersemester		Class Time 4 SWS / 60 h	Self-Study 90 h
2	Course Types (in SWH) and Group Size: Vorlesung: 2 SWS / 30 h / 90 Studierende Übung: 2 SWS / 30 h / 30 Studierende			
3	Learning Objectives: Students gain an understanding of how an economy characterized by a high degree of division of labour works and why division of labour raises welfare. They are able to make optimal decisions from an individual perspective (company, consumer) under side conditions/restrictions and understand the market mechanism as well as the drivers of supply and demand. The determination of a market equilibrium is conducted using both graphical and formal methods.			
4	Contents: Microeconomics: <ul style="list-style-type: none"> • Introduction: What is Economics?; Micro- & Macroeconomics; Positive & Normative Economics • Basic Principles: Division of labour, opportunity costs, absolute and relative cost advantage • Market vs. Hierarchy: transaction costs, organization of division of labour, trade • Demand and Supply, shocks • The homo oeconomicus • The demand curve: budget constraint, utility functions, optimal consumption • Shocks: shifts of the demand and supply curve • The supply curve: production function and isoquants • Consumer theory <ul style="list-style-type: none"> - Preferences - Income and Substitution Effects - Utility functions - Budget Restriction • Firm Behaviour <ul style="list-style-type: none"> - Firms and Capital - Present Discounted Value • Market Structure: monopoly, cartel, perfect competition 			
5	The Module is Used in the Following Degree Courses: BBA: Pflichtmodul			
6	Prerequisites:			
7	Academic Performances: () Examination: Written Exam (X), Oral Exam (), Seminar Paper (), Project Assignment (), Combined Form of Examinations (), Portfolio (), amended by Presentation ()			
8	Requirements for the Award of Credits: Bestandene Modulprüfung			
9	Relevance for the Overall Score: According to General Examination Regulations.			
10	Person Responsible for the Module / Lecturer(s): Prof. Dr. Dina Dreisbach / Prof. Dr. Dina Dreisbach, Marselline Atenya			
11	Literature:			

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|---|
| <ul style="list-style-type: none">• Bofinger, P. (2015): Grundzüge der Volkswirtschaftslehre, 4th edition, Pearson.• Boyes, W. & M. Melvin (2016), Microeconomics, 10th edition, Cengage.• Pindyck, R. & Rubinfeld, D. (2015): Mikroökonomie, 8. Auflage, Pearson.• Samuelson, P. & W.D. Nordhaus, Economics (2010), 19th edition, Mc Graw Hill. |
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Problem Solving Using Spreadsheet Software				
Compulsory Module (X) Compulsory Elective Module ()				
ID Number: PSUSS	Workload 150 h	Credits 5 CP	Semester 2nd semester	Duration 1 semester
1	Frequency: Sommersemester		Class Time 4 SWS / 60 h	Self-Study 90 h
2	Course Types (in SWH) and Group Size: Vorlesung: 2 SWS / 30 h / 90 Studierende Seminar: 2 SWS / 30 h / 30 Studierende			
3	Learning Objectives: Upon successful completion of the module, students should be able to: <ul style="list-style-type: none"> • develop an analytical mindset and understand the relevance of applied statistics in the business environment • gain knowledge and practical skills in applied statistics • apply techniques needed to support data-driven business decisions • be able to use spreadsheet software like Microsoft Excel and, when necessary, additional statistical software 			
4	Contents: <ul style="list-style-type: none"> • Introduction to Business Analytics and its use in today's data oriented business environment • Relevance of Analytics at the strategic, functional, analytical and data Level • Spreadsheet Software (Excel) <ul style="list-style-type: none"> o Basic Functions, Number and Cell Formatting, Conditional Formatting, Borders, Tables, Charts, Printing setup o Filter, Sort, Naming Data, Data Validation, Duplicates, Grouping, Freeze Panes, Advanced Functions – Nested functions, sumif & sumifs, vlookup & hlookup, Pivot tables, charts o Spreadsheet Software Case Studies • Descriptive Analytics <ul style="list-style-type: none"> o Frequency Tables, Frequency Distributions, Data Visualization o Descriptive Statistical Measures o Probability Distribution and Data Modeling o Sampling and Estimation o Correlation and Regression (One-Sample Tests and Two-Sample Tests of Hypothesis)			
5	The Module is Used in the Following Degree Courses: BBA: Pflichtmodul			
6	Prerequisites:			
7	Academic Performances: () Examination: Written Exam (), Oral Exam (), Seminar Paper (), Project Assignment (), Combined Form of Examinations (), Portfolio (X), amended by Presentation ()			
8	Requirements for the Award of Credits: Bestandene Modulprüfung			
9	Relevance for the Overall Score: According to General Examination Regulations.			
10	Person Responsible for the Module / Lecturer(s): Prof. Dr. Till Haumann / Prof. Dr. Till Haumann, David Stevenson			
11	Literature: Lind; Marchal; Wathen (2018): Statistical Techniques in Business and Economics, 17th ed., McGraw Hill, 2018			

	Monk; Brady; Mendelsohn (2018): Problem Solving Cases In Microsoft Access & Excel, 15th ed., Cengage, 2018
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Business-to-Consumer Marketing				
Compulsory Module (X) Compulsory Elective Module ()				
ID Number: B2CMark	Workload 150 h	Credits 5 CP	Semester 3rd semester	Duration 1 semester
1	Frequency: Wintersemester	Class Time 4 SWS / 60 h	Self-Study 90 h	
2	Course Types (in SWH) and Group Size: Vorlesung: 2 SWS / 30 h / 90 Studierende Übung: 2 SWS / 30 h / 30 Studierende			
3	Learning Objectives: Upon successful completion of the module, students should be able to: <ul style="list-style-type: none"> • recognize the basic concepts of marketing management • explain and critique common concepts in strategy formulation and evaluation • explain and apply main marketing tools (product, price, sales and communication decision as well as customer relationship management) to real case studies • apply the basic models and principles of marketing within both the domestic and international business environment • demonstrate analytical and strategic thinking skills in the context of marketing • recognize the interconnection of business disciplines (i.e. identifying the effects of marketing decisions on other disciplines, such as finance, and international management) • hone their multi-cultural, teamwork and presentation skills. 			
4	Contents: Part I: Marketing – Definition and Goals <ul style="list-style-type: none"> • Setting the Scene for Marketing: Markets as Focal Points of Marketing; Development and Scope of the Marketing Concept; Definition and Goals, Relationship between Marketing & Financial Performance Part II: Marketing Strategy <ul style="list-style-type: none"> • The Key Aspects of Marketing Strategy: An Initial Overview of the Marketing Strategy Concepts; The “Classics” of Strategic Success Factor Research (PIMS, Experience Curve Model, Life Cycle Model); The Marketing Strategy Development Process • Analysis of the Initial Strategic Situation: Issues and Key Methods; Analysis of the Global Company Environment (Early Warning / Intelligence Systems, Forecasting Methods, Scenario Technique, PEST Analysis); Analysis of the Relevant Market (Five Forces Model, Strategic Groups, Segmentation of Customers); Analysis of the Company Situation (Value Chain Analysis, Benchmarking, SWOT Analysis) • Formulation, Evaluation and Selection of Marketing Strategies: Central Questions for the Formulation of Marketing Strategies; Supporting Concepts for the Formulation of Marketing Strategies (Strategic Gameboard, Portfolio Techniques / Market Growth - Market Share Portfolio, Life Cycle Portfolio); Evaluating Marketing Strategy Part III: The Marketing Mix <ul style="list-style-type: none"> • Product Decisions: Areas of Product Decisions; Defining the Product; Innovation Management; Management of Established Products (Differentiation, Variation, Diversification); Brand Management • Pricing Decisions: Key Aspects of Determining Prices in a Complex Setting; Determining the Upper Price Ceiling (Theoretic Foundations in Microeconomics, Empirical Determination of the 			

	<p>Customer Willingness-to-Pay, Behavioral Aspects of Pricing); Development of Prices (Skimming / Penetration); Communicating the Price (Differentiation, Discounts, etc.)</p> <ul style="list-style-type: none"> • Sales Decisions: Basic Terms, Concepts and Overview; The Design and Structure of the Sales System (Indirect vs. Direct Sales; Sales Entities); The Design and Structure of Relationships with Sales Partners and Key Accounts (Conflict Management; Fields of Cooperation); The Design of (Personal) Selling Activities; Sales Logistics • Communication Decisions: 'Who Says What in Which Channel, to Whom and with What Effect?'; Understanding the Audience; Budgeting; making the Audience Receptive; Monitoring the Impact of Communication • Customer Relationship Management: From Customer Satisfaction to Customer Loyalty; Creating the Customer Relationship; Retaining Customers: Customer Clubs, Customer Cards; Cross-selling; Dealing with Customer Complaints; Winning back Customers <p>Part IV: Marketing Ethics</p> <ul style="list-style-type: none"> • Marketing Ethics: Ethical and Unethical Behavior in Marketing Management; Continuum Between Unethical and Ethical: Discussion of (Un)ethical Behavior; Developing Guidelines for Ethical Behavior, e.g. the Commitment of Marketing Researchers (AMA) <p>Each lecture will be followed by a case study seminar, in which case studies of real companies will be presented and discussed. Students ought to apply the learnt contents of the lecture to practice problems and practice their presentation skills. Pedagogical tools such as Buzz Groups and Placemat Method support the repetition of contents and their application in case studies by motivating the students to actively participate. Various use of Media (Video). Examples of current case studies (regularly updated): Everything under Control - Microsoft's Product Life Cycle Policy; Primark - Stylish and Cheap.</p>
5	<p>The Module is Used in the Following Degree Courses: BBA: Pflichtmodul</p>
6	<p>Prerequisites:</p>
7	<p>Academic Performances: () Examination: Written Exam (X), Oral Exam (), Seminar Paper (), Project Assignment (), Combined Form of Examinations (), Portfolio (), amended by Presentation ()</p>
8	<p>Requirements for the Award of Credits: Bestandene Modulprüfung</p>
9	<p>Relevance for the Overall Score: According to General Examination Regulations.</p>
10	<p>Person Responsible for the Module / Lecturer(s): Prof. Dr. Valerie Wulfhorst / Prof. Dr. Valerie Wulfhorst</p>
11	<p>Literature: Homburg, C.; Kuester, S.; Krohmer, H.: Marketing Management: a Contemporary Perspective, 2nd ed., McGraw Hill, 2013.</p>

Competence in Business Activities				
Compulsory Module (X) Compulsory Elective Module ()				
ID Number: CompBusAct	Workload 120 h	Credits 4 CP	Semester 3rd semester	Duration 1 semester
1	Frequency: Wintersemester		Class Time 4 SWS / 60 h	Self-Study 60 h
2	Course Types (in SWH) and Group Size: Seminar: 2 SWS / 30 h / 30 Studierende Übung: 2 SWS / 30 h / 30 Studierende			
3	Learning Objectives: Upon successful completion of this module, students should be able to: <ul style="list-style-type: none"> • work in intercultural teams and efficiently resolve conflicts • use persuasive language • give a structured free talk on an interesting topic or with an interesting spin on a known topic • detect, understand, analyse and present new words in the English language • present English grammar issues pedagogically (train colleagues) • participate in group discussions on language and cultural topics • organise and facilitate a class session, coordinating their colleagues' contributions • document their sources using APA guidelines • critique their own performance and those of others objectively In addition, their reading and listening comprehension, writing and speaking proficiency and grammatical accuracy will have improved and their vocabulary expanded.			
4	Contents: <ul style="list-style-type: none"> • Topics: The language of international organisations and of PR; vision and mission statements; a business plan for their own fictitious nonprofit organization including a logo, stationery and adverts; the language of persuasion; the dynamics of intercultural team work including conflict resolution; the principles of word formation; the Universal Declaration of Human Rights; and freedom of expression. • Selected topics in grammar, vocabulary, pronunciation and punctuation. • Communication Skills: producing a professional-looking portfolio representing their organisation and presenting this organisation to prospective funders. • Methods: Group and pair work, written practice, group discussion, native audio and video samples, creating a portfolio based on their presentation and group work. 			
5	The Module is Used in the Following Degree Courses: BBA: Pflichtmodul			
6	Prerequisites:			
7	Academic Performances: () Examination: Written Exam (), Oral Exam (), Seminar Paper (), Project Assignment (), Combined Form of Examinations (), Portfolio (X), amended by Presentation ()			
8	Requirements for the Award of Credits: Bestandene Modulprüfung			
9	Relevance for the Overall Score: According to General Examination Regulations.			
10	Person Responsible for the Module / Lecturer(s): Catherine Niestroj / Catherine Niestroj			
11	Literature: Dignen, B. and Chamberlain, J. (2009). Fifty ways to improve your intercultural skills, London: Summertown Publishing			

	MacKenzie, I. (2008). Management and Marketing, Boston, MA: Thomson Farall, C. and Lindsley, M. (2008). Professional English in Use -- Marketing, Cambridge: Cambridge University Press
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Corporate Finance				
Compulsory Module (X) Compulsory Elective Module ()				
ID Number: CorpFin	Workload 180 h	Credits 6 CP	Semester 3rd semester	Duration 1 Semester
1	Frequency: Wintersemester		Class Time 4 SWS / 60 h	Self-Study 120 h
2	Course Types (in SWH) and Group Size: Vorlesung: 2 SWS / 30 h / 90 Studierende Übung: 2 SWS / 30 h / 30 Studierende			
3	Learning Objectives: Upon successful completion of the module, students should be able to: <ul style="list-style-type: none"> • recognize the financial environment. • explain financial ratios to analyze the financial performance of companies and justify the selection of these ratios. • calculate basic concepts in finance such as annuities, perpetuities, present and future values as well as investment criteria. • apply financial concepts and investment criteria to solve financial problems in practical cases. • relate finance to other functions in a corporation (such as Marketing and Cost Accounting). • hone their multi-cultural, teamwork and presentation skills. 			
4	Contents: Part I: Introduction <ul style="list-style-type: none"> • Goals and Governance of the Firm: Investment and Financing Decisions; What is a Corporation?; Who is the Financial Manager?; Goals of the Corporation • Shareholder Value Management: Introduction to Value-Based Management; Value-Based Performance Measures (EVA, ROCE); Influencing Value-Based Performance • Financial Markets and Institutions: The Importance of Financial Markets and Institutions; The Flow of Savings to Corporations; Functions of Financial Markets and Intermediaries; Value Maximization and the Cost of Capital • Accounting and Finance: Differences regarding the Balance Sheet; the Income Statement; the Statement of Cash Flows • Measuring Corporate Performance: Value and Value Added; Measuring Profitability; Measuring Efficiency; Analyzing the Return on Assets: The Du Pont System; Measuring Leverage; Measuring Liquidity; Calculating Sustainable Growth; Interpreting Financial Ratios; The Role of Financial Ratios and Transparency Part II: Value <ul style="list-style-type: none"> • The Time Value of Money: Future Values and Compound Interest; Present Values; Multiple Cash Flows; Level Cash Flows: Perpetuities and Annuities; Effective Annual Interest Rates; Inflation and the Time Value of Money • Valuing Bonds: The Bond Market; Interest Rates and Bond Prices; Current Yield and Yield to Maturity; Bond Rates of Return; The Yield Curve; Corporate Bonds and the Risk of Default • Valuing Stocks: Stocks and the Stock Market; Market Values, Book Values, and Liquidation Values; Valuing Common Stocks; Simplifying the Dividend Discount Model; Growth Stocks 			

	<p>and Income Stocks; There Are No Free Lunches on Wall Street; Market Anomalies and Behavioral Finance</p> <ul style="list-style-type: none"> • Introduction to Net Present Value: Risk and Present Value; Valuing Long-Lived Projects; Using the NPV Rule to Choose among Projects <p>Each lecture will be followed by a case study seminar, in which exercises will be practiced to apply the learnt contents of the lecture. For many exercises, various forms of groupwork will be applied. Pedagogical tools such as Buzz Groups and Method 66 support the repetition of contents and their application in case studies by motivating the students to actively participate. For some exercises, MS Excel will be used. Various use of Media (Video).</p>
5	<p>The Module is Used in the Following Degree Courses: WING: Pflichtmodul, BBA: Pflichtmodul</p>
6	<p>Prerequisites:</p>
7	<p>Academic Performances: () Examination: Written Exam (X), Oral Exam (), Seminar Paper (), Project Assignment (), Combined Form of Examinations (), Portfolio (), amended by Presentation ()</p>
8	<p>Requirements for the Award of Credits: Bestandene Modulprüfung</p>
9	<p>Relevance for the Overall Score: According to General Examination Regulations.</p>
10	<p>Person Responsible for the Module / Lecturer(s): Prof. Dr. Valerie Wulfhorst / Prof. Dr. Valerie Wulfhorst</p>
11	<p>Literature: Brealey, Richard; Myers, Stewart & Marcus, Alan: Fundamentals of Corporate Finance, 11th ed., McGraw-Hill (2022).</p>

Enterprise Resource Planning I				
Compulsory Module (X) Compulsory Elective Module ()				
ID Number: ERP1	Workload 150 h	Credits 5 CP	Semester 3rd semester	Duration 1 semester
1	Frequency: Wintersemester		Class Time 4 SWS / 60 h	Self-Study 90 h
2	Course Types (in SWH) and Group Size: Vorlesung: 2 SWS / 30 h / 90 Studierende Übung: 2 SWS / 30 h / 30 Studierende			
3	Learning Objectives: Upon successful completion of the module, students should be able to: <ul style="list-style-type: none"> • analyze the relationship between organisations, information systems, and business processes • understand information systems requirements for the major business functions: sales and marketing, manufacturing, finance and accounting, and human resources • understand the steps of systematic production planning • understand the development, characteristics and impact of enterprise resource planning systems (ERP-Systems) • know business process modelling • assess the role of Information Systems with regard to Supply Chain Management • be aware of the current ERP market situation 			
4	Contents: <ul style="list-style-type: none"> • Business Functions, Business Processes and Business Process Integration • Development of ERP-Systems • Major Functional Areas of Operation (and their handling in ERP-Systems) • Production Planning • Business Process Modelling • Introduction to SCM, CRM and associated concepts such as the bullwhip effect • The ERP market 			
5	The Module is Used in the Following Degree Courses: BBA: Pflichtmodul			
6	Prerequisites:			
7	Academic Performances: () Examination: Written Exam (X), Oral Exam (), Seminar Paper (), Project Assignment (), Combined Form of Examinations (), Portfolio (), amended by Presentation ()			
8	Requirements for the Award of Credits: Bestandene Modulprüfung			
9	Relevance for the Overall Score: According to General Examination Regulations.			
10	Person Responsible for the Module / Lecturer(s): Prof. Dr. Peter Weber / Prof. Dr. Peter Weber, David Stevenson			
11	Literature: Monk & Wagner: Concepts in Enterprise Resource Planning, 4th Ed., Cengage Learning (2013); Weber, Gabriel, Lux & Menke: Basics in Business Informatics, 2nd Ed., Springer Vieweg (2022)			

