

Module: Business Informatics					
ID Number:		Workload	Credits	Semester	Duration
1		125 h	5 CP	1. Semester	1 Semester
1	Course			Class Time 4 SWS / 30 h	Self-Study 95 h
2	Course Types (in SWH): Lecture (0), Seminar (2), Exercise Class (2), Practical Course (0)				
3	Group Size: Lecture (50) Seminar (25), Exercise Class (25), Practical Course (25)				
4	Objectives: Students gain specialized knowledge in the most essential areas of business informatics and are able to evaluate them with regard to potentials and risks for enterprises. They are aware of the dynamic developments in IT and understand the importance and possibilities of a proactive orientation of the enterprises. The imparted skills regarding hardware, software, networks, and IT security allow the students a realistic and both a constructive and critical understanding related to the design and use of operational information systems. The students are prepared to take responsibility for contributing to the digital transformation of their company / department / workplace.				
5	Contents: The module imparts skills and application-oriented knowledge from fundamental areas of business informatics, such as computer systems, computer networks, operational application systems, database systems, software engineering, and management support systems. In addition, more specific topics, such as the business process management, which is important for today's dynamic and highly competitive as well as IT-influenced business world, fundamentals of data security and data protection, and information management as leadership actions in IT, will be dealt with.				
6	Compatibility of Module: Degree Program ET (), Degree Program WING (), Degree Program BBA (), Degree Program SEEM (), Degree Program IMIS (), Degree Program IMIS Online (X)				
7	Prerequisites:				
8	Coursework Requirements: () Examination: Examination Paper (), Oral Exam (), Seminar Paper (), Project Assignment (), Combined Form of Examinations (), Portfolio (X), amended by Presentation ()				
9	Requirements for the Award of Credits: Successfully completed Module Examination				
10	Relevance for the Overall Score: According to General examination regulations.				
11	Frequency: Yearly				
12	Person Responsible for the Module / Lecturer: Prof. Dr. Peter Weber / Prof. Dr. Peter Weber, Robert Stemmermann				
13	Additional Information: Literature: Weber, P.; Gabriel, R.; Lux, T.; Menke, K.: Basics in Business Informatics, Springer Campus, 2019. Laudon, K.; Laudon, J.: Management Information Systems, 15th Edition, Pearson, 2018.				

Module: Business Intelligence				
Compulsory Module (X)		Compulsory Elective Module ()		
ID Number:	Workload	Credits	Semester	Duration
2	125 h	5 CP	3. Semester	1 Semester
1	Course		Class Time 4 SWS / 30 h	Self-Study 95 h
2	Course Types (in SWH): Lecture (0), Seminar (2), Exercise Class (0), Practical Course (2)			
3	Group Size: Lecture (50) Seminar (25), Exercise Class (25), Practical Course (25)			
4	Objectives: Students have specialized knowledge on the Data Warehouse concept and the application areas of business intelligence solutions. They understand and command an ETL process using the example of SAP. On this basis, they gain the competency to generate significant information from stored data by means of OLAP operations or data mining methods, and they are able to make data or information available by means of reports or dashboards. Furthermore, students obtain competencies in current developments (in-memory) and can assess their implications, potential, and challenges. The module enables the students to assess the potential and the requirements of using business intelligence in their own company environment.			
5	Contents: The first part of this module comprises basic concepts of business intelligence, e.g., data warehouse, the ETL process, OLAP, and data mining. The second part is based on the theoretical and practical learning of an entire ETL process using case studies provided by the SAP University Alliance. The third part of the module concentrates on learning and using data mining processes and tools. Students are confronted with new developments in the area of business intelligence.			
6	Compatibility of Module: Degree Program ET (), Degree Program WING (), Degree Program BBA (), Degree Program SEEM (), Degree Program IMIS (), Degree Program IMIS Online (X)			
7	Prerequisites:			
8	Coursework Requirements: () Examination: Examination Paper (), Oral Exam (), Seminar Paper (), Project Assignment (), Combined Form of Examinations (), Portfolio (X), amended by Presentation ()			
9	Requirements for the Award of Credits: Successfully completed Module Examination			
10	Relevance for the Overall Score: According to General examination regulations.			
11	Frequency: Yearly			
12	Person Responsible for the Module / Lecturer: Prof. Dr. Peter Weber / Prof. Dr. Peter Weber, David Stevenson			
13	Additional Information: Literature: Sharda, R.; Dellen, D.; Turban, E.: Business Intelligence, Analytics, and Data Science: A Managerial Perspective, 4th Edition, Pearson 2018. Case studies provided by the SAP University Alliance			