Entrepreneurship and Innovation

Compulsory Module (X) Compulsory Elective Module ()

ID Number: Ent&Inn		Workload	Credits	Semester	Duration
		150 h	5 CP	3rd semester	1 semester
1	Frequency: Wintersemester			Class Time 4 SWS / 60 h	Self-Study 90 h
2	Course Types (in SWH) and Group Size: Vorlesung: 2 SWS / 30 h / 90 Studierende Seminar: 2 SWS / 30 h / 30 Studierende				
3	Learning Objectives: Students have a good understanding of basic terms and concepts of entrepreneurship and innovation management. Moreover, the students will be able to identify unprecedented opportunities caused by disruptive technologies, and societal change.				
4	Contents: <ul style="list-style-type: none"> • Entrepreneurial orientation • Forms and drivers of innovation • Searching, selecting, implementing and capturing innovation • Designing innovative organizations • Case studies: Disruption 				
5	The Module is Used in the Following Degree Courses: BBA: Pflichtmodul				
6	Prerequisites:				
7	Academic Performances: () Examination: Written Exam (), Oral Exam (), Seminar Paper (), Project Assignment (), Combined Form of Examinations (), Portfolio (X), amended by Presentation ()				
8	Requirements for the Award of Credits: Bestandene Modulprüfung				
9	Relevance for the Overall Score: According to General Examination Regulations.				
10	Person Responsible for the Module / Lecturer(s): Prof. Dr. Andreas Gerlach / Prof. Dr. Andreas Gerlach				
11	Literature: Bessant, J. R., Tidd, J. (2015): Corporate Innovation & Entrepreneurship 3rd Edition, o.O.: Wiley				

Macroeconomics				
Compulsory Module (X) Compulsory Elective Module ()				
ID Number: MacEco	Workload 150 h	Credits 5 CP	Semester 3rd semester	Duration 1 semester
1	Frequency: Wintersemester		Class Time 4 SWS / 60 h	Self-Study 90 h
2	Course Types (in SWH) and Group Size: Vorlesung: 2 SWS / 30 h / 90 Studierende Übung: 2 SWS / 30 h / 30 Studierende			
3	Learning Objectives: The lecture takes the aggregate economic perspective on how the single markets introduced in microeconomics interact. Students learn to assess the effects of certain policy measures and macroeconomic shocks on their businesses and get a first understanding of the institutional role allocation. Graphical and formal tools are used to derive cause-effect chains. The exercises apply the knowledge to both practical case studies and different theoretical scenarios. A holistic way of thinking in terms of welfare is promoted. Short-term and long-term perspectives are introduced, represented by the classical and Keynesian approach to encourage students to follow different views on economic policy decision making. It is recommended to take Microeconomics before taking Macroeconomics.			
4	Contents: Macroeconomics: <ul style="list-style-type: none"> • Macroeconomic targets: stable and appropriate growth, stable price level, full employment, foreign trade equilibrium • Macroeconomic accounting: aggregate demand and supply, determination of GDP, Macroeconomic financing statistics, balance of payments • Market equilibrium and labour market: Long term and short term aggregate supply, a simple labour market model, savings function and consumption function, analysis of market equilibrium, unemployment, cyclical movements, Say's law, Keynesian equilibrium with unemployment • Public Stabilization task: self-healing power of the market and its limitations, public expenditure for full employment, tax policies, anticyclical behaviour, automatic stabilizers • The central bank and the role of money: interest rates as important determinant of demand, monetary policy, classical and Keynesian view Interaction of fiscal and monetary policy <ul style="list-style-type: none"> • Interaction of Monetary and Fiscal Policy: role allocation, efficiency in national and international shocks, case study on crisis policy • Economic Development and Fluctuations in the Economic Process: Long-term determinants of economic development, short-middle term determinants, Cobweb theorem, self-stabilizing effects 			
5	The Module is Used in the Following Degree Courses: BBA: Pflichtmodul			
6	Prerequisites:			
7	Academic Performances: () Examination: Written Exam (X), Oral Exam (), Seminar Paper (), Project Assignment (), Combined Form of Examinations (), Portfolio (), amended by Presentation ()			
8	Requirements for the Award of Credits: Bestandene Modulprüfung			
9	Relevance for the Overall Score:			

	According to General Examination Regulations.
10	Person Responsible for the Module / Lecturer(s): Prof. Dr. Dina Dreisbach / Prof. Dr. Dina Dreisbach, Marselline Atenya
11	Literature: <ul style="list-style-type: none">• Bofinger, P. (2015): Grundzüge der Volkswirtschaftslehre, 4th edition, Pearson.• Mankiw, G. & Taylor, M. (2015): Macroeconomics, 9th edition, Worth Publishers, Palgrave Macmillan.• Samuelson, P. & W.D. Nordhaus, Economics (2010), 19th edition, Mc Graw Hill.

Business Law				
Compulsory Module (X) Compulsory Elective Module ()				
ID Number: BusLaw	Workload 150 h	Credits 5 CP	Semester 4th semester	Duration 1 Semester
1	Frequency: Sommersemester		Class Time 4 SWS / 60 h	Self-Study 90 h
2	Course Types (in SWH) and Group Size: Vorlesung: 2 SWS / 30 h / 90 Studierende Seminar: 2 SWS / 30 h / 30 Studierende			
3	Learning Objectives: Students will gain basic knowledge about the principles and contents of law.			
4	Contents: <ul style="list-style-type: none"> • General introduction: The Role of Law in Business • Basic Principles of Law: Sources of law, formation and purpose of law, public, private and criminal law • Basics of Private Law: capacity to enter into legal transactions (legal capacity), liability, movable and immovable things, ownership • Business Law: Contract law, International Sales of Goods, Export Trade, Product Liability, Commercial agency law, Banking and Security, Anti-Monopoly and Competition Law, Investment Law • Internet Law: E-Commerce: Intellectual Property and Information's Technology • Basics of Public Law 			
5	The Module is Used in the Following Degree Courses: BBA: Pflichtmodul			
6	Prerequisites:			
7	Academic Performances: () Examination: Written Exam (X), Oral Exam (), Seminar Paper (), Project Assignment (), Combined Form of Examinations (), Portfolio (), amended by Presentation ()			
8	Requirements for the Award of Credits: Bestandene Modulprüfung			
9	Relevance for the Overall Score: According to General Examination Regulations.			
10	Person Responsible for the Module / Lecturer(s): Prof. Dr. Henrik Janzen / Christoph Schade (Lehrbeauftragter)			
11	Literature: Business Law Script provided by lecturer			

Business-to-Business Marketing				
Compulsory Module (X) Compulsory Elective Module ()				
ID Number: B2BMark	Workload 150 h	Credits 5 CP	Semester 4th semester	Duration 1 semester
1	Frequency: Sommersemester		Class Time 4 SWS / 60 h	Self-Study 90 h
2	Course Types (in SWH) and Group Size: Vorlesung: 2 SWS / 30 h / 90 Studierende Übung: 2 SWS / 30 h / 30 Studierende			
3	Learning Objectives: At the end of this module, students should be able to: <ul style="list-style-type: none"> • Differentiate Business-to-Business Marketing from Business-to-Consumer Marketing, especially with respect to the international environment of industrial organizations. • Explain the value concept in business markets. • Analyze how companies create and communicate value business customers receive, while simultaneously improving profitability through customer relationship management. • Recognize the interconnection of business disciplines (i.e. identifying the effects of marketing management on other disciplines, such as finance, and international management). • Differentiate between distributive and integrative bargaining. • Prepare a negotiation strategy for effective negotiations. • Establish trust and develop relationships for effective negotiations. • Apply multi-cultural teamwork and presentation skills. 			
4	Contents: Business-to-Business (B2B) Marketing encompasses those management activities that enable a supplier firm to understand, create, and deliver value to other businesses, governments, and/or institutional customers. In the context of these business markets, value is “the worth in monetary terms of the economic, technical, service, and social benefits a customer firm receives in exchange for the price it pays for a market offering.” <ul style="list-style-type: none"> • Introduction to Business Marketing (Importance and Definition of Business Marketing, Characteristics of Business Marketing, Rationality in Business Markets: The Value Concept as Cornerstone of Business Market Management) • Understanding Business Customers: Organizational Buying Behavior (The Organizational Buying Process, Forces Shaping Organizational Buying Behavior, The Buying Center) • Selecting Customers and Creating Customer Value (The Value of Customers: Selecting Customers; The Value for Customers: Delivering Value to Customers - The Value Concept - Measuring Value - Communicating and Demonstrating Value to Customers) • Customer Relationship Management in Business Markets (Differentiating Between Transaction and Relationship Customers; Customer Relationship Management: Measuring the Value of a Customer Relationship - Managing Unprofitable Customers - Growing a Customer Relationship Profitably Over Time) • Services and Flexible Market Offerings for Business Markets (The Role of Services in Business Markets; The Tunnel Vision of Commodity Markets; From Products to Product Service Bundles and Customer Solutions; Distinguishing Characteristics of Services; Constructing Flexible Market Offerings) • Pricing on Business Markets (Pricing in Business Markets: Finding a New or Individual Product's Price - Tucker's Pricing Triangle; The Importance of 			

	<p>Customization in Business Markets; Overview of Pricing Tools; Internal vs. external Price Thresholds; Value-Based Pricing)</p> <ul style="list-style-type: none"> • Introduction to Negotiations (Importance and Definition of Negotiations, Negotiation Traps; Preparation of Negotiations) • Negotiation Strategies (Distributive Negotiations: Bargaining Zone; Pie-Slicing Strategies; Saving Face; The Power of Fairness; Wise Pie Slicing; ... vs. Win-Win Negotiations: What is Win-Win Negotiation? Most Commonly Used Win-Win Strategies; Effective Pie-Expanding Strategies) • Specific Negotiation Tactics (Establishing Trust; Power; Creative Negotiation Agreements) <p>Each lecture will be followed by a case study seminar, in which case studies of real companies will be presented and discussed. Students ought to apply the learnt contents of the lecture to practice problems and practice their presentation skills. Pedagogical tools such as Buzz Groups and Placemat Method support the repetition of contents and its application in case studies by motivating the students to actively participate. Various use of Media (Video). Case studies vary throughout the semesters. Negotiations will be practiced with role plays.</p>
5	<p>The Module is Used in the Following Degree Courses: BBA: Pflichtmodul</p>
6	<p>Prerequisites:</p>
7	<p>Academic Performances: () Examination: Written Exam (X), Oral Exam (), Seminar Paper (), Project Assignment (), Combined Form of Examinations (), Portfolio (), amended by Presentation ()</p>
8	<p>Requirements for the Award of Credits: Bestandene Modulprüfung</p>
9	<p>Relevance for the Overall Score: According to General Examination Regulations.</p>
10	<p>Person Responsible for the Module / Lecturer(s): Prof. Dr. Valerie Wulfhorst / Prof. Dr. Valerie Wulfhorst</p>
11	<p>Literature: Hutt/Speth (2023): Business Marketing Management, 13th ed., Canada: South-Western, Cengage Learning, 2023. Anderson, J.C.; Narus, J.A.; Narayandas, D. (2009): Business Market Management: Understanding, Creating, and Delivering Value, 3rd ed., Upper Saddle River: Pearson, 2009. Thompson, L.L. (2021): The Mind and Heart of the Negotiator, 7th ed, Upper Saddle River: Pearson, 2021.</p>

E-Business / Web-Development

Compulsory Module (X) Compulsory Elective Module ()

ID Number: E-BusWebDev		Workload 150 h	Credits 5 CP	Semester 4th semester	Duration 1 semester
1	Frequency: Sommersemester			Class Time 4 SWS / 60 h	Self-Study 90 h
2	Course Types (in SWH) and Group Size: Vorlesung: 2 SWS / 30 h / 90 Studierende Übung: 2 SWS / 30 h / 30 Studierende				
3	Learning Objectives: Upon successful completion of the module, students should be able to: <ul style="list-style-type: none"> • understand the relevance and development of E-Business / E-Commerce • know and critically reflect E-Business and E-Commerce terminology • understand typical B2B and B2C business model approaches • learn how to develop an online presence (HTML, CSS, JavaScript, CMS) 				
4	Contents: <ul style="list-style-type: none"> • Introduction to E-Business and E-Commerce • E-Commerce Presences: Websites, Mobile Sites, Apps • B2C and B2B E-Commerce • HTML, CSS & JavaScript • Content Management Systems (CMS) 				
5	The Module is Used in the Following Degree Courses: BBA: Pflichtmodul				
6	Prerequisites:				
7	Academic Performances: () Examination: Written Exam (), Oral Exam (), Seminar Paper (), Project Assignment (), Combined Form of Examinations (), Portfolio (X), amended by Presentation ()				
8	Requirements for the Award of Credits: Bestandene Modulprüfung				
9	Relevance for the Overall Score: According to General Examination Regulations.				
10	Person Responsible for the Module / Lecturer(s): Prof. Dr. Peter Weber / Prof. Dr. Peter Weber, Robert Stemmermann				
11	Literature: Laudon & Traver: E-Commerce 2023-2024: Business, Technology, Society, 18th Global Ed., Pearson (2023)				

English for Academic Purposes

Compulsory Module (X) Compulsory Elective Module ()

ID Number: EngAcadPurp	Workload 150 h	Credits 5 CP	Semester 4th semester	Duration 1 semester
1	Frequency: Sommersemester		Class Time 4 SWS / 60 h	Self-Study 90 h
2	Course Types (in SWH) and Group Size: Seminar: 2 SWS / 30 h / 30 Studierende Übung: 2 SWS / 30 h / 30 Studierende			
3	Learning Objectives: Upon successful completion of this module, students should be able to: <ul style="list-style-type: none"> • present their opinions objectively, intelligibly and convincingly • competently use expressions of liking and disliking, agreement and disagreement • distinguish between various writing styles and genres in English • critique presentations • present (other authors') research papers in a talk and in a written handout • use academic English • understand how to use artificial intelligence writing applications ethically, transparently and appropriately. In addition, their reading and listening comprehension, writing and speaking proficiency and grammatical accuracy will have improved and their vocabulary expanded.			
4	Contents: <ul style="list-style-type: none"> • Topics: information – learning – knowledge – theory – research – writing – debating, differences between written and spoken language, the language of persuasion and language learning, issues of English in various contexts, structure and language of research papers. Appropriate use of AI writing applications. • Selected topics in grammar, vocabulary, pronunciation and punctuation. • Communication Skills: write informative summaries of research papers, present opinions, know and use academic English discourse. • Methods: Group and pair work, reading, speaking and writing practice, native audio and video samples. 			
5	The Module is Used in the Following Degree Courses: BBA: Pflichtmodul			
6	Prerequisites:			
7	Academic Performances: () Examination: Written Exam (), Oral Exam (), Seminar Paper (), Project Assignment (), Combined Form of Examinations (), Portfolio (X), amended by Presentation ()			
8	Requirements for the Award of Credits: Bestandene Modulprüfung			
9	Relevance for the Overall Score: According to General Examination Regulations.			
10	Person Responsible for the Module / Lecturer(s): Marga Taylor / Marga Taylor, Sibylle Abbou, Catherine Niestroj			
11	Literature: McCarthy, M. and O'Dell, F. (2008). Academic Vocabulary in Use, Cambridge: Cambridge University Press Morley, J. and Pople, I. (2004), Words for Ideas. Newbury: Express Publishing			

Enterprise Resource Planning II

Compulsory Module (X) Compulsory Elective Module ()

ID Number: ERP2	Workload 150 h	Credits 5 CP	Semester 4th semester	Duration 1 semester
1	Frequency: Sommersemester		Class Time 4 SWS / 60 h	Self-Study 90 h
2	Course Types (in SWH) and Group Size: Seminar: 2 SWS / 30 h / 30 Studierende Übung: 2 SWS / 30 h / 30 Studierende			
3	Learning Objectives: Students know SAP S/4HANA and how they handle major business processes.			
4	Contents: Introduction to SAP AG and SAP S/4HANA Case Studies from the SAP University Alliance Program <ul style="list-style-type: none"> • Sales and Distribution • Materials Management • Production Planning • Warehouse Management • Financial Accounting • Controlling • Human Capital Management 			
5	The Module is Used in the Following Degree Courses: BBA: Pflichtmodul			
6	Prerequisites:			
7	Academic Performances: () Examination: Written Exam (), Oral Exam (), Seminar Paper (), Project Assignment (), Combined Form of Examinations (), Portfolio (X), amended by Presentation ()			
8	Requirements for the Award of Credits: Bestandene Modulprüfung			
9	Relevance for the Overall Score: According to General Examination Regulations.			
10	Person Responsible for the Module / Lecturer(s): Prof. Dr. Peter Weber / Ahmad Abbadi, David Stevenson			
11	Literature: Further information: Access to the SAP environment will be provided in the PC rooms.			

Logistics				
Compulsory Module (X) Compulsory Elective Module ()				
ID Number: Log-BBA	Workload 150 h	Credits 5 CP	Semester 4th semester	Duration 1 semester
1	Frequency: Sommersemester		Class Time 4 SWS / 60 h	Self-Study 90 h
2	Course Types (in SWH) and Group Size: Vorlesung: 2 SWS / 30 h / 90 Studierende Seminar: 2 SWS / 30 h / 30 Studierende			
3	Learning Objectives: Students should gain a comprehensive insight into logistics and supply chain management. They should understand the relation between the efficiency criteria of logistics and its concept and they should know the relation between the company's basic functions supply, production and distribution from the perspective of material and information flows as well on a theoretical and a practical basis. Therefore they should be able to solve logistic problems with optimization models, understanding that reducing costs in one area might result in cost increase or performance decrease in other areas. Within the seminar, students should train their knowledge by exploring aspects of the lecture deeper and on a scientific basis. On the basis of their experience with seminars in general, they should be able to present their topic in a condensed and as well differentiated way and to defeat it in a discussion. Additionally, they should be able to transfer their work and the discussion results in an essay.			
4	Contents: <ul style="list-style-type: none"> • Introduction: Terms logistics, material management, supply chain management • The Concept of Logistics: Service, benefit, cost, efficiency • Logistic Strategy • Logistic Modelling: How to solve logistic problems • Customer Service: Service levels; Optimum service level modelling • Order Processing and Information Systems: Targets, tasks; Instruments, control • Storage & Warehousing: Targets, tasks, instruments, control • Transport: Targets, tasks, instruments, control • Handling: Targets, tasks, instruments, control • Logistic Networks: Location decisions; Network planning • Logistic Organisation • Logistic Audit and Control • Special Fields of Logistics: Supply; Production; Distribution; Maintenance; Disposal and recycling • From Logistics to SCM 			
5	The Module is Used in the Following Degree Courses: BBA: Pflichtmodul			
6	Prerequisites:			
7	Academic Performances: (X) Examination: Written Exam (X), Oral Exam (), Seminar Paper (), Project Assignment (), Combined Form of Examinations (), Portfolio (), amended by Presentation ()			
8	Requirements for the Award of Credits: Bestandene Modulprüfung			
9	Relevance for the Overall Score: According to General Examination Regulations.			

10	Person Responsible for the Module / Lecturer(s): Prof. Dr. Henrik Janzen / Prof. Dr. Henrik Janzen, Marselline Atenya
11	Literature: Ballou, Ronald: Business Logistics / Supply Chain Management, 5th Ed., Pearson 2007

Advanced English Language and Academic Competence				
Compulsory Module (X)		Compulsory Elective Module ()		
ID Number: AdvEngLangAcComp	Workload 150 h	Credits 5 CP	Semester 5th semester	Duration 1 semester
1	Frequency: Wintersemester		Class Time 4 SWS / 60 h	Self-Study 90 h
2	Course Types (in SWH) and Group Size: Seminar: 4 SWS / 60 h / 30 Studierende			
3	Learning Objectives: Upon successful completion of this module, students will be able to: <ul style="list-style-type: none"> • argue and debate successfully, using appropriate rhetorical and stylistic means for presenting arguments • edit and rewrite short papers • distinguish between honest argumentation and manipulation • know of the importance of storytelling, visual perception, and imagination for persuasion • facilitate and participate in debates, including composing and assessing arguments and using appropriate expressions In addition, their reading and listening comprehension, writing and speaking proficiency and grammatical accuracy will have improved and their vocabulary expanded.			
4	Contents: <ul style="list-style-type: none"> • Topics: Advanced argumentation and rhetoric, euphemism/dysphemism, collocation, metaphor, idioms, persuasion, storytelling, evoking the imagination, visual perception, the language of citation • Selected topics in grammar, vocabulary, pronunciation and punctuation • Skills: Organising and structuring an argumentative text, editing and rewriting, presenting a paper effectively and in context, evaluating oral arguments, leading a debate • Methods: Lecture, reading, writing and editing practice, oral argument presentation, class evaluation 			
5	The Module is Used in the Following Degree Courses: BBA: Pflichtmodul			
6	Prerequisites:			
7	Academic Performances: () Examination: Written Exam (), Oral Exam (), Seminar Paper (), Project Assignment (), Combined Form of Examinations (), Portfolio (X), amended by Presentation ()			
8	Requirements for the Award of Credits: Bestandene Modulprüfung			
9	Relevance for the Overall Score: According to General Examination Regulations.			
10	Person Responsible for the Module / Lecturer(s): Marga Taylor / Marga Taylor, Annette Bus, Catherine Niestroj			
11	Literature: Woolard, G. (2004), Key Words for Fluency, Upper Intermediate, London: Thomson O'Dell, F. and McCarthy, M. (2008), English Collocations in Use, Advanced, Cambridge: Cambridge University Press Luecke, R. (2005), Power, Influence, and Persuasion. Boston, MA: Harvard Business School Press			

Controlling & Auditing				
Compulsory Module (X) Compulsory Elective Module ()				
ID Number: Contr&Aud	Workload 150 h	Credits 5 CP	Semester 5th semester	Duration 1 semester
1	Frequency: Wintersemester	Class Time 4 SWS / 60 h	Self-Study 90 h	
2	Course Types (in SWH) and Group Size: Vorlesung: 2 SWS / 30 h / 90 Studierende Übung: 2 SWS / 30 h / 30 Studierende			
3	Learning Objectives: Upon successful completion of the module, students should be able to: <ul style="list-style-type: none"> • Understand the roles of accounting information. • Interpret different costs, cost drivers and reasonable KPIs. • Explain current trends in accounting. • Explain audit objections, fundamentals of audits, and management assertions that are relevant for auditing. • Carry out cost-volume-profit analysis. • Develop the necessary steps to generate a master budget. • Develop awareness of how to create a company environment with positive behavioral incentives. 			
4	Contents: <ul style="list-style-type: none"> • Roles of accounting information • Current trends in accounting • Activities, resources, costs, cost drivers • Cost-volume-profit analysis • Operating leverage and cost structure • Different types of margins • Ethical conduct for professional accountants • Measurement of cost behavior • Types and component of budgets • Fundamentals of auditing • Management assertions and auditing • Audit objections • Current developments in the audit market 			
5	The Module is Used in the Following Degree Courses: BBA: Pflichtmodul			
6	Prerequisites:			
7	Academic Performances: () Examination: Written Exam (X), Oral Exam (), Seminar Paper (), Project Assignment (), Combined Form of Examinations (), Portfolio (), amended by Presentation ()			
8	Requirements for the Award of Credits: Bestandene Modulprüfung			
9	Relevance for the Overall Score: According to General Examination Regulations.			
10	Person Responsible for the Module / Lecturer(s): Prof. Dr. Tobias Weiß / Prof. Dr. Tobias Weiß, Marselline Atenya			
11	Literature: Horngren, C. T., Sundem, G. L., Burgstahler, D., & Schatzberg, J. (2014). Introduction to management accounting.			

	<p>Hayes, R. S., Gortemaker, H., & Wallage, P. (2014). Principles of auditing: An introduction to international standards on auditing. Harlow: Financial Times Prentice Hall.</p> <p>Further reading recommendations (mentioned in the different lectures and exercises of the module).</p>
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International Management					
Compulsory Module (X) Compulsory Elective Module ()					
ID Number: InterkultMgt		Workload 150 h	Credits 5 CP	Semester 5th semester	Duration 1 Semester
1	Frequency: Wintersemester			Class Time 4 SWS / 60 h	Self-Study 90 h
2	Course Types (in SWH) and Group Size: Vorlesung: 2 SWS / 30 h / 90 Studierende Übung: 2 SWS / 30 h / 30 Studierende				
3	Learning Objectives: Upon successful completion of the module, students should be able to: <ul style="list-style-type: none">• explain how and why globalization is occurring,• recognize globalization's impact on business conduct and its management,• recognize how cultural differences have an impact on management strategies and business conduct,• analyze international business transactions and international foci in strategic management and functional disciplines of MNEs,• apply theory to real case studies,• hone their multi-cultural, teamwork and presentation skills.				
4	Contents: Part I: Introduction <ul style="list-style-type: none">• Globalization: What is Globalization; Drivers of Globalization; MNEs; The Globalization Debate: Prosperity or Impoverishment Part II: Country Differences <ul style="list-style-type: none">• Differences in Culture: What is Culture, Social Structure, Culture and the Workplace, Cultural Change, Implications for Managers, Cross-Cultural Literacy• Presentations of Students' Culture: Everybody presents his/her home country culture, expected business behavior, experienced cultural differences in front of the class Part III: The Global Trade and Investment Environment <ul style="list-style-type: none">• International Trade Theory: An Overview of Trade Theory; Mercantilism; Absolute Advantage (Smith); Comparative Advantage (Ricardo); Heckscher Ohlin Theory; The Product Life Cycle Theory; New Trade Theory; National Competitive Advantage: Porter's Diamond; Implications for Managers• Foreign Direct Investment: Introduction to FDI in the World Economy; Theories of FDI (Knickerbocker and Vernon); Political Ideology and FDI; Benefits and Costs of FDI; Implications for Managers Part IV: The Strategy of International Business <ul style="list-style-type: none">• The Strategy of International Business: The Strategy and the Firm; Global Expansion, Profitability, and Profit Growth; Cost Pressures and Pressures for Local Responsiveness; Choosing a Strategy; Evolution of Strategy• The Organization of International Business: Organizational Architecture; Organizational Structure (Vertical Differentiation: Centralization and Decentralization; Horizontal Differentiation; Integrating Mechanisms); Control Systems and Incentives; Synthesis: Strategy and Architecture• Entry Strategy and Strategic Alliances: Basic Entry Decisions; Entry Modes; Selecting an Entry Mode; Greenfield Ventures or Acquisitions; Strategic Alliances				

	<p>Part V: Selected International Business Operations</p> <ul style="list-style-type: none"> • International Marketing: The Globalization of Markets and Brands; Market Segmentation; Product Attributes; Distribution Strategy; Communication Strategy; Pricing Strategy; New-Product Development Financial Management in the International Business: Investment Decisions; Financing Decisions; Global Money Management: The Efficiency Objective – The Tax Objective; Moving Money across Borders: Attaining Efficiencies and Reducing Taxes; Techniques for Global Money Management <p>Each lecture will be followed by a case study seminar, in which case studies of real companies will be presented and discussed. Students ought to apply the learnt contents of the lecture to Real-Life problems and practice their presentation skills. Pedagogical tools such as Buzz Groups and Placemat Method support the repetition of contents and its application in case studies by motivating the students to actively participate.</p> <p>Examples of current case studies (regularly updated): The United Arab Emirates (differences in Culture); Case Study: Delphi Faces the Future (The strategy of international business) or General Motors in China (Entry Strategy & Strategic Alliances). Moreover, students from various countries present their own culture and its influence on business life. Various uses of Media (Video).</p>
5	<p>The Module is Used in the Following Degree Courses: WING: Studienschwerpunktmodul, BBA: Pflichtmodul</p>
6	<p>Prerequisites:</p>
7	<p>Academic Performances: () Examination: Written Exam (X), Oral Exam (), Seminar Paper (), Project Assignment (), Combined Form of Examinations (), Portfolio (), amended by Presentation ()</p>
8	<p>Requirements for the Award of Credits: Bestandene Modulprüfung</p>
9	<p>Relevance for the Overall Score: According to General Examination Regulations.</p>
10	<p>Person Responsible for the Module / Lecturer(s): Prof. Dr. Valerie Wulfhorst / Prof. Dr. Valerie Wulfhorst</p>
11	<p>Literature: Hill, Charles W. L.: International Business, Competing in the Global Marketplace, 14th ed., Boston: McGraw-Hill, 2023 Homburg, C.; Kuester, S.; Krohmer, H.: Marketing Management: A Contemporary Perspective, 2nd ed., London: McGraw Hill, 2013, Chapter 12</p>

Advanced Competence in Academic Writing and Presenting				
Compulsory Module (X)		Compulsory Elective Module ()		
ID Number: AdvCompAcWriPres	Workload 150 h	Credits 5 CP	Semester 6th semester	Duration 1 semester
1	Frequency: Sommersemester		Class Time 4 SWS / 60 h	Self-Study 90 h
2	Course Types (in SWH) and Group Size: Seminar: 4 SWS / 60 h / 30 Studierende			
3	Learning Objectives: Upon successful completion of this module, students should be able to: <ul style="list-style-type: none"> • identify, investigate and analyse a problem and possible solutions • formulate one or more useful research question(s) • specify the methods and the relationship between their research question, theory, method and findings • write a convincing and realistic research proposal • search systematically for relevant information and judge the credibility and reliability of sources • evaluate possible solutions according to their quality, efficiency, cost effectiveness, and impact on the business, environment and/or community • write an extended outline of a research paper with a literature review • create a lexical topic field for their topic to graphically plan their paper as well as the language used in discussing this topic • plan, write and present a paper in good English • use appropriate linguistic means to increase the effectiveness of their communication in writing and presenting In addition, their reading and listening comprehension, writing and speaking proficiency and grammatical accuracy will have improved and their vocabulary expanded.			
4	Contents: <ul style="list-style-type: none"> • Topics: Academic writing; presentation and defence/discussion; problem statement; research question; hypothesis; theoretical framework; research proposal; literature review; paper outline; abstract; introduction and conclusion; citations; and dealing with data, illustrations, description, definition, comparison, evaluation, relevancy, coherence and cohesion; preparation for the Bachelor thesis • Skills: Finding a relevant topic and informative title; writing an outline; writing preliminary and final drafts; editing for content, style, and accuracy; using a publication style sheet correctly; creating a logical roadmap and effective visuals for the presentation; creating transitions, depth, and emphasis; interpreting; evaluating and comparing data; use of voice and appropriate intonation; dealing with questions • Methods: Lectures, group discussion, reading, writing and editing practice, model answers, assessing model presentations, video samples, creating a final portfolio with their semester's work • Grammar: Revision of all necessary grammatical areas • Vocabulary: Word fields and collocations for relevant thesis topics, expressions for describing cause and effect; describing graphs; comparing and evaluating, expressions for presentation opening, structuring, and closing 			
5	The Module is Used in the Following Degree Courses: BBA: Pflichtmodul			
6	Prerequisites:			

7	Academic Performances: () Examination: Written Exam (), Oral Exam (), Seminar Paper (), Project Assignment (), Combined Form of Examinations (), Portfolio (X), amended by Presentation ()
8	Requirements for the Award of Credits: Bestandene Modulprüfung
9	Relevance for the Overall Score: According to General Examination Regulations.
10	Person Responsible for the Module / Lecturer(s): Catherine Niestroj / Catherine Niestroj
11	Literature: Derntl, M. (2009). Basics of Research Paper Writing and Publishing. Unpublished manuscript, Faculty of Computer Science, University of Vienna. Revision2.1—September 20, 2009, http://dbis.rwth-aachen.de/~derntl/papers/misc/paperwriting.pdf Leedy, P.D. and Ormrod, J.E. (2010). Practical Research. Planning and Design. Ninth edition. Boston, MA: Pearson Education International Gdaniec, C.(2010). Template for Publications, unpublished, South Westphalia University of Applied Sciences, Soest

Current Developments in Business IT (Basics in Python)				
Compulsory Module () Compulsory Elective Module (X)				
ID Number: BasPyth	Workload 150 h	Credits 5 CP	Semester from 4th semester	Duration 1 semester
1	Frequency: Sommersemester		Class Time 4 SWS / 60 h	Self-Study 90 h
2	Course Types (in SWH) and Group Size: Seminar: 4 SWS / 60 h / 30 Studierende			
3	Learning Objectives: This comprehensive course aims to equip students with a solid foundation in Python programming. By covering fundamental concepts such as syntax, variables, control structures, and object-oriented programming, students will develop proficiency in writing efficient and organized Python code. The exploration of essential Python packages, including NumPy, SciPy, Pandas, and tools for data analysis and visualization, provides a practical understanding of their applications in real-world scenarios. Additionally, the course delves into machine learning fundamentals using Scikit-learn and PyTorch, offering students the ability to implement and understand basic machine learning models. Overall, the course aims to prepare students for versatile applications of Python across various domains, from general programming to data analysis and machine learning, with a specific focus on practical applications across business, economics, and engineering contexts.			
4	Contents: Python Syntax, VS Code, GitHub Copilot, Best Practices, Data Structures (Lists, Tuples, Sets, Dictionaries), Object-Oriented Programming (Classes, Inheritance, Encapsulation, Polymorphism), Error Handling, File Operations, Common Packages (NumPy, Matplotlib, Pandas, h5py), Data Analysis, Data Visualization, Statistical Analysis, Optimization, Database Operations, Machine Learning using PyTorch, Neural Networks, Hands-on Exercises, Real-world Examples.			
5	The Module is Used in the Following Degree Courses: ET: Wahlpflichtmodul, WING: Wahlpflichtmodul, BBA: Wahlpflichtmodul			
6	Prerequisites: In principle, this course is open to all, requiring no prior python experience. However, a certain understanding of programming or scripting languages is recommended to enhance comprehension and engagement with the material. If you are uncertain, explore some of the self-learning courses below.			
7	Academic Performances: () Examination: Written Exam (), Oral Exam (), Seminar Paper (), Project Assignment (), Combined Form of Examinations (), Portfolio (X), amended by Presentation ()			
8	Requirements for the Award of Credits: Bestandene Modulprüfung			
9	Relevance for the Overall Score: According to General Examination Regulations.			
10	Person Responsible for the Module / Lecturer(s): Prof. Dr. Dina Dreisbach / Oleksandr Prokhorov, Dr. Nils Jonas Ziegeler, Jan Niclas Reimann			
11	Literature: <ul style="list-style-type: none"> • A. Géron, Hands-on machine learning with Scikit-Learn and TensorFlow : concepts, tools, and techniques to build intelligent systems. Sebastopol, CA: O'Reilly Media, 2017. • M. Lutz, Learning Python, 5th ed. Beijing: O'Reilly, 2013. 			

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| <ul style="list-style-type: none">• W. McKinney, Python for Data Analysis: Data Wrangling with Pandas, NumPy, and IPython, 1st ed. O'Reilly Media, 2013.• L. Ramalho, Fluent Python: Clear, Concise, and Effective Programming. O'Reilly Media, 2015.• https://www.learnpython.org/• https://www.codecademy.com/learn/python• Python Tutorial (tutorialspoint.com)• https://developers.google.com/edu/python/?hl=en• https://realpython.com/best-python-books/ |
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Advanced Business Analytics

Compulsory Module () Compulsory Elective Module (X)

ID Number: AdvBusAna	Workload 150 h	Credits 5 CP	Semester from 5th semester	Duration 1 semester
1	Frequency: Wintersemester		Class Time 4 SWS / 60 h	Self-Study 90 h
2	Course Types (in SWH) and Group Size: Vorlesung: 2 SWS / 30 h / 30 Studierende Übung: 2 SWS / 30 h / 30 Studierende			
3	Learning Objectives: The Advanced Business Analytics course is structured to impart students with a comprehensive understanding of advanced statistical methods for data analysis, empowering them for data-driven decision-making roles. Throughout the course, students will: <ul style="list-style-type: none"> • Establish a firm understanding of the foundational principles of statistical analysis. • Dive into the intricacies of multiple regression analysis to uncover linear relationships between variables. • Explore logistic regression analysis, enabling the analysis and modeling of binary outcomes. • Acquire proficiency in analysis of variance (ANOVA) techniques to assess data variations and identify significant differences among groups. • Delve into cluster analysis, a valuable tool for data segmentation, aiding in customer profiling and market segmentation. • Learn structural equation modeling (SEM), a potent method for exploring intricate relationships among variables, particularly useful in fields like marketing and psychology. After completing the course, students will possess not only a deeper understanding of these advanced data analysis techniques but also the skills to apply them effectively in real-world business scenarios. This knowledge equips them to leverage data as a strategic asset for informed decision-making, ensuring their readiness for the dynamic field of business analytics.			
4	Contents: The course Advanced Business Analytics offers insights into the foundations of statistical methods for advanced data analysis. Specifically, it covers multiple multivariate data analysis techniques, such as multiple regression analysis, logistic regression analysis, analysis of variance, cluster analysis, and structural equation modeling.			
5	The Module is Used in the Following Degree Courses: BBA: Wahlpflichtmodul			
6	Prerequisites:			
7	Academic Performances: () Examination: Written Exam (), Oral Exam (), Seminar Paper (), Project Assignment (), Combined Form of Examinations (), Portfolio (X), amended by Presentation ()			
8	Requirements for the Award of Credits: Bestandene Modulprüfung			
9	Relevance for the Overall Score: According to General Examination Regulations.			

10	Person Responsible for the Module / Lecturer(s): Prof. Dr. Till Haumann / Prof. Dr. Till Haumann
11	Literature: Hair J. F., Black W. C., Babin B., & Anderson R. E. (2018), Multivariate Data Analysis: A Global Perspective, 8th edition, Cengage Learning.

Advanced Business Analytics – Data Analysis Lab Exercises (Data Analysis in R)				
Compulsory Module () Compulsory Elective Module (X)				
ID Number: DatAnaLabEx	Workload 150 h	Credits 5 CP	Semester from 5th semester	Duration 1 semester
1	Frequency: Wintersemester		Class Time 4 SWS / 60 h	Self-Study 90 h
2	Course Types (in SWH) and Group Size: Seminar: 4 SWS / 60 h / 30 Studierende			
3	Learning Objectives: Upon successful completion of the module, students should be able to: <ul style="list-style-type: none"> • work with R and RStudio • handle data sets in R • understand the foundations of objects and functions in R • apply their knowledge from the course Advanced Data Analytics and perform multiple multivariate data analysis techniques in R 			
4	Contents: R is a free software environment for statistical computing and graphics. The course Data Analysis in R offers insights into the application of advanced data analysis techniques using the software package R and RStudio. Specifically, it provides insights into the R environment and language of R, data handling approaches in R, and the application of multiple multivariate data analysis techniques in R, such as multiple regression analysis, logistic regression analysis, analysis of variance, cluster analysis, and structural equation modeling.			
5	The Module is Used in the Following Degree Courses: BBA: Wahlpflichtmodul			
6	Prerequisites: It is strongly recommended to take the course Advanced Data Analytics prior or in parallel to this course.			
7	Academic Performances: () Examination: Written Exam (), Oral Exam (), Seminar Paper (), Project Assignment (), Combined Form of Examinations (), Portfolio (X), amended by Presentation ()			
8	Requirements for the Award of Credits: Bestandene Modulprüfung			
9	Relevance for the Overall Score: According to General Examination Regulations.			
10	Person Responsible for the Module / Lecturer(s): Prof. Dr. Till Haumann / Prof. Dr. Till Haumann			
11	Literature: Field A., Miles J., & Field Z. (2012), Discovering Statistics Using R, Sage			

Advanced Corporate Finance

Compulsory Module () Compulsory Elective Module (X)

ID Number: AdvCorpFin	Workload 150 h	Credits 5 CP	Semester from 5th semester	Duration 1 semester
1	Frequency: Sommersemester		Class Time 4 SWS / 60 h	Self-Study 90 h
2	Course Types (in SWH) and Group Size: Vorlesung: 2 SWS / 30 h / 30 Studierende Seminar: 2 SWS / 30 h / 30 Studierende			
3	Learning Objectives: At the end of this module, students should be able to: <ul style="list-style-type: none"> • Analyze investment decisions by comparing different investment criteria and outlining different case scenarios. • Explain advanced concepts and theoretical models in finance. • Make use of multi-cultural, teamwork and presentation skills. • Apply analytical and problem-solving skills to prepare decision-making processes. • Research independently on an advanced Finance topic (e.g., in preparation of a bachelor thesis). 			
4	Contents: Part I: Knowledge Transfer of Contents & Research <ul style="list-style-type: none"> • Introduction into the topic of the seminar, e.g. Shareholder Value Management, Effects of the Pandemic on Financial Decision Areas of the Company, etc. • Formal & Citation Guidelines, Introduction to Citations in Research Papers • Introduction to Literature Research within the topic of this seminar • Structuring a Scientific Topic and Developing a Table of Contents Considering these guidelines & introductions, students will prepare their own academic paper on a current topic in order to prepare writing bachelor theses and gaining deeper insights into recent financial topics discussed in research articles. Part II: Workshops <ul style="list-style-type: none"> • Presentations of Seminar Papers: Presentation of Formatting, Style of Citations, Literature Research and Table of Contents, Discussion of Results with Other Students & Lecturers. Finally, the papers are presented and discussed to other students as a simulation of the BA Thesis Colloquium. The two parts are pedagogically separated but content-wise merged into the live sessions.			
5	The Module is Used in the Following Degree Courses: BBA: Wahlpflichtmodul			
6	Prerequisites:			
7	Academic Performances: () Examination: Written Exam (), Oral Exam (), Seminar Paper (), Project Assignment (), Combined Form of Examinations (), Portfolio (X), amended by Presentation ()			
8	Requirements for the Award of Credits: Bestandene Modulprüfung			
9	Relevance for the Overall Score: According to General Examination Regulations.			
10	Person Responsible for the Module / Lecturer(s): Prof. Dr. Valerie Wulfhorst / Prof. Dr. Valerie Wulfhorst, Sabine Katterbach			
11	Literature:			

	Basic Literature: Brealey, Richard; Myers, Stewart & Marcus, Alan: Fundamentals of Corporate Finance, 11th ed., McGraw-Hill, 2022. Journal Articles (selected per semester)
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Advanced Programming

Compulsory Module () Compulsory Elective Module (X)

ID Number: AdvProg	Workload 150 h	Credits 5 CP	Semester from 5th semester	Duration 1 semester
1	Frequency: Sommersemester		Class Time 4 SWS / 60 h	Self-Study 90 h
2	Course Types (in SWH) and Group Size: Vorlesung: 2 SWS / 30 h / 30 Studierende Übung: 2 SWS / 30 h / 30 Studierende			
3	Learning Objectives: Students know advanced Java concepts as an exemplary up-to-date, hardware-independent, object-oriented programming language.			
4	Contents: <ul style="list-style-type: none"> • Classes and Objects • String and Array manipulation • Inheritance Concepts • Swing components • Graphics • Graphical user interface components 			
5	The Module is Used in the Following Degree Courses: BBA: Wahlpflichtmodul			
6	Prerequisites: Knowledge of object-oriented programming language, e.g. JAVA			
7	Academic Performances: () Examination: Written Exam (), Oral Exam (), Seminar Paper (), Project Assignment (), Combined Form of Examinations (), Portfolio (X), amended by Presentation ()			
8	Requirements for the Award of Credits: Bestandene Modulprüfung			
9	Relevance for the Overall Score: According to General Examination Regulations.			
10	Person Responsible for the Module / Lecturer(s): Prof. Dr. Christine Kohring / Alfred Kersting			
11	Literature: Farrell, Joyce: Java Programming, 8th Ed., Course Technology (2016)			

Advanced Project Management				
Compulsory Module () Compulsory Elective Module (X)				
ID Number: AdvProjMgt	Workload 150 h	Credits 5 CP	Semester from 5th semester	Duration 1 semester
1	Frequency: Wintersemester		Class Time 4 SWS / 60 h	Self-Study 90 h
2	Course Types (in SWH) and Group Size: Seminar: 4 SWS / 60 h / 30 Studierende			
3	Learning Objectives: Upon successful completion of the module, students should be able to: <ul style="list-style-type: none"> • understand advanced concepts, especially agile concepts in Project Management • undertake simulations to learn about the different concepts • be familiar with the practical tools which are normally used in agile Project Management 			
4	Contents: <ul style="list-style-type: none"> • Recap on classical Project Management • Introduction to VUCA and agile Project Management • Comparison of agile and classical Project Management • Simulation of both • The System of work or how work works • Introduction to Pull, Learning and Collaboration and how this affects Project Work • Scrum • Scaled Agile Approaches for big projects and teams 			
5	The Module is Used in the Following Degree Courses: BBA: Wahlpflichtmodul			
6	Prerequisites: Successful completion of Introduction to Project Management is strongly recommended.			
7	Academic Performances: () Examination: Written Exam (X), Oral Exam (), Seminar Paper (), Project Assignment (), Combined Form of Examinations (), Portfolio (), amended by Presentation ()			
8	Requirements for the Award of Credits: Bestandene Modulprüfung			
9	Relevance for the Overall Score: According to General Examination Regulations.			
10	Person Responsible for the Module / Lecturer(s): Prof. Dr. Andreas Wübbecke / Prof. Dr. Andreas Wübbecke			
11	Literature: Amongst others: <ul style="list-style-type: none"> • M. Foegen et. al.: Der ultimative SCRUM Guide 2.0, wibas, 2014 (German) • R. Wysocki: Effective Project Management, SOKI, 2019 • Okaloa Flow Lab: https://www.okaloa.com/ • C. Larman, B. Vodde: Large-Scale Scrum, dpunkt.verlag, 2017 • D. Leffingwell et. al.: SAFe Reference Guide, Leffingwell, 2018 • M. Cohn: Succeeding with Agile, Pearson International, 2009 			

Business Analytics

Compulsory Module () Compulsory Elective Module (X)

ID Number: BusAna	Workload 150 h	Credits 5 CP	Semester from 5th semester	Duration 1 semester
1	Frequency: Wintersemester		Class Time 4 SWS / 60 h	Self-Study 90 h
2	Course Types (in SWH) and Group Size: Vorlesung: 2 SWS / 30 h / 30 Studierende Übung: 2 SWS / 30 h / 30 Studierende			
3	Learning Objectives: <ul style="list-style-type: none"> • present a sustainable business analytics model focusing on the interaction of IT technology, strategy and business processes • differentiate between various forms of data / information, how these are acquired and utilized to improve business decision-making • understand the integration between strategy and the BA function • understand the relationship between BA and the operational level, how to operationalize strategic plans • understand the analyst's role within the BA Model and the requirements they must meet • understand the use of dashboards as a tool for decision-making and analysis, identify and evaluate various KPI's and CSF's within relevant functional areas <p>This class shall provide an insight into the usage of data to help managers make better business decisions. Students shall learn to present a sustainable business analytics (BA) model focusing on the interaction of IT technology, strategy and business processes.</p> <p>Learning objectives include: An understanding of BA as a holistic information discipline with links to business strategy. Practical insights for planning and implementing BA. How to use information as a strategic asset.</p>			
4	Contents: <ul style="list-style-type: none"> • Introduction to the BA Model. • Enterprise Data Model, focusing on creating an entity-relationship diagram. • Business Analytics at the Strategic, Functional, Analytical and Data Warehouse Level. • The Three Question Model in connection with choice of methods and information mapping – data management competencies, qualitative analytical competencies, hypothesis-driven methods, data-driven methods, exploratory techniques and data mining with a target variable. • The use of lead/lag information to effect change within functional level objectives to meet an organisation's strategic vision. • Understanding data representation and storage within various warehouse architectures with an introduction to various terms and concepts including ETL, OLAP, OLTP, star schema, dimensional and columnar storage. • Modelling simple business processes using BPMN. • Design, model and implement a dashboard solution. <p>The first six weeks shall cover the first seven chapters of the book "Business Analytics for Managers", followed by a mid-term multiple-choice test. During the second part of the course, students will design and build a dashboard to represent data for managerial decision-making, utilising the methods and tools previously learnt during the theoretical section. The data visualisation tools QlikView and/or Tableau shall be used to design and implement your dashboard.</p>			

5	The Module is Used in the Following Degree Courses: BBA: Wahlpflichtmodul
6	Prerequisites:
7	Academic Performances: () Examination: Written Exam (), Oral Exam (), Seminar Paper (), Project Assignment (), Combined Form of Examinations (), Portfolio (X), amended by Presentation ()
8	Requirements for the Award of Credits: Bestandene Modulprüfung
9	Relevance for the Overall Score: According to General Examination Regulations.
10	Person Responsible for the Module / Lecturer(s): Prof. Dr. Peter Weber / David Stevenson
11	Literature: Laursen, G., Thorlund, J. (2014): Business Analytics for Managers: Taking Business Intelligence Beyond Reporting.

Business Model Design				
Compulsory Module () Compulsory Elective Module (X)				
ID Number: BusModDes	Workload 150 h	Credits 5 CP	Semester from 5th semester	Duration 1 Semester
1	Frequency: nach Ankündigung		Class Time 4 SWS / 60 h	Self-Study 90 h
2	Course Types (in SWH) and Group Size: Seminar: 2 SWS / 30 h / 30 Studierende Übung: 2 SWS / 30 h / 30 Studierende			
3	Learning Objectives: Students understand the process of designing new business models in a rapidly changing technological, economic and societal environment. Moreover, students will have gained – in a structured and guided process – the individual experience of creating new (commercial) value from scratch and with very limited resources.			
4	Contents: The course enables students to develop a business model consisting of at least four elements: a customer value proposition, a profit formula, key resources, and key processes. It introduces to methods like design thinking, sprint, or story telling, and familiarizes with tools like business model canvas and value proposition canvas.			
5	The Module is Used in the Following Degree Courses: BBA: Wahlpflichtmodul			
6	Prerequisites:			
7	Academic Performances: () Examination: Written Exam (), Oral Exam (), Seminar Paper (), Project Assignment (), Combined Form of Examinations (), Portfolio (X), amended by Presentation ()			
8	Requirements for the Award of Credits: Bestandene Modulprüfung			
9	Relevance for the Overall Score: According to General Examination Regulations.			
10	Person Responsible for the Module / Lecturer(s): Prof. Dr. Andreas Gerlach / N.N.			
11	Literature: Osterwalder, A.; Pigneur, Y. (2010): Business Model Generation – A handbook for Visionaries, Game Changers, and Challengers, Hoboken: John Wiley & Sons			

Challenges in International Management I

Compulsory Module () Compulsory Elective Module (X)

ID Number: ChallIntMgt1		Workload 150 h	Credits 5 CP	Semester from 5th semester	Duration 1 semester
1	Frequency: nach Ankündigung			Class Time 4 SWS / 60 h	Self-Study 90 h
2	Course Types (in SWH) and Group Size: Seminar: 4 SWS / 60 h / 30 Studierende				
3	Learning Objectives: Students understand and analyze challenges in international management.				
4	Contents: Detailed contents and the examination form will be announced in time before the start of the module.				
5	The Module is Used in the Following Degree Courses: BBA: Wahlpflichtmodul				
6	Prerequisites:				
7	Academic Performances: () Examination: Written Exam (X), Oral Exam (X), Seminar Paper (X), Project Assignment (X), Combined Form of Examinations (X), Portfolio (X), amended by Presentation ()				
8	Requirements for the Award of Credits: Bestandene Modulprüfung				
9	Relevance for the Overall Score: According to General Examination Regulations.				
10	Person Responsible for the Module / Lecturer(s): N.N. / N.N.				
11	Literature: Will be announced at the beginning of the course.				

Challenges in International Management II

Compulsory Module () Compulsory Elective Module (X)

ID Number: ChallIntMgt2		Workload 150 h	Credits 5 CP	Semester from 5th semester	Duration 1 semester
1	Frequency: nach Ankündigung			Class Time 4 SWS / 60 h	Self-Study 90 h
2	Course Types (in SWH) and Group Size: Seminar: 4 SWS / 60 h / 30 Studierende				
3	Learning Objectives: Students understand and analyze challenges in international management.				
4	Contents: Detailed contents and the examination form will be announced in time before the start of the module.				
5	The Module is Used in the Following Degree Courses: BBA: Wahlpflichtmodul				
6	Prerequisites:				
7	Academic Performances: () Examination: Written Exam (X), Oral Exam (X), Seminar Paper (X), Project Assignment (X), Combined Form of Examinations (X), Portfolio (X), amended by Presentation ()				
8	Requirements for the Award of Credits: Bestandene Modulprüfung				
9	Relevance for the Overall Score: According to General Examination Regulations.				
10	Person Responsible for the Module / Lecturer(s): N.N. / N.N.				
11	Literature: Will be announced at the beginning of the course.				

Consumer Behavior				
Compulsory Module () Compulsory Elective Module (X)				
ID Number: ConBehav	Workload 150 h	Credits 5 CP	Semester from 5th semester	Duration 1 semester
1	Frequency: Sommersemester	Class Time 4 SWS / 60 h	Self-Study 90 h	
2	Course Types (in SWH) and Group Size: Vorlesung: 2 SWS / 30 h / 30 Studierende Seminar: 2 SWS / 30 h / 30 Studierende			
3	Learning Objectives: Upon successful completion of the module, students should be able to: <ul style="list-style-type: none"> • recognize the importance of analyzing the consumers' behavior • recognize different patterns of consumer behavior • use theories from psychology, marketing, and behavioral science to develop a better understanding of consumer behavior • recognize decision-making processes and their relevance to consumer behavior. • discover their own research topic in the field of consumer behavior • recognize the interconnection of business disciplines, such as marketing and strategic management 			
4	Contents: Part I: The Psychological Core <ul style="list-style-type: none"> • Motivation, Ability, and Opportunity • From Exposure to Comprehension • Memory and Knowledge • Attitudes and Persuasion Part II: The Process of Making Decisions <ul style="list-style-type: none"> • Problem Recognition and Information Search • Judgement and Decision Making • Post Decision Processes Part III: The Consumer's Culture <ul style="list-style-type: none"> • Social Influences on Consumer Behavior • Consumer Diversity • External and Internal Influences on Consumer Behavior Part IV: Consumer Behavior Outcomes and Issues <ul style="list-style-type: none"> • Innovations: Adoption, Resistance, and Diffusion • Symbolic Consumer Behavior • Marketing, Ethics, and Corporate Social Responsibility 			
5	The Module is Used in the Following Degree Courses: BBA: Wahlpflichtmodul, DPM PO 19: Wahlpflichtmodul, DPM PO 22: Wahlpflichtmodul			
6	Prerequisites:			
7	Academic Performances: () Examination: Written Exam (), Oral Exam (), Seminar Paper (), Project Assignment (), Combined Form of Examinations (), Portfolio (X), amended by Presentation ()			
8	Requirements for the Award of Credits: Bestandene Modulprüfung			
9	Relevance for the Overall Score: According to General Examination Regulations.			

10	Person Responsible for the Module / Lecturer(s): Prof. Dr. Till Haumann / Prof. Dr. Till Haumann
11	Literature: Wayne D. Hoyer, Deborah MacInnis, Rik Pieters, Eugene Chan, Garvin Northey: Consumer Behaviour, Second Edition (2021), Cengage.

CSR / Business Ethics				
Compulsory Module () Compulsory Elective Module (X)				
ID Number: CSRBUSeth	Workload 150 h	Credits 5 CP	Semester from 5th semester	Duration 1 semester
1	Frequency: Sommersemester		Class Time 4 SWS / 60 h	Self-Study 90 h
2	Course Types (in SWH) and Group Size: Seminar: 4 SWS / 60 h / 30 Studierende			
3	Learning Objectives: At the end of this module, students will be expected to: <ul style="list-style-type: none"> • Understand Business Ethics, Corporate Social Responsibility (CSR), Circular Economy, Sustainability and other related concepts relevant to address the global sustainability challenges. • Recognise the interconnectedness/interdependency of the sustainability challenges and global stakeholder networks. • Recognise the global, national, organisational, and individual levels of the current sustainability debate. • Recognise and critically evaluate suitable approaches for business to respond to sustainability challenges. • Recognise the impact of sustainability challenges on their own lives. • Develop their own project idea and write an academic assignment. • Identify and analyse scientific literature. • Relate and connect scientific literature with a given project idea. • Explain, evaluate and apply theories. • Critically evaluate a topic within the business context of the global sustainability challenges. • Present a key message of a complex idea/project. 			
4	Contents: The lectures engage with different contemporary global challenges in a cooperative world. During the lectures, we will critically explore and discuss how ethics, sustainability and global warming have an impact on the way business is conducted. Within this global network, several actors, such as organisations, communities and individuals, are interconnectedly facing 21st century challenges. We will engage with different concepts to critically discuss ethics at global, national, organisational, and individual level of the current sustainability debate. Circular Economy, Consumerism, CSR, sustainable business models, sustainability management, stakeholder analysis, change management, ethical decision-making and value clarification are some of the topics that will be critically discussed as approaches for organisations to respond to 21st century challenges.			
5	The Module is Used in the Following Degree Courses: BBA: Wahlpflichtmodul			
6	Prerequisites:			
7	Academic Performances: () Examination: Written Exam (), Oral Exam (), Seminar Paper (), Project Assignment (), Combined Form of Examinations (), Portfolio (X), amended by Presentation ()			
8	Requirements for the Award of Credits: Bestandene Modulprüfung			
9	Relevance for the Overall Score: According to General Examination Regulations.			

10	Person Responsible for the Module / Lecturer(s): Prof. Dr. Henrik Janzen / Dr. Tanja Tillmanns
11	Literature: Crane, A. et al. (Ed.): The Oxford Handbook of Corporate Social Responsibility. Oxford (Oxford University Press) 2008 McDonough, W. and Braungart, M. (2002). Cradle to Cradle: Remaking the Way We Make Things. New York: Farrar, Straus and Giroux. Washington, H. (2015). Demystifying Sustainability: Towards Real Solutions. London, Routledge

Current Developments in Business I

Compulsory Module () Compulsory Elective Module (X)

ID Number: CurDevBus1		Workload 150 h	Credits 5 CP	Semester from 5th semester	Duration 1 semester
1	Frequency: nach Ankündigung			Class Time 4 SWS / 60 h	Self-Study 90 h
2	Course Types (in SWH) and Group Size: Seminar: 4 SWS / 60 h / 30 Studierende				
3	Learning Objectives: Students understand and analyze current developments in business.				
4	Contents: Detailed contents and the examination form will be announced in time before the start of the module.				
5	The Module is Used in the Following Degree Courses: BBA: Wahlpflichtmodul				
6	Prerequisites:				
7	Academic Performances: () Examination: Written Exam (X), Oral Exam (X), Seminar Paper (X), Project Assignment (X), Combined Form of Examinations (X), Portfolio (X), amended by Presentation ()				
8	Requirements for the Award of Credits: Bestandene Modulprüfung				
9	Relevance for the Overall Score: According to General Examination Regulations.				
10	Person Responsible for the Module / Lecturer(s): N.N. / N.N.				
11	Literature: Will be announced at the beginning of the course.				

Current Developments in Business II

Compulsory Module () Compulsory Elective Module (X)

ID Number: CurDevBus2		Workload 150 h	Credits 5 CP	Semester from 5th semester	Duration 1 semester
1	Frequency: nach Ankündigung			Class Time 4 SWS / 60 h	Self-Study 90 h
2	Course Types (in SWH) and Group Size: Seminar: 4 SWS / 60 h / 30 Studierende				
3	Learning Objectives: Students understand and analyze current developments in business.				
4	Contents: Detailed contents and the examination form will be announced in time before the start of the module.				
5	The Module is Used in the Following Degree Courses: BBA: Wahlpflichtmodul				
6	Prerequisites:				
7	Academic Performances: () Examination: Written Exam (X), Oral Exam (X), Seminar Paper (X), Project Assignment (X), Combined Form of Examinations (X), Portfolio (X), amended by Presentation ()				
8	Requirements for the Award of Credits: Bestandene Modulprüfung				
9	Relevance for the Overall Score: According to General Examination Regulations.				
10	Person Responsible for the Module / Lecturer(s): N.N. / N.N.				
11	Literature: Will be announced at the beginning of the course.				

Current Developments in Business III (Organisational Psychology)

Compulsory Module () Compulsory Elective Module (X)

ID Number: CurDevBus3	Workload 150 h	Credits 5 CP	Semester from 5th semester	Duration 1 semester
1	Frequency: Wintersemester		Class Time 4 SWS / 60 h	Self-Study 90 h
2	Course Types (in SWH) and Group Size: Seminar: 4 SWS / 60 h / 30 Studierende			
3	Learning Objectives: At the end of the module, students will be expected to be able to: <ul style="list-style-type: none"> • describe the origins of Organisational Psychology and what Organisational Psychologists do • describe how the science of human behaviour is used to select, develop, and manage employees • recognize how organizations can create a supportive work environment • develop an understanding of how theory and research are applied to work settings • begin to think and write critically about Organisational Psychology theory, research, and application • reflect on and/or apply what they have learned about Organisational Psychology to their own life context, work experiences, and performance • demonstrate the ability to work independently 			
4	Contents: This module will introduce Organisational Psychology, a scientific discipline that studies human behaviour in the workplace. The aim of Organisational Psychology is to promote, and advance understanding of individual, group and organisational effectiveness at work, and the well-being and satisfaction of people working in or served by organisations. We will mainly explore topics of the classical field of Organisational Psychology, complemented with a few topics from the field of Positive Psychology. It examines the psychology of strength and virtue, with a focus on positive subjective experience (such as happiness and optimism), positive individual traits and positive organisations. By the end of the module students will have gained an understanding of how organisational psychological research and practice influence different levels at work including the individual, group, organisation and society. A central feature of the module is reflection, developing critical thinking skills which will aid analysis of sometimes 'messy' organisational problems. During lectures we will explore in more detail and critically discuss the mandatory reading: one chapter per week of the key literature. Students will be expected to read prior to live lectures and actively participate in the discussion of the content.			
5	The Module is Used in the Following Degree Courses: BBA: Wahlpflichtmodul			
6	Prerequisites:			
7	Academic Performances: () Examination: Written Exam (), Oral Exam (), Seminar Paper (), Project Assignment (), Combined Form of Examinations (), Portfolio (X), amended by Presentation ()			
8	Requirements for the Award of Credits: Bestandene Modulprüfung			
9	Relevance for the Overall Score: According to General Examination Regulations.			
10	Person Responsible for the Module / Lecturer(s): Prof. Dr. Henrik Janzen / Dr. Tanja Tillmanns			

11**Literature:**

Riggio, R.E. (2018). Introduction to Industrial/Organizational Psychology. 7th ed. Routledge: New York, USA.

Lewis, S. (2011). Positive Psychology at Work: How Positive Leadership and Appreciative Inquiry Create Inspiring Organizations. Wiley-Blackwell.

Current Developments in Markets (Business Development Management)				
Compulsory Module () Compulsory Elective Module (X)				
ID Number: CurDevMar	Workload 150 h	Credits 5 CP	Semester from 5th semester	Duration 1 Semester
1	Frequency: Wintersemester		Class Time 4 SWS / 60 h	Self-Study 90 h
2	Course Types (in SWH) and Group Size: Vorlesung: 2 SWS / 30 h / 30 Studierende Seminar: 2 SWS / 30 h / 30 Studierende			
3	Learning Objectives: Upon successful completion of the module, students should be able to: <ul style="list-style-type: none"> • Understand how important questioning a company's existing business is. • Understand how to generate and shape business ideas. • Interpret challenges and myths of business model innovation. • Conclude on recent research findings relevant for business development management. • Explain various different business models. • Evaluate the relevance of business model innovation. • Generate new business model ideas to innovate existing business models. • Apply tools for strategic analyses. 			
4	Contents: <ul style="list-style-type: none"> • Fundamentals of business development • Relevance of business model innovation • Elements of business models • Challenges and myths of business model innovation • Tools for strategic analyses relevant for business development management • Different kinds of business models • Recent research findings • Managing change 			
5	The Module is Used in the Following Degree Courses: BBA: Wahlpflichtmodul			
6	Prerequisites:			
7	Academic Performances: () Examination: Written Exam (), Oral Exam (), Seminar Paper (), Project Assignment (), Combined Form of Examinations (), Portfolio (X), amended by Presentation ()			
8	Requirements for the Award of Credits: Bestandene Modulprüfung			
9	Relevance for the Overall Score: According to General Examination Regulations.			
10	Person Responsible for the Module / Lecturer(s): Prof. Dr. Tobias Weiß / Prof. Dr. Tobias Weiß			
11	Literature: Gassmann, Oliver. et al. (2020) The business model navigator: the strategies behind the most successful companies. Second edition. Harlow, England: Pearson. Osterwalder, Alexander, and Yves Pigneur. Business Model Generation: a Handbook for Visionaries, Game Changers, and Challengers. Wiley, 2010. Sørensen, Hans Eibe. Business Development: a Market-Oriented Perspective. Wiley, 2012. Further reading recommendations (mentioned in the different lectures and exercises of the module).			

Current Developments in Resources (Product Management)				
Compulsory Module () Compulsory Elective Module (X)				
ID Number: CurDevRes	Workload 150 h	Credits 5 CP	Semester from 5th semester	Duration 1 semester
1	Frequency: Sommersemester		Class Time 4 SWS / 60 h	Self-Study 90 h
2	Course Types (in SWH) and Group Size: Vorlesung: 2 SWS / 30 h / 30 Studierende Seminar: 2 SWS / 30 h / 30 Studierende			
3	Learning Objectives: Upon successful completion of the module, students should be able to: <ul style="list-style-type: none"> • Understand the importance of identifying and addressing customer needs. • Explain the role of uncertainty in new product projects. • Apply tools for strategic analyses. • Explain the multiple links product management has to other departments within a company. • Organize an idea-to-launch-process to manage new product projects. • Evaluate the role of thought-worlds in product decisions. • Conclude on recent research findings relevant for product management. • Assess various models of innovation. • Plan the creation of new product ideas based on various company external and company internal sources. • Understand the link between product management and business development. 			
4	Contents: <ul style="list-style-type: none"> • The role of product management in organizations • Relevance, typology, and models of innovation • New product failure • Product life-cycle implications on product strategy • Strategic success factors for managing products • Tools for strategic analyses relevant for product management • Strategies for hypercompetitive industry settings • Recent research findings • Average new product portfolios • Stage-gate process as tool for managing idea-to-launch-processes • The role of thought-worlds in product decisions 			
5	The Module is Used in the Following Degree Courses: BBA: Wahlpflichtmodul			
6	Prerequisites:			
7	Academic Performances: () Examination: Written Exam (X), Oral Exam (), Seminar Paper (), Project Assignment (), Combined Form of Examinations (), Portfolio (), amended by Presentation ()			
8	Requirements for the Award of Credits: Bestandene Modulprüfung			
9	Relevance for the Overall Score: According to General Examination Regulations.			
10	Person Responsible for the Module / Lecturer(s): Prof. Dr. Tobias Weiß / Prof. Dr. Tobias Weiß			
11	Literature: Trott, Paul. Innovation management and new product development. Pearson education, 2017.			

	<p>Homburg, Christian, Sabine Kuester, and Harley Krohmer. Marketing management: A contemporary perspective. McGraw-Hill Higher Education, 2013.</p> <p>Further reading recommendations (mentioned in the different lectures and exercises of the module).</p>
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E-Business Lab Exercises

Compulsory Module () Compulsory Elective Module (X)

ID Number: E-BusLabEx		Workload 150 h	Credits 5 CP	Semester from 5th semester	Duration 1 semester
1	Frequency: nach Ankündigung			Class Time 4 SWS / 60 h	Self-Study 90 h
2	Course Types (in SWH) and Group Size: Praktikum: 4 SWS / 60 h / 15 Studierende				
3	Learning Objectives: Upon successful completion of the module, students should be able to: <ul style="list-style-type: none"> • experience the approach and complexity of E-Business projects • develop advanced knowledge and practical skills in one of the fields covered in the compulsory E-Business module • apply E-Business knowledge in a real-world context 				
4	Contents: <ul style="list-style-type: none"> • A complete E-Business project, covering the various phases of the systems development lifecycle, or • An Action Research Project aiming at the improvement of an implemented E-Business solution in a real-world company. 				
5	The Module is Used in the Following Degree Courses: BBA: Wahlpflichtmodul				
6	Prerequisites:				
7	Academic Performances: () Examination: Written Exam (), Oral Exam (), Seminar Paper (), Project Assignment (), Combined Form of Examinations (), Portfolio (X), amended by Presentation ()				
8	Requirements for the Award of Credits: Bestandene Modulprüfung				
9	Relevance for the Overall Score: According to General Examination Regulations.				
10	Person Responsible for the Module / Lecturer(s): Prof. Dr. Peter Weber / N.N.				
11	Literature: Will be announced at the beginning of the course.				

Empirical Research Seminar				
Compulsory Module () Compulsory Elective Module (X)				
ID Number: EmpResSem	Workload 150 h	Credits 5 CP	Semester from 5th semester	Duration 1 semester
1	Frequency: jedes Semester		Class Time 4 SWS / 60 h	Self-Study 90 h
2	Course Types (in SWH) and Group Size: Seminar: 4 SWS / 60 h / 30 Studierende			
3	Learning Objectives: Upon successful completion of the module, students should be able to: <ul style="list-style-type: none"> • understand the process of academic research • perform a scientific literature search • analyze scientific research papers • conduct a thorough literature review and classification • design an empirical research study • collect data • analyze data and interpret the results • write an empirical scientific research paper 			
4	Contents: <ul style="list-style-type: none"> • The Empirical Research Seminar offers the possibility to experience the complete process of an empirical research project. • In this seminar, students will analyze scientific journal articles and conduct a scientific literature review, develop research hypotheses, collect and analyze data, and derive implications from the results. Thereby, the empirical research seminar optimally prepares students for writing a quantitative empirical bachelor thesis 			
5	The Module is Used in the Following Degree Courses: BBA: Wahlpflichtmodul			
6	Prerequisites:			
7	Academic Performances: () Examination: Written Exam (), Oral Exam (), Seminar Paper (), Project Assignment (), Combined Form of Examinations (), Portfolio (X), amended by Presentation ()			
8	Requirements for the Award of Credits: Bestandene Modulprüfung			
9	Relevance for the Overall Score: According to General Examination Regulations.			
10	Person Responsible for the Module / Lecturer(s): Prof. Dr. Till Haumann / Prof. Dr. Till Haumann			
11	Literature: Journal articles, depending on the topic of the seminar			

English for Specific Purposes				
Compulsory Module () Compulsory Elective Module (X)				
ID Number: EngSpecPurp	Workload 150 h	Credits 5 CP	Semester from 5th semester	Duration 1 semester
1	Frequency: jedes Semester	Class Time 4 SWS / 60 h	Self-Study 90 h	
2	Course Types (in SWH) and Group Size: Seminar: 2 SWS / 30 h / 30 Studierende Übung: 2 SWS / 30 h / 30 Studierende			
3	Learning Objectives: Upon successful completion of this module, students should be able to: <ul style="list-style-type: none"> • communicate effectively, both in writing and orally, using the vocabulary specific to their future career path • create and analyze texts appropriate to be actually used in their discipline, as opposed to just textbook examples • choose and use the appropriate tone, register, and medium for communicating in a discipline (i.e. marketing, law, accounting, green business, customer care, etc.) • apply theories and strategies learned in the classroom to real-life situations • distinguish different subsets of language used in a professional setting, analyze and classify discipline-specific terminology and its use in a Business context. 			
4	Contents: <ul style="list-style-type: none"> • Topics: Within marketing, legal, and financial English individually, as well as comparing the three genres • Selected topics in linguistics (grammar, vocabulary, lexical denominations, etc.) • Skills: Analyzing and presenting thematic-lexical material in a manner appropriate to a specific discipline, focusing on the vocabulary, register, and use in Business • Methods: Lectures, group work, reading, analyzing and classifying, model answers, assessing model presentations, video samples, self-tests. 			
5	The Module is Used in the Following Degree Courses: BBA: Wahlpflichtmodul			
6	Prerequisites:			
7	Academic Performances: () Examination: Written Exam (), Oral Exam (), Seminar Paper (), Project Assignment (), Combined Form of Examinations (), Portfolio (X), amended by Presentation ()			
8	Requirements for the Award of Credits: Bestandene Modulprüfung			
9	Relevance for the Overall Score: According to General Examination Regulations.			
10	Person Responsible for the Module / Lecturer(s): Sibylle Abbou / Sibylle Abbou			
11	Literature: Dudley-Evans, T. & St. John, M. J. (1998). Developments in English for Specific Purposes. Cambridge: Cambridge University Press Haigh, R. (2015). Legal English. (4th ed.). New York, NY: Routledge. Paltridge, B. & Starfield, S. (2012). The Handbook of English for Specific Purposes. Hoboken, NJ: John Wiley & Sons Pratten, J. (2009). Absolute Financial English: English for Finance and Accounting. London: Delta Publishing Robinson, N. (2010) Cambridge English for Marketing. Cambridge: Cambridge University Press			

Entrepreneurial Finance				
Compulsory Module () Compulsory Elective Module (X)				
ID Number: EntFin	Workload 150 h	Credits 5 CP	Semester from 5th semester	Duration 1 semester
1	Frequency: nach Ankündigung		Class Time 4 SWS / 60 h	Self-Study 90 h
2	Course Types (in SWH) and Group Size: Seminar: 2 SWS / 30 h / 30 Studierende Übung: 2 SWS / 30 h / 30 Studierende			
3	Learning Objectives: Students develop financial forecasts for new ventures, be it as a founder, early employee, advisor or investor. At the end of this course, students should have deepened their understanding of finance and accounting through practical applications.			
4	Contents: The course addresses key issues faced by entrepreneurs, in particular in startup settings: how can sales revenues and cost be projected; why is cash-flow crucial; how can it be planned and managed; how much money should be raised at each stage; what is a reasonable valuation of the company; and how should funding and exit decisions be structured.			
5	The Module is Used in the Following Degree Courses: BBA: Wahlpflichtmodul			
6	Prerequisites:			
7	Academic Performances: () Examination: Written Exam (), Oral Exam (), Seminar Paper (), Project Assignment (), Combined Form of Examinations (), Portfolio (X), amended by Presentation ()			
8	Requirements for the Award of Credits: Bestandene Modulprüfung			
9	Relevance for the Overall Score: According to General Examination Regulations.			
10	Person Responsible for the Module / Lecturer(s): Prof. Dr. Andreas Gerlach / N.N.			
11	Literature: Blank, S.; Dorf, B. (2012): The Startup Owner's Manual, Pescadero: K&S Ranch Press			

ERP Application Programming					
Compulsory Module () Compulsory Elective Module (X)					
ID Number: ERPAppProg		Workload 150 h	Credits 5 CP	Semester from 5th semester	Duration 1 semester
1	Frequency: Sommersemester			Class Time 4 SWS / 60 h	Self-Study 90 h
2	Course Types (in SWH) and Group Size: Vorlesung: 2 SWS / 30 h / 30 Studierende Übung: 2 SWS / 30 h / 30 Studierende				
3	Learning Objectives: Students understand and experience SAP application programming with the programming language ABAP (Advanced Business Application Programming)				
4	Contents: <ul style="list-style-type: none">• Set of Case Studies from the SAP University Alliance Program• ABAP Workbench and the most important features of the ABAP language• Fundamentals of ABAP programming, including the ABAP runtime environment• Two ABAP programming models - classical and object-oriented - and their relevant statements• Advanced concepts of OO programming with ABAP Objects• Programming the SAP user interface• Database access with OpenSQL Access to the SAP environment will be provided in the PC rooms.				
5	The Module is Used in the Following Degree Courses: BBA: Wahlpflichtmodul				
6	Prerequisites: Knowledge of object-oriented programming language, e.g. JAVA				
7	Academic Performances: () Examination: Written Exam (), Oral Exam (), Seminar Paper (), Project Assignment (), Combined Form of Examinations (), Portfolio (X), amended by Presentation ()				
8	Requirements for the Award of Credits: Bestandene Modulprüfung				
9	Relevance for the Overall Score: According to General Examination Regulations.				
10	Person Responsible for the Module / Lecturer(s): Prof. Dr. Christine Kohring / Alfred Kersting				
11	Literature: Keller, Horst: ABAP objects: introduction to programming SAP applications, Addison-Wesley (2007)				

ERP Configuration				
Compulsory Module () Compulsory Elective Module (X)				
ID Number: ERPConf	Workload 150 h	Credits 5 CP	Semester from 5th semester	Duration 1 semester
1	Frequency: Wintersemester		Class Time 4 SWS / 60 h	Self-Study 90 h
2	Course Types (in SWH) and Group Size: Vorlesung: 2 SWS / 30 h / 30 Studierende Übung: 2 SWS / 30 h / 30 Studierende			
3	Learning Objectives: Upon successful completion of the module, students should be able to: <ul style="list-style-type: none"> • understand the process of configuration and the difference between SAP application programming and SAP configuration • understand and experience SAP configuration depending on the enterprise organization and its business processes • learn how to implement different business processes in the SAP system by changing the configuration of the system 			
4	Contents: <ul style="list-style-type: none"> • Enterprise Structure, esp. in Sales and Distribution • Details of a sales order process, esp. the business process “order to cash” • Details of customer and material master data; info records • Data determination in a sales process; plant, shipping point, route • Control of sales documents; Configuration of a new sales document • Creating new enterprise structure in sales and distribution and a new order type • Pricing in sales and distribution • Pricing control in configuration • Text control in configuration • Output control in configuration <p>Access to the SAP environment will be provided in the PC rooms.</p>			
5	The Module is Used in the Following Degree Courses: BBA: Pflichtmodul			
6	Prerequisites: Successful completion of the courses ERP 1 and 2 and interest in SAP-software are strongly recommended.			
7	Academic Performances: () Examination: Written Exam (), Oral Exam (), Seminar Paper (), Project Assignment (), Combined Form of Examinations (), Portfolio (X), amended by Presentation ()			
8	Requirements for the Award of Credits: Bestandene Modulprüfung			
9	Relevance for the Overall Score: According to General Examination Regulations.			
10	Person Responsible for the Module / Lecturer(s): Prof. Dr. Peter Weber / Alfred Kersting			
11	Literature: SAP help and documentation is available online.			

ERP Lab Exercises

Compulsory Module () Compulsory Elective Module (X)

ID Number: ERPLabEx		Workload 150 h	Credits 5 CP	Semester from 5th semester	Duration 1 Semester
1	Frequency: Wintersemester			Class Time 4 SWS / 60 h	Self-Study 90 h
2	Course Types (in SWH) and Group Size: Praktikum: 4 SWS / 60 h / 15 Studierende				
3	Learning Objectives: Upon successful completion of the module, students should be able to: <ul style="list-style-type: none"> • learn universal and fundamental workflows of companies • get to know Open Source ERP-Systems as an alternative to commercial systems • learn to perform a consulting process for an ERP implementation • understand spreadsheet configuration 				
4	Contents: <ul style="list-style-type: none"> • Introduction to ERP5 as an open source ERP-System • Major business processes in ERP5 • Guidelines for the consulting process for an ERP implementation • Spreadsheet-based configuration <p>Students will be provided flexible access to an ERP training instance throughout the course.</p>				
5	The Module is Used in the Following Degree Courses: WING: Wahlpflichtmodul, BBA: Wahlpflichtmodul				
6	Prerequisites:				
7	Academic Performances: () Examination: Written Exam (), Oral Exam (), Seminar Paper (), Project Assignment (), Combined Form of Examinations (), Portfolio (X), amended by Presentation ()				
8	Requirements for the Award of Credits: Bestandene Modulprüfung				
9	Relevance for the Overall Score: According to General Examination Regulations.				
10	Person Responsible for the Module / Lecturer(s): Prof. Dr. Peter Weber / Prof. Dr. Peter Weber				
11	Literature:				

Foreign Trade

Compulsory Module () Compulsory Elective Module (X)

ID Number: ForTra		Workload 150 h	Credits 5 CP	Semester from 5th semester	Duration 1 Semester
1	Frequency: Wintersemester			Class Time 4 SWS / 60 h	Self-Study 90 h
2	Course Types (in SWH) and Group Size: Vorlesung: 2 SWS / 30 h / 30 Studierende Übung: 2 SWS / 30 h / 30 Studierende				
3	Learning Objectives: After completing the course, students will be able to: <ul style="list-style-type: none">• Understand the ways in which international trade works in the current global scene.• Utilize in practice the main trade theory models for developing effective solutions and assessments in the corporate environment.				
4	Contents: The course provides an up-to-date, robust and understandable analytical framework for illuminating current events in international trade. The curriculum covers a wide range of aspects of international trade starting with the important global institutions and their roles, core trade theories such as Ricardian and Heckscher-Ohlin Models; influence factors of trade patterns, the impact on wealth distribution, exchange rates, policies, concluding with the recent trends such as economic disintegration and new explorations in the trade theory with an emphasis on empirical studies.				
5	The Module is Used in the Following Degree Courses: WING: Wahlpflichtmodul, BBA: Wahlpflichtmodul				
6	Prerequisites: It is recommended to take Microeconomics and Macroeconomics before.				
7	Academic Performances: () Examination: Written Exam (X), Oral Exam (), Seminar Paper (), Project Assignment (), Combined Form of Examinations (), Portfolio (), amended by Presentation ()				
8	Requirements for the Award of Credits: Bestandene Modulprüfung				
9	Relevance for the Overall Score: According to General Examination Regulations.				
10	Person Responsible for the Module / Lecturer(s): Prof. Dr. Dina Dreisbach / Prof. Dr. Dina Dreisbach				
11	Literature: Feenstra Robert C., Taylor Alan M. (2020) International Trade, 5th Edition, Worth Publishers. Giancarlo Gandolfo (2014) International Trade Theory and Policy, 2nd Edition, Springer-Verlag Berlin Heidelberg.				

Human Resources				
Compulsory Module () Compulsory Elective Module (X)				
ID Number: HR	Workload 150 h	Credits 5 CP	Semester from 5th semester	Duration 1 semester
1	Frequency: jedes Semester		Class Time 4 SWS / 60 h	Self-Study 90 h
2	Course Types (in SWH) and Group Size: Vorlesung: 2 SWS / 30 h / 30 Studierende Seminar: 2 SWS / 30 h / 30 Studierende			
3	Learning Objectives: At the end of the module, the student will be expected to: <ul style="list-style-type: none"> • Understand the theoretical underpinnings of HRM • Apply HR theories to HR practice with a sensitivity to context • Actively engage with debates of aspects of HRM practice • Critically analyse HRM rhetoric • Demonstrate the ability to critically evaluate concepts, theories and techniques • Develop effective arguments • Think analytically • Apply reason and justification of personal and others' perspectives • Demonstrate the ability to work independently • Prepare for negotiations 			
4	Contents: This module aims to broaden your understanding of the theory and practice of human resource management (HRM). In this module we will take an in-depth analytical approach to contemporary people management topics that will help you understand the complexities and challenges of HRM in a variety of organisational contexts. Studying this module will assist you to analyse organisations with the purpose of advising on HRM solutions. In today's competitive business context, it is the strategic responsibility of human resources professionals to provide an appropriate framework to guide managerial employment practice. You will learn more about the connection between human resource practices and the delivery of organisation objectives through a number of topics that are at the leading edge of people management practice. The purpose of the seminars is to engage with contemporary, controversial or ethical aspects of HRM. This module will also include various activities, such as discussions, debates, and role plays, where you will have the opportunity to discuss, develop, and reflect on the content of the module.			
5	The Module is Used in the Following Degree Courses: BBA: Wahlpflichtmodul, DPM PO 22: Wahlpflichtmodul			
6	Prerequisites:			
7	Academic Performances: () Examination: Written Exam (), Oral Exam (), Seminar Paper (), Project Assignment (), Combined Form of Examinations (), Portfolio (X), amended by Presentation ()			
8	Requirements for the Award of Credits: Bestandene Modulprüfung			
9	Relevance for the Overall Score: According to General Examination Regulations.			
10	Person Responsible for the Module / Lecturer(s): Prof. Dr. Dina Dreisbach / Dr. Tanja Tillmanns			
11	Literature:			

	<p>Torrington, D. Taylor, S. Hall, L, and Atkinson, C (2014). Human Resource Management, 9th Edition, FT Pearson.</p> <p>Noe, R.A., Hollenbeck, J. R., Gerhart, B. and Wright P.M.(2016). Fundamentals of Human Research Mangement, McGrawHill.</p>
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International Financial Markets				
Compulsory Module () Compulsory Elective Module (X)				
ID Number: IntFinMar	Workload 150 h	Credits 5 CP	Semester from 5th semester	Duration 1 Semester
1	Frequency: Sommersemester		Class Time 4 SWS / 60 h	Self-Study 90 h
2	Course Types (in SWH) and Group Size: Vorlesung: 2 SWS / 30 h / 30 Studierende Übung: 2 SWS / 30 h / 30 Studierende			
3	Learning Objectives: The aim of the course is to form a robust understanding of the international financial framework including its institutional and functional elements and mechanisms. After completing the course, students will be able to: <ul style="list-style-type: none"> • Assess global and national financial situation in terms of the monetary policy and its implications. • Interpret national and supernational monetary policy decisions and changes in regulation into direct implications for their domain company and formulate a suitable preemptive response. • Conduct optimal decision-making with portfolio of financial assets in the corporate context. 			
4	Contents: International Financial Markets deals with the international financial markets and its institutions like the IMF, the World Bank, ESM as well as sovereign debt issues, financial crises, international monetary policy and the process of European integration. These topics will be dealt with from both theoretical and practical perspective. Basics of game theory will be introduced and used to explore related phenomena. Recent topics such as the Corona crisis and its economic impact are included. Structure: <ul style="list-style-type: none"> • International financial markets: Institutions, players, basics of financial market products • The functions of banks in an economy • Sovereign debt and associated issues • Financial crises - Types and historical development: Liquidity and Solvency crises, Measures to fight debt crises • Game theory Introduction: History, The prisoner's dilemma, Game-theoretical analysis applied • The process of European integration: Steps of integration, Germany as a deficit sinner • International trade: Welfare Effects of free trade • European Monetary policy: strategy, tools, current Corona policy, FED and ECB policy in comparison, Transmission process, money control • Central bank Independency, Inflation 			
5	The Module is Used in the Following Degree Courses: WING: Wahlpflichtmodul, BBA: Wahlpflichtmodul			
6	Prerequisites: It is recommended to take Microeconomics and Macroeconomics before.			
7	Academic Performances: () Examination:			

	Written Exam (X), Oral Exam (), Seminar Paper (), Project Assignment (), Combined Form of Examinations (), Portfolio (), amended by Presentation ()
8	Requirements for the Award of Credits: Bestandene Modulprüfung
9	Relevance for the Overall Score: According to General Examination Regulations.
10	Person Responsible for the Module / Lecturer(s): Prof. Dr. Dina Dreisbach / Prof. Dr. Dina Dreisbach
11	Literature: <ul style="list-style-type: none"> • Bofinger, Peter, Monetary Policy: Goals, Institutions, Strategies, and Instruments, Oxford University Press, ISBN0-19-924057-4. • Krugman, P., Obstfeld, M. & Melitz, M. (2012): International Economics – Theory and Policy, 9th edition, Pearson: Boston. • van Marrewijk, Charles, International Economics: Theory, Application, and Policy, Oxford Oxford Univ. Press 2012, 2nd ed., code: PPZ5133. • Howells, P. & Bain, K. (2018). Financial Markets and Institutions, 9th edition. England: Pearson Education Limited.

Internship(s) - 12 weeks

Compulsory Module () Compulsory Elective Module (X)

ID Number: IntShip15	Workload 450 h	Credits 15 CP	Semester from 5th semester	Duration 12 weeks
1	Frequency: nach Bedarf		Class Time 0 SWS / 0 h	Self-Study 450 h
2	Course Types (in SWH) and Group Size:			
3	Learning Objectives: Students gain practical experience, knowledge and skills within a selected business sector about corporate processes, communication and decision-making as well as about integrating themselves into a company. They are able to document and reflect these experiences, knowledge and skill acquisition. With this, they receive an encouragement for their further studies, especially regarding choice of electives, and they receive impulses for their transition from study to the start of their business career.			
4	Contents: Internship projects and their appropriate documentation.			
5	The Module is Used in the Following Degree Courses: BBA: Wahlpflichtmodul			
6	Prerequisites:			
7	Academic Performances: () Examination: Written Exam (), Oral Exam (), Seminar Paper (), Project Assignment (X), Combined Form of Examinations (), Portfolio (), amended by Presentation ()			
8	Requirements for the Award of Credits: Fulfilment of the form of examination listed under 7 and submission of a qualified work certificate on the internship completed. The internship duration of at least 12 weeks (full-time equivalent) must be proven in this.			
9	Relevance for the Overall Score: According to General Examination Regulations.			
10	Person Responsible for the Module / Lecturer(s): Prof. Dr. Henrik Janzen			
11	Literature:			

Internship(s) - 4 weeks

Compulsory Module () Compulsory Elective Module (X)

ID Number: IntShip5	Workload 150 h	Credits 5 CP	Semester from 5th semester	Duration 4 weeks
1	Frequency: nach Bedarf		Class Time 0 SWS / 0 h	Self-Study 150 h
2	Course Types (in SWH) and Group Size:			
3	Learning Objectives: Students gain practical experience, knowledge and skills within a selected business sector about corporate processes, communication and decision-making as well as about integrating themselves into a company. They are able to document and reflect these experiences, knowledge and skill acquisition. With this, they receive an encouragement for their further studies, especially regarding choice of electives, and they receive impulses for their transition from study to the start of their business career.			
4	Contents: Internship projects and their appropriate documentation.			
5	The Module is Used in the Following Degree Courses: BBA: Wahlpflichtmodul			
6	Prerequisites:			
7	Academic Performances: () Examination: Written Exam (), Oral Exam (), Seminar Paper (), Project Assignment (X), Combined Form of Examinations (), Portfolio (), amended by Presentation ()			
8	Requirements for the Award of Credits: Fulfilment of the form of examination listed under 7 and submission of a qualified work certificate on the internship completed. The internship duration of at least 4 weeks (full-time equivalent) must be proven in this.			
9	Relevance for the Overall Score: According to General Examination Regulations.			
10	Person Responsible for the Module / Lecturer(s): Prof. Dr. Henrik Janzen			
11	Literature:			

Internship(s) - 8 weeks

Compulsory Module () Compulsory Elective Module (X)

ID Number: IntShip10		Workload 300 h	Credits 10 CP	Semester from 5th semester	Duration 8 weeks
1	Frequency: nach Bedarf			Class Time 0 SWS / 0 h	Self-Study 300 h
2	Course Types (in SWH) and Group Size:				
3	Learning Objectives: Students gain practical experience, knowledge and skills within a selected business sector about corporate processes, communication and decision-making as well as about integrating themselves into a company. They are able to document and reflect these experiences, knowledge and skill acquisition. With this, they receive an encouragement for their further studies, especially regarding choice of electives, and they receive impulses for their transition from study to the start of their business career.				
4	Contents: Internship projects and their appropriate documentation.				
5	The Module is Used in the Following Degree Courses: BBA: Wahlpflichtmodul				
6	Prerequisites:				
7	Academic Performances: () Examination: Written Exam (), Oral Exam (), Seminar Paper (), Project Assignment (X), Combined Form of Examinations (), Portfolio (), amended by Presentation ()				
8	Requirements for the Award of Credits: Fulfilment of the form of examination listed under 7 and submission of a qualified work certificate on the internship completed. The internship duration of at least 8 weeks (full-time equivalent) must be proven in this.				
9	Relevance for the Overall Score: According to General Examination Regulations.				
10	Person Responsible for the Module / Lecturer(s): Prof. Dr. Henrik Janzen				
11	Literature:				

Introduction to Project Management				
Compulsory Module () Compulsory Elective Module (X)				
ID Number: IntroProjMgt	Workload 150 h	Credits 5 CP	Semester from 5th semester	Duration 1 Semester
1	Frequency: Sommersemester		Class Time 4 SWS / 60 h	Self-Study 90 h
2	Course Types (in SWH) and Group Size: Vorlesung: 2 SWS / 30 h / 30 Studierende Seminar: 2 SWS / 30 h / 30 Studierende			
3	Learning Objectives: Upon successful completion of the module, students should be able to: <ul style="list-style-type: none"> • Explain the fundamentals of project management. • Implement activity planning and risk management within projects. • Assess various project selection models. • Plan projects from project start to project closure. • Evaluate the adequate amount of project closure activities. • Understand how to manage conflict in projects. • Prioritize and choose the right projects from project portfolios. 			
4	Contents: <ul style="list-style-type: none"> • Fundamentals of project management • Organizational project management and project management institutions • Alignment of Projects with Organization Strategy • The role of the project manager • Project selection models • Project charter elements • Project planning and coordination • Managing risk in projects • Managing conflict in projects • Project closure and benefit realization 			
5	The Module is Used in the Following Degree Courses: BBA: Wahlpflichtmodul			
6	Prerequisites:			
7	Academic Performances: () Examination: Written Exam (X), Oral Exam (), Seminar Paper (), Project Assignment (), Combined Form of Examinations (), Portfolio (), amended by Presentation ()			
8	Requirements for the Award of Credits: Bestandene Modulprüfung			
9	Relevance for the Overall Score: According to General Examination Regulations.			
10	Person Responsible for the Module / Lecturer(s): Prof. Dr. Tobias Weiß / Prof. Dr. Tobias Weiß			
11	Literature: Meredith, Jack R., Scott M. Shafer, and Samuel J. Mantel Jr. Project management: a strategic managerial approach. John Wiley & Sons, 2017. Further reading recommendations (mentioned in the different lectures and exercises of the module).			

IS Project

Compulsory Module () Compulsory Elective Module (X)

ID Number: ISProj		Workload 150 h	Credits 5 CP	Semester from 5th semester	Duration 1 semester
1	Frequency: nach Ankündigung			Class Time 4 SWS / 60 h	Self-Study 90 h
2	Course Types (in SWH) and Group Size: Praktikum: 4 SWS / 60 h / 15 Studierende				
3	Learning Objectives: Upon successful completion of the module, students should be able to: <ul style="list-style-type: none"> • experience the approach and complexity of software development in teams • apply the previously acquired programming skills in a real-world context • understand the strengths and weaknesses of the various software engineering models 				
4	Contents: <ul style="list-style-type: none"> • Software Engineering approaches (traditional vs. agile) • A complete software engineering project, covering the various phases of the systems development lifecycle, or • An Action Research Project aiming at the improvement of an implemented software solution 				
5	The Module is Used in the Following Degree Courses: BBA: Wahlpflichtmodul				
6	Prerequisites:				
7	Academic Performances: () Examination: Written Exam (), Oral Exam (), Seminar Paper (), Project Assignment (), Combined Form of Examinations (), Portfolio (X), amended by Presentation ()				
8	Requirements for the Award of Credits: Bestandene Modulprüfung				
9	Relevance for the Overall Score: According to General Examination Regulations.				
10	Person Responsible for the Module / Lecturer(s): Prof. Dr. Christine Kohring / N.N.				
11	Literature: Sommerville, Ian: Software Engineering, 10. Ed., Pearson (2016).				

Marketing Communications

Compulsory Module () Compulsory Elective Module (X)

ID Number: MarComs	Workload 150 h	Credits 5 CP	Semester from 5th semester	Duration 1 Semester
1	Frequency: Sommersemester		Class Time 4 SWS / 60 h	Self-Study 90 h
2	Course Types (in SWH) and Group Size: Vorlesung: 2 SWS / 30 h / 30 Studierende Seminar: 2 SWS / 30 h / 30 Studierende			
3	Learning Objectives: At the end of this module, students should be able to: <ul style="list-style-type: none"> • Recognize the relationship between corporate communications and brand positioning in order to implement corporate strategies. • Understand and distinguish the steps of campaign planning and brand positioning. • Explain and apply the tasks of each step of brand positioning and campaign planning in detail to real case studies. • Describe the tools of Marketing Communications for planning and implementing the positioning of brand-items. • Apply and critically evaluate the implementation of tools in real case studies. • Interpret the collaboration between strategic planning, marketing communications and advertising agencies, including strategic development, briefing of agencies, and evaluation of ads. • Apply gained knowledge to an Alumni/student-centered project. • Gain general event-project related skills in practice • Make use of multi-cultural, teamwork and presentation skills. 			
4	Contents: Part I: MarComs and Brand Positioning 1. MarComs and the Brand 2. Effectiveness of Communications and Campaign Planning 3. Brand Positioning 4. Benefit Positioning Part II: MarComs and Campaign Objectives: 5. Target Audience Selection 6. Campaign Communication Objectives Each lecture in Parts I & II will be followed by a case study seminar, in which case studies of real companies will be presented and discussed. Students ought to apply the learnt contents of the lecture to practice problems and practice their presentation skills. Pedagogical tools such as Buzz Groups and Placemat Method support the repetition of contents and their application in case studies by motivating the students to actively participate. Various use of Media (Video), especially best-practice and worst-practice examples illustrate this course (print- and video-ads). Examples of case studies (regularly updated): Toyota Auris HSD; Australian Tourist Board: Destination Australia: Culture's Up in the Air Down Under; Kellogg's Special K: Kellogg's on the Ball for Slimmer Summer Self-Confidence and Soaring Sales; PokerStars. Part III: Planning Your Own Event: 7. Creative Idea Generation and Selection 8. Event Management 9. Advertising Design (Attention Tactics)			

	In the seminar of Part III, the students will apply the MarComs tools presented in the lecture to their Alumni or student event-project: This requires developing a concept for their own Alumni activity or an event (e.g. taking place on the International Summer BBQ), planning an event with relevant communications such as advertising, promotion, PR, etc. Finally, the students will realize the planned activities during the semester.
5	The Module is Used in the Following Degree Courses: WING: Wahlpflichtmodul, BBA: Wahlpflichtmodul
6	Prerequisites:
7	Academic Performances: () Examination: Written Exam (), Oral Exam (), Seminar Paper (), Project Assignment (), Combined Form of Examinations (), Portfolio (X), amended by Presentation ()
8	Requirements for the Award of Credits: Bestandene Modulprüfung
9	Relevance for the Overall Score: According to General Examination Regulations.
10	Person Responsible for the Module / Lecturer(s): Prof. Dr. Valerie Wulfhorst / Prof. Dr. Valerie Wulfhorst
11	Literature: Rossiter; Percy; Bergkvist (2018): Marketing Communications. Theory and Applications, Frenchs Forest, Sage, 2018. Dahlen, M.; Lange, F.; Smith, T. (2010): Marketing Communications, 4th ed., Essex, Wiley, 2010. Shone, A.; Parry, B. (2019): Successful Event Management: A Practical Handbook, Hampshire, Cengage, 5th ed., 2019. Additional Literature: Robbins; De Pelsmacker; Van Den Bergh; Geuens (2021): Marketing Communications, A European Perspective, 7th ed., Pearson, 2021.

Marketing Research

Compulsory Module () Compulsory Elective Module (X)

ID Number:	Workload	Credits	Semester	Duration
MarketRes	150 h	5 CP	from 5th semester	1 semester
1	Frequency: Wintersemester		Class Time 4 SWS / 60 h	Self-Study 90 h
2	Course Types (in SWH) and Group Size: Vorlesung: 2 SWS / 30 h / 30 Studierende Übung: 2 SWS / 30 h / 30 Studierende			
3	Learning Objectives: Upon successful completion of the module, students should be able to: <ul style="list-style-type: none"> • recognize the importance of information in marketing research and its impact on decision making in marketing strategy and tools • recognize types of research designs and steps of an empirical research project • explain and critically analyze the commonly used techniques in the collection and analysis of marketing research data • apply statistical marketing methods using the software package SPSS • analyze and gain insights from academic marketing research papers published in renowned journals 			
4	Contents: Part I: Introduction • Introduction to Marketing Research: Objectives; Definition of Marketing Research; The Marketing Research Process. Part II: Research Design • Measurement and Scaling: Operationalization and Measurement; Scales (Nominal/Ordinal/Interval/Ratio); Scaling Techniques (Comparative and Noncomparative); Scale Evaluation: Measurement Accuracy, Reliability, Validity. • Research Design, Data Collection, and Sampling: Classification of Research Design: Exploratory, Descriptive (Cross-Sectional and Panel Data), and Causal Research; Potential Sources of Error (Random Sampling and Nonsampling Error); Primary vs. Secondary Data; Survey; Observation. • Causal Research Design: Experimentation: Concept of Causality and Conditions for Causality; Validity in Experimentation, Extraneous Variables and Controlling; Experiments and Experimental Designs; Laboratory vs. Field Experiments. • Sampling: Design and Procedures: The Sampling Design Process; Nonprobability Sampling Techniques; Probability Sampling Techniques; Calculation of Response Rates and Improving the Response Rates. • Design of Questionnaires: Process of Questionnaire Design; How to Ask Questions? (Individual Question Content, Overcoming Inability & Unwillingness to Answer, Choosing Question Structure & Wording, Determining the Order of Questions); Computer and Internet Questionnaire Construction. Part III: Multivariate Data Analysis • Introduction to Multivariate Data Analysis: Overview of Multivariate Analysis; Data Preparation in SPSS. • Regression Analysis: Capabilities, Model Formulation, Parameter Estimation, Standardized Coefficients, Model Fit, Assumptions, Interpretation. • Logistic Regression Analysis: Capabilities, the Logistic Regression Model, Parameter Estimation & Interpretation, Model Fit, Predictive Accuracy, Interpretation. • Analysis of Variance: Capabilities, Research Design, Assumptions, Decomposition of Variance and Model Estimation, Model Fit, Planned Comparisons and Post-hoc Tests, Interpretation. • Cluster Analysis: Capabilities, Measures of Proximity and Distance, Cluster Algorithms, Determination of the Number of Clusters, Interpretation.			

	<ul style="list-style-type: none"> Each lecture will be followed by a case study and/or SPSS seminar. Students ought to apply the learnt contents of the lecture to Real-Life problems and practice their presentation and software skills using SPSS for Windows. The contents of the lecture will be matched to the requirements of the students regarding their planned Bachelor Thesis.
5	The Module is Used in the Following Degree Courses: BBA: Wahlpflichtmodul
6	Prerequisites:
7	Academic Performances: () Examination: Written Exam (), Oral Exam (), Seminar Paper (), Project Assignment (), Combined Form of Examinations (), Portfolio (X), amended by Presentation ()
8	Requirements for the Award of Credits: Bestandene Modulprüfung
9	Relevance for the Overall Score: According to General Examination Regulations.
10	Person Responsible for the Module / Lecturer(s): Prof. Dr. Valerie Wulfhorst, Prof. Dr. Till Haumann / Prof. Dr. Valerie Wulfhorst, Prof. Dr. Till Haumann
11	Literature: Malhotra, N.K.: Marketing Research. An Applied Orientation, 6th ed., Pearson, 2019. Hair, J.F.; Black, W.C.; Babin, B.B.; Anderson, R.E.: Multivariate Data Analysis: A Global Perspective, 7th Ed., Cengage Learning, 2019. Weiterführende SPSS Software: Kinnear, P.R.; Gray, C.D.: IBM SPSS Statistics 18 Made Simple, Psychology Press, 2010. Field, A.: Discovering Statistics Using SPSS, 5th Ed., Sage, 2017.

Negotiation Management				
Compulsory Module () Compulsory Elective Module (X)				
ID Number: NegMgt	Workload 150 h	Credits 5 CP	Semester from 5th semester	Duration 1 semester
1	Frequency: Sommersemester		Class Time 4 SWS / 60 h	Self-Study 90 h
2	Course Types (in SWH) and Group Size: Vorlesung: 2 SWS / 30 h / 40 Studierende Übung: 2 SWS / 30 h / 40 Studierende			
3	Learning Objectives: The Negotiation Management course seeks to equip students with a comprehensive skill set and deep understanding of effective negotiation practices. Throughout the course, students will master principled negotiation principles, shifting from positional bargaining to interest-based negotiation. They will learn to communicate effectively, separate people from problems, and build positive relationships in the negotiation context. Problem-solving skills will be honed, enabling students to generate creative solutions and apply objective criteria ethically. Additionally, students will develop strategic planning abilities, focusing on Best Alternative to a Negotiated Agreement (BATNA) development, and learn conflict resolution techniques, including negotiation jujitsu. The course also emphasizes emotional intelligence and cultural sensitivity in negotiations. Ultimately, students will emerge from the course with the expertise to navigate diverse negotiation scenarios, fostering continuous improvement and reflective practice in their negotiation capabilities.			
4	Contents: <ul style="list-style-type: none"> • Introduction to Negotiation Management • Do Not Bargain Over Positions • Separate the People from the Problem • Invent Options for Mutual Gain • Generating creative solutions • Brainstorming and problem-solving techniques • Case study analysis: Crafting win-win solutions • Insist on Using Objective Criteria • Negotiation Case Study • Develop Your BATNA (Best Alternative to a Negotiated Agreement) • Negotiation Jujitsu • Perceptions, Cognitions, and Emotions in Negotiations <p>Through Harvard case studies, practical exercises, and the analysis of real-life negotiation situations students will apply their knowledge to real-world negotiation scenarios, honing their negotiation skills and problem-solving abilities.</p>			
5	The Module is Used in the Following Degree Courses: BBA: Wahlpflichtmodul			
6	Prerequisites:			
7	Academic Performances: () Examination: Written Exam (), Oral Exam (), Seminar Paper (), Project Assignment (), Combined Form of Examinations (), Portfolio (X), amended by Presentation ()			
8	Requirements for the Award of Credits: Bestandene Modulprüfung			
9	Relevance for the Overall Score: According to General Examination Regulations.			

10	Person Responsible for the Module / Lecturer(s): Prof. Dr. Till Haumann, Prof. Dr. Tobias Weiß / Prof. Dr. Till Haumann, Prof. Dr. Tobias Weiß
11	Literature: Fisher, Roger, William L. Ury, and Bruce Patton. Getting to yes: Negotiating agreement without giving in. Penguin, 2011. Lewicki, Roy J., et al. Essentials of negotiation. Boston, MA, USA: McGraw-Hill/Irwin, 2020. Malhotra, Deepak, and Max Bazerman. Negotiation genius: How to overcome obstacles and achieve brilliant results at the bargaining table and beyond. Bantam, 2007.

Net Economy				
Compulsory Module () Compulsory Elective Module (X)				
ID Number: NetEcon	Workload 150 h	Credits 5 CP	Semester from 5th semester	Duration 1 semester
1	Frequency: Wintersemester		Class Time 4 SWS / 60 h	Self-Study 90 h
2	Course Types (in SWH) and Group Size: Seminar: 4 SWS / 60 h / 30 Studierende			
3	Learning Objectives: Net Economy is a cross-location, virtual collaborative learning (VCL) setting, aiming at E-Commerce knowledge and improved media skills, but also at increased intercultural experience. Upon successful completion of the module, students should be able to: <ul style="list-style-type: none"> • understand specific characteristics and concepts of entrepreneurship in e-commerce • experience and understand opportunities and challenges in intercultural and virtual collaboration • develop media skills for virtual collaboration Students from various international universities participate in this module, which is offered as part of an international learning network.			
4	Contents: <ul style="list-style-type: none"> • Blockchain • Business Models • Sustainability • Ecoinnovation The course is structured into a preparation phase, a knowledge development phase and a case study phase. In preparation phase, the students set up their international teams and get to know the course environment. During knowledge development phase, they are provided with e-lectures and assignments on the above mentioned topics. In case study phase, the students develop ideas for business models or business model innovations in a defined domain.			
5	The Module is Used in the Following Degree Courses: BBA: Wahlpflichtmodul, IMIS: Wahlpflichtmodul			
6	Prerequisites:			
7	Academic Performances: () Examination: Written Exam (), Oral Exam (), Seminar Paper (), Project Assignment (), Combined Form of Examinations (), Portfolio (X), amended by Presentation ()			
8	Requirements for the Award of Credits: Bestandene Modulprüfung			
9	Relevance for the Overall Score: According to General Examination Regulations.			
10	Person Responsible for the Module / Lecturer(s): Prof. Dr. Peter Weber / Prof. Dr. Peter Weber, Katharina Knauf			
11	Literature:			

Operations Management				
Compulsory Module () Compulsory Elective Module (X)				
ID Number: OpMgt	Workload 150 h	Credits 5 CP	Semester from 5th semester	Duration 1 semester
1	Frequency: Wintersemester		Class Time 4 SWS / 60 h	Self-Study 90 h
2	Course Types (in SWH) and Group Size: Seminar: 4 SWS / 60 h / 30 Studierende			
3	Learning Objectives: Upon successful completion of the module, students should be able to: <ul style="list-style-type: none"> • demonstrate an appreciation of the role of operations management both at a strategic level and for the effective production of goods and services • demonstrate knowledge and insight into the various tools of operations management • understand the behavioral aspects of managing operations • understand how operations contribute to wider aspects of firms' capabilities and competencies • appreciate the importance of operational paradigms and how they are integrated together in managing operations including TQM, BPM, Lean and Agile operations • critically evaluate a variety of theories and concepts related to operations management • apply problem-solving techniques • develop insights into the competencies required to become an effective manager in BPM or operations 			
4	Contents: Introduction: Managing Operations / Targets of Operations Management / Strategic Perspectives of Operations Management Design of Products and Services: Product Design Criteria / Specialties of Service Design Design & Management of Business Processes: Business Process Design / Business Process Management / Value Stream Mapping Managing Manufacturing: Facility Layout / Capacity Management / Scheduling / Enterprise Resource Planning (ERP) / Lean Management & Manufacturing Continuous Improvement: Quality Management / TQM / ISO Standards / Six-Sigma / Risk Management On the Way to Industry 4.0: Industry 4.0 as new Development Paradigm / Implementing Industry 4.0			
5	The Module is Used in the Following Degree Courses: BBA: Wahlpflichtmodul			
6	Prerequisites:			
7	Academic Performances: () Examination: Written Exam (), Oral Exam (), Seminar Paper (), Project Assignment (), Combined Form of Examinations (X), Portfolio (), amended by Presentation ()			
8	Requirements for the Award of Credits: Bestandene Modulprüfung			
9	Relevance for the Overall Score: According to General Examination Regulations.			
10	Person Responsible for the Module / Lecturer(s): Prof. Dr. Henrik Janzen / Prof. Dr. Henrik Janzen			
11	Literature:			

	Slack, N.; Brandon-Jones, A.; Johnston, R. (2016): Operations Management, 8. Ed., Harlow (Pearson)
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Operations Research				
Compulsory Module () Compulsory Elective Module (X)				
ID Number: OpRes	Workload 150 h	Credits 5 CP	Semester from 5th semester	Duration 1 semester
1	Frequency: Sommersemester	Class Time 4 SWS / 60 h	Self-Study 90 h	
2	Course Types (in SWH) and Group Size: Vorlesung: 2 SWS / 30 h / 30 Studierende Übung: 2 SWS / 30 h / 30 Studierende			
3	Learning Objectives: The Operations Research course is designed to equip students with a comprehensive understanding of the principles and applications of operations research techniques. By the end of this course, students will be able to comprehend the foundational concepts of operations research, master linear programming for optimization problem-solving, analyze and optimizing networks, address logistical challenges through transportation and assignment problems, solve Travelling Salesperson Problems for route planning, applying game theory to strategic decision-making, utilize decision analysis for rational decision-making, and recognize cognitive biases in decision processes.			
4	Contents: <ul style="list-style-type: none"> • Introduction and Foundations of Operations Research • Linear Programming I – Graphical Analysis • Linear Programming II – Simplex Method • Network Models I – Minimal Spanning Tree & Shortest-Route Algorithms • Network Models I – Maximal Flow & Critical Path Method Algorithms • Transportation & Assignment Problems • Travelling Salesperson Problem • Game Theory • Decision Analysis I – Rational Decision Making • Decision Analysis II – Biases in Decision Making 			
5	The Module is Used in the Following Degree Courses: BBA: Wahlpflichtmodul			
6	Prerequisites:			
7	Academic Performances: () Examination: Written Exam (), Oral Exam (), Seminar Paper (), Project Assignment (), Combined Form of Examinations (), Portfolio (X), amended by Presentation ()			
8	Requirements for the Award of Credits: Bestandene Modulprüfung			
9	Relevance for the Overall Score: According to General Examination Regulations.			
10	Person Responsible for the Module / Lecturer(s): Prof. Dr. Till Haumann / Prof. Dr. Till Haumann, Marselline Atenya			
11	Literature: Hamdy A. Taha (2017), Operations Research (Global Edition), 10th Edition, Pearson. Frederick S. Hillier & Gerald J. Lieberman (2015), Introduction to Operations Research, 10th Edition, McGraw-Hill.			

Programming				
Compulsory Module () Compulsory Elective Module (X)				
ID Number: Prog-BBA	Workload 150 h	Credits 5 CP	Semester from 5th semester	Duration 1 semester
1	Frequency: Wintersemester		Class Time 4 SWS / 60 h	Self-Study 90 h
2	Course Types (in SWH) and Group Size: Vorlesung: 2 SWS / 30 h / 30 Studierende Übung: 2 SWS / 30 h / 30 Studierende			
3	Learning Objectives: <ul style="list-style-type: none"> • know basic Java as an exemplary up-to-date, hardware independent, programming language • understand object orientation and concepts like classes and objects • understand and experience the approach and the complexity of programming 			
4	Contents: <ul style="list-style-type: none"> • Introduction to Programming • Elementary Java Programming • Variables, primitive Data Types • Basic Operations • Basic Input- and Output-commands • Use of Methods • Decisions • Loops • Classes and Objects 			
5	The Module is Used in the Following Degree Courses: BBA: Wahlpflichtmodul			
6	Prerequisites:			
7	Academic Performances: () Examination: Written Exam (X), Oral Exam (), Seminar Paper (), Project Assignment (), Combined Form of Examinations (), Portfolio (), amended by Presentation ()			
8	Requirements for the Award of Credits: Bestandene Modulprüfung			
9	Relevance for the Overall Score: According to General Examination Regulations.			
10	Person Responsible for the Module / Lecturer(s): Prof. Dr. Christine Kohring / Alfred Kersting			
11	Literature: Farrell, Joyce: Java Programming, 8th Ed., Course Technology (2016)			

Quality Management				
Compulsory Module () Compulsory Elective Module (X)				
ID Number: QM-BBA	Workload 150 h	Credits 5 CP	Semester from 5th semester	Duration 1 Semester
1	Frequency: nach Ankündigung		Class Time 4 SWS / 60 h	Self-Study 90 h
2	Course Types (in SWH) and Group Size: Seminar: 4 SWS / 60 h / 30 Studierende			
3	Learning Objectives: Students should achieve a fundamental understanding of main targets, concepts and instruments of quality management. The students should learn to think from a customer-oriented perspective as well as from a process-oriented one to achieve the companies' targets. They should earn competences for implementation as well as for further development of quality management systems.			
4	Contents: Terms and means of quality. Development of quality issues: from insurance to assurance. Quality Management during the product life-cycle: SPC. FMEA. House of Quality. DoE. TQM-Concepts. Standardized QM-Systems: the ISO 9000-series. Quality Auditing: ISO 19011. Excellence-Concepts: Malcolm Baldrige Award, EFQM-Concepts. Six-Sigma			
5	The Module is Used in the Following Degree Courses: BBA: Wahlpflichtmodul			
6	Prerequisites:			
7	Academic Performances: () Examination: Written Exam (), Oral Exam (), Seminar Paper (), Project Assignment (), Combined Form of Examinations (X), Portfolio (), amended by Presentation ()			
8	Requirements for the Award of Credits: Bestandene Modulprüfung			
9	Relevance for the Overall Score: According to General Examination Regulations.			
10	Person Responsible for the Module / Lecturer(s): Prof. Dr. Henrik Janzen / N.N.			
11	Literature: Evans, J.R: Quality and Performance Excellence. 5. Ed., Manson 2016			

Quantitative Analyses in International Management

Compulsory Module () Compulsory Elective Module (X)

ID Number: QuantAnalntMgt	Workload 150 h	Credits 5 CP	Semester from 5th semester	Duration 1 semester
1	Frequency: nach Ankündigung		Class Time 4 SWS / 60 h	Self-Study 90 h
2	Course Types (in SWH) and Group Size: Vorlesung: 2 SWS / 30 h / 30 Studierende Übung: 2 SWS / 30 h / 30 Studierende			
3	Learning Objectives: Upon successful completion of the module, students should be able to: <ul style="list-style-type: none"> • analyze empirical and quantitative issues in the global expansion, trade and strategic management of multinational enterprises • recognize international management, and its main strategic and statistical tools to analyze market entries, product launches and competition in the multinational environment • critically analyze existing empirical research in this field or conduct empirical research regarding a specific international decision of a company • develop analytical and problem solving skills, through addressing international management issues and research independently on advanced international management topics. 			
4	Contents: Part I: Lecture <ul style="list-style-type: none"> • Strategic Tools: External and Customer Analysis, Competitor Analysis, Market/Submarket Analysis, Environmental Analysis and Strategic Uncertainty, Internal Analysis, Sustainable Competitive Advantage • Economic Tools: International Financial Markets, Political/Governmental Influences, Economic Indicators, Risk Analysis and Tools of Risk Mitigation • Statistical Tools: Descriptive Analysis; Cluster Analysis, Multidimensional Scaling, Conjoint Analysis, Factor Analysis, Time Series Forecasting, Business Analytics Part II: Seminar Paper			
5	The Module is Used in the Following Degree Courses: BBA: Wahlpflichtmodul			
6	Prerequisites:			
7	Academic Performances: () Examination: Written Exam (), Oral Exam (), Seminar Paper (), Project Assignment (), Combined Form of Examinations (), Portfolio (X), amended by Presentation ()			
8	Requirements for the Award of Credits: Bestandene Modulprüfung			
9	Relevance for the Overall Score: According to General Examination Regulations.			
10	Person Responsible for the Module / Lecturer(s): Prof. Dr. Till Haumann / N.N.			
11	Literature: Strategic Tools: Aaker, David A. (2013): Strategic Market Management, 10th Edition, Wiley, 2013			

	<p>Economic Tools: Paul Krugman, Maurice Obstfeld and Marc Melitz: International Economics: Theory and Policy 11th, Global Edition, Pearson 2018 (selected chapters Part 2 & 3)</p> <p>Descriptive Statistics, Time Series & BA: Berenson, Mark L.; Levine, David M.; Szabat, Kathryn A.; Stephan, David F. (2019): Basic Business Statistics, 14th Edition, Pearson, 2019</p> <p>Multivariate: De Pelsmacker, Patrick; Kenhove, Van; Janssens, Wim; Wijnen, Katrien (2008): Marketing Research with SPSS, Pearson, 2008, (Ch8-11) oder</p> <p>Descriptive Statistics: Bradley, Teresa (2007): Essential Statistics for Economics, Business and Management, 2007, (Ch1-2)</p> <p>Time Series: Levin, Richard; David Rubin (2013): Statistics for Management: Pearson 7th Edition, 2013, (Ch15).</p>
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Sales Management				
Compulsory Module () Compulsory Elective Module (X)				
ID Number: SalMgt	Workload 150 h	Credits 5 CP	Semester from 5th semester	Duration 1 Semester
1	Frequency: Wintersemester		Class Time 4 SWS / 60 h	Self-Study 90 h
2	Course Types (in SWH) and Group Size: Vorlesung: 2 SWS / 30 h / 40 Studierende Übung: 2 SWS / 30 h / 20 Studierende			
3	Learning Objectives: The course Sales Management is designed to provide students with a comprehensive understanding of the foundations of personal selling and sales management, enabling them to excel in sales-related roles. Throughout this course, students will achieve the following learning objectives: They will learn to strategically select and manage sales channels, master the personal selling process, and apply various selling techniques effectively. Students will acquire the skills to optimize sales force size and structure, organize the sales effort efficiently, and cultivate a high-performing sales team through proper selection, training, and motivation. Leadership principles and innovative practices in sales organizations will be explored, and students will become proficient in evaluating and controlling sales force performance. Furthermore, the course will keep students abreast of the latest technologies shaping personal selling and sales management. Ultimately, graduates will emerge with a holistic understanding of sales management, ready to drive sales success in a dynamic business environment.			
4	Contents: <ul style="list-style-type: none"> • Introduction to Sales Management • Sales Channel Selection and Management • The Personal Selling Process • Selling Techniques and Customer Engagement • Sales Force Sizing and Organization • Organizing the Sales Effort • Salesperson Selection and Development • Salesperson Motivation and Compensation • Leadership in Sales Organizations • Evaluation and Control of Sales Force Performance • New Technologies in Personal Selling and Sales Management <p>Additionally, students will engage in case studies and practical exercises to apply their knowledge to real-world sales management scenarios. Furthermore, students will analyze and present the latest insights from academic research papers published in renowned journals. These activities will allow students to refine their sales management skills and enhance their problem-solving abilities while also providing them with the opportunity to critically assess and present sophisticated sales strategies and solutions.</p>			
5	The Module is Used in the Following Degree Courses: BBA: Wahlpflichtmodul			
6	Prerequisites:			
7	Academic Performances: () Examination:			

	Written Exam (), Oral Exam (), Seminar Paper (), Project Assignment (), Combined Form of Examinations (), Portfolio (X), amended by Presentation ()
8	Requirements for the Award of Credits: Bestandene Modulprüfung
9	Relevance for the Overall Score: According to General Examination Regulations.
10	Person Responsible for the Module / Lecturer(s): Prof. Dr. Till Haumann, Prof. Dr. Tobias Weiß / Prof. Dr. Till Haumann, Prof. Dr. Tobias Weiß
11	Literature: Ingram, T. N., LaForge, R. W., Avila, R. A., Schwepker Jr, C. H., & Williams, M. R. (2019). Sales Management: Analysis and Decision Making. Routledge. Johnston, M. W., & Marshall, G. W. (2020). Sales Force Management: Leadership, Innovation, Technology. Routledge. Selected journal Articles.

Service Management				
Compulsory Module () Compulsory Elective Module (X)				
ID Number: ServMgt	Workload 150 h	Credits 5 CP	Semester from 5th semester	Duration 1 semester
1	Frequency: Wintersemester		Class Time 4 SWS / 60 h	Self-Study 90 h
2	Course Types (in SWH) and Group Size: Vorlesung: 2 SWS / 30 h / 30 Studierende Seminar: 2 SWS / 30 h / 30 Studierende			
3	Learning Objectives: <ul style="list-style-type: none"> • Understand the unique challenges involved in marketing and managing services. • Identify the differences between marketing in service versus manufacturing organizations and understand how "service" can be a competitive advantage in manufacturing organizations. • Appreciate the role of employees (and often customers) in service delivery, customer satisfaction, and service recovery. • Become better, more aware, and maybe less naive service customers. • Explain and apply the five gap model of service quality to real case studies. • Identify and analyze the various components of the "services marketing mix" (three additional key issues required in managing service quality). • Hone their multi-cultural, teamwork and presentation skills. 			
4	Contents: Part I: Foundations for Services Marketing <ul style="list-style-type: none"> • Introduction to Services: What are services?; Why services marketing?; Service and Technology; Characteristics of Services Compared to Goods; Services Marketing Mix; Staying Focused on the Customer. • The Financial and Economic Impact of Service: Objectives of Services: The Service Profit Chain; Service and Profitability: The Direct Relationship; Offensive Marketing Effects of Service: Attracting More and Better Customers; Defensive Marketing Effects of Service: Customer Retention; Customer Perceptions of Service Quality and Purchase Intentions; The Key Drivers of Service Quality, Customer Retention, and Profits; Company Performance Measurement: The Impact on SV. • Conceptual Framework: The Gaps Model of Service Quality: The Customer Gap; The Provider Gaps; Putting It All Together: Closing the Gaps. Part II: Focus on the Customer <ul style="list-style-type: none"> • Consumer Behavior in Services and Customer Expectations: Search, Experience, and Credence Properties; Consumer Choice; Consumer Experience; Postexperience Evaluation; Global Differences: The Role of Culture; Factors that Influence Customer Expectations of Service. • Customer Perceptions of Services: Customer Perceptions; Customer Satisfaction; Service Quality; Service Encounters: The Building Blocks for Customer Perceptions. Part III: Understanding Customer Requirements <ul style="list-style-type: none"> • Building Customer Relationships: Relationship Marketing; Relationship Value of Customers; Customer Profitability Segments; Relationship Development Strategies; Relationship Challenges. • Service Recovery: The Impact of Service Failure and Recovery; How Customers Respond to Service Failures; Customers' Recovery Expectations; Switching versus Staying Following Service Recovery; Service Recovery Strategies; Service Guarantees. Part IV: Aligning Strategy, Service Design, and Standards			

	<ul style="list-style-type: none"> • Service Innovation and Design: Challenges of Service Innovation and Design; New Service Development Processes; Types of Service Innovations; Stages in Service Innovation and Development; Service Blueprinting; High-Performance Service Innovations. <p>Customer-Defined Service Standards: Factors Necessary for Appropriate Service Standards; Types of Customer-Defined Service Standards; Development of Customer-Defined Service Standards.</p> <p>Part V: Delivering and Performing Service</p> <ul style="list-style-type: none"> • Employees' Roles in Service Delivery: Service Culture; The Critical Importance of Service Employees; Boundary-Spanning Roles; Strategies for Delivering Service Quality Through People; Customer-Oriented Service Delivery. • Customers' Roles in Service Delivery: The Importance of Customers in Service Cocreation and Delivery; Customers' Roles; Self-Service Technologies - The Ultimate in Customer Participation; Strategies for Enhancing Customer Participation. <p>Part VI: Managing Service Promises</p> <ul style="list-style-type: none"> • Integrated Services marketing Communications: The Need for Coordination in Marketing Communication; Key Service Communication Challenges; Five Categories of Strategies to Match Service Promises with Delivery. • Pricing of Services: Three Key Ways that Service Prices Are Different for Consumers; <p>Approaches to Pricing Services; Pricing Strategies that Link to the Four Value Definitions.</p> <p>Each lecture will be followed by a seminar, in which discussion questions related to the chapter presented in the lecture are solved in groups. We will use videos for case studies related to the chapters presented in the lecture to apply the theoretical knowledge. Students ought to apply the learnt contents of the lecture real-life problems and practice their presentation skills.</p> <p>Moreover, students develop their own service marketing paper, e.g. complaint management, service recovery, blueprint; if possible, in cooperation with a company. The paper will be presented at the end of the semester.</p> <p>Teaching & Learning Methods: Lecture plus seminar, working in groups during classes, peer assessment in group work, case studies, classroom discussions based on the course contents.</p>
5	<p>The Module is Used in the Following Degree Courses:</p> <p>BBA: Wahlpflichtmodul</p>
6	Prerequisites:
7	<p>Academic Performances: ()</p> <p>Examination:</p> <p>Written Exam (), Oral Exam (), Seminar Paper (), Project Assignment (), Combined Form of Examinations (), Portfolio (X), amended by Presentation ()</p>
8	<p>Requirements for the Award of Credits:</p> <p>Bestandene Modulprüfung</p>
9	<p>Relevance for the Overall Score:</p> <p>According to General Examination Regulations.</p>
10	<p>Person Responsible for the Module / Lecturer(s):</p> <p>Prof. Dr. Valerie Wulfhorst / Marselline Atenya</p>
11	<p>Literature:</p> <p>Bruhn, M.: Quality Management for Services, Handbook for Successful Quality Management. Principles-Concepts-Methods, Springer, 2023</p> <p>Bryson, J.R.; Sundbo, J.; Fuglsang, L.; Daniels, P.: Service Management: Theory and Practice, Palgrave Macmillan, 2020</p>

	<p>Maleshkova, M.; Kühl, N.; Jussen, P.: Smart Service Management: Design Guidelines and Best Practices, Springer, 2020</p> <p>Pfannstiel, M. A.; Rasche, C.: Service Design and Service Thinking in Healthcare and Hospital Management: Theory, Concepts, Practice, Springer, 2019</p> <p>Zeithaml, V.A.; Bitner, M.J.; Gremler, D.D.: Services Marketing, 7th ed., McGraw Hill, 2017</p>
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Startup Project

Compulsory Module () Compulsory Elective Module (X)

ID Number:	Workload	Credits	Semester	Duration
StartupProj	150 h	5 CP	from 5th semester	1 semester
1	Frequency: nach Ankündigung		Class Time 4 SWS / 60 h	Self-Study 90 h
2	Course Types (in SWH) and Group Size: Seminar: 2 SWS / 30 h / 30 Studierende Übung: 2 SWS / 30 h / 30 Studierende			
3	Learning Objectives: Students develop a new venture and pitch this startup to potential investors (e.g. business angels) or other stakeholders. Students will be able to manage the complex information and risky decision-making in a startup setting.			
4	Contents: <ul style="list-style-type: none"> • Ideation and business model development • Financial planning; using SWICEcalc • Marketing and sales strategy • Funding and valuation • Successful Investors pitch deck 			
5	The Module is Used in the Following Degree Courses: BBA: Wahlpflichtmodul			
6	Prerequisites:			
7	Academic Performances: () Examination: Written Exam (), Oral Exam (), Seminar Paper (), Project Assignment (), Combined Form of Examinations (), Portfolio (X), amended by Presentation ()			
8	Requirements for the Award of Credits: Bestandene Modulprüfung			
9	Relevance for the Overall Score: According to General Examination Regulations.			
10	Person Responsible for the Module / Lecturer(s): Prof. Dr. Andreas Gerlach / N.N.			
11	Literature: Osterwalder, A.; Pigneur, Y. (2010): Business Model Generation – A handbook for Visionaries, Game Changers, and Challengers, Hoboken: John Wiley & Sons			