Module: Business Marketing Management				
Compulsory Module (X) Compulsory Elective Module ()				
ID Number:	Workload	Credits	Semester	Duration
3	125 h	5 CP	3. Semester	1 Semester
1	Course		Class Time 4 SWS / 30 h	Self-Study 95 h
2	Course Types (in SWH): Lecture (0), Seminar (2), Exercise Class (2), Practical Course (0)			
3	Group Size: Lecture (50) Seminar (25), Exercise Class (25), Practical Course (25)			
4	Objectives: The known perspective of consumer goods markets has been (particularly with regard to the internationality) expanded onto the industrial goods. The students should, taking into account their individual practical experience, independently and successfully analyze, critically evaluate, and finally solve their responsibilities as management executives within an industrial goods company, especially in the IT sector. For this purpose, they should understand in detail the idiosyncrasies of industrial goods markets, interpret an international environment, and independently design solutions. This management task requires the interdisciplinary integration of (especially) marketing, financing, and international management as well as an analytical, problem-oriented thought structure. The aim of the online seminar is to transfer the learnt contents into real company situations as well as to practice an interdisciplinary, international approach of working. At the same time, soft skills, such as group work in intercultural teams, as well as electronic forms of co-operation will be practiced.			
5	Contents: Introduction to Business Marketing Management (Definition and Characteristics, Rationality and Specific Investments in Business Markets); Understanding Business Customers: Organizational Buying Behavior (Org. Buying Process, Forces Shaping OBB, Buying Center); Selecting Customers and Creating Customer Value (Value of Customers, Value for Customers); Customer Relationship Management in Business Markets (Transaction vs. Relationship Customers, Managing Customers & Customer Relationships); Services and Flexible Market Offerings (Role & Characteristics of Services, Constructing Product-Service-Bundles); Pricing (Importance and Overview of Pricing Tools, Conjoint Measurement, Value-Based Pricing, Competitive Bidding); Personal Selling (Organizing Sales Force, Key Account Management). The contents will be taught in three steps: 1. teaching in presence in classical lectures (summer camp), 2. teaching and applying contents to real case studies online (blended learning) using interactive learning tools on Moodle/elearning platform (e.g. Wikis, Forums, Video-Conferences), 3. students develop their own case study about a particular B-to-B related decision of a real company and its analysis against the learnt background (e.g. in the company in which students are working).			
6	Compatibility of Module: Degree Program ET (), Degree Program WING (), Degree Program BBA (), Degree Program SEEM (), Degree Program IMIS (), Degree Program IMIS Online (X)			
7	Prerequisites:			
8	Coursework Requirements: () Examination: Examination Paper (), Oral Exam (), Seminar Paper (), Project Assignment (), Combined Form of Examinations (), Portfolio (X), amended by Presentation ()			
9	Requirements for the Award of Credits: Successfully completed Module Examination			
10	Relevance for the Overall Score:			

	According to General examination regulations.
11	Frequency: Yearly
12	Person Responsible for the Module / Lecturer: Prof. Dr. Valerie Wulfhorst / Prof. Dr. Valerie Wulfhorst
13	Additional Information: Literature: Hutt, M.D.; Speh, T.W.: Business Market Management, 11th international edition, Canada: South-Western, Cengage Learning, 2013. Anderson, J.C.; Narus, J.A.; Narayandas, D.: Business Market Management: Understanding, Creating, and Delivering Value, 3rd edition, Upper Saddle River: Pearson, 2009.

Module: Business Process Management				
Compulsory Module (X)		Compulsory Elective Module ()		
ID Number:	Workload	Credits	Semester	Duration
4	125 h	5 CP	2. Semester	1 Semester
1	Course		Class Time 4 SWS / 30 h	Self-Study 95 h
2	Course Types (in SWH): Lecture (0), Seminar (2), Exercise Class (2), Practical Course (0)			
3	Group Size: Lecture (50) Seminar (25), Exercise Class (25), Practical Course (25)			
4	Objectives: The process-oriented view together with the trend towards digitalization opens new opportunities and challenges for businesses. Students will be enabled, based on their individual job experience, to use the opportunities and to face these challenges successfully within the application area of operations management. Students acquire specialized knowledge about strategies and methods of operations management with special focuses on process management and information systems. These three fields are integrated to explore and develop modern and innovative business concepts around the ideas of "Industry 4.0".			
5	Contents: The module contains six parts: First, as introduction, targets and strategies of process management and of operations management are critically discussed. In part two, the focus is put on the design of products and services (product design, criteria, specialties of service design). The third part is about strategies and methods for the design and management of business processes (business process design, business process management, value stream mapping). In part four, concepts and methods for managing the manufacturing efficiently are critically analyzed. Part five shows the possibilities for continuous improvement (quality management, TQM, ISO, Six-Sigma, risk management). The last part paves the development path of product and process management towards "Industry 4.0" (Industry 4.0 as new development paradigm, implementation of Industry 4.0).			
6	Compatibility of Module: Degree Program ET (), Degree Program WING (), Degree Program BBA (), Degree Program SEEM (), Degree Program IMIS (), Degree Program IMIS Online (X)			
7	Prerequisites:			
8	Coursework Requirements: () Examination: Examination Paper (), Oral Exam (), Seminar Paper (), Project Assignment (), Combined Form of Examinations (), Portfolio (X), amended by Presentation ()			
9	Requirements for the Award of Credits: Successfully completed Module Examination			
10	Relevance for the Overall Score: According to General examination regulations.			
11	Frequency: Yearly			
12	Person Responsible for the Module / Lecturer: Prof. Dr. Henrik Janzen / Prof. Dr. Henrik Janzen			
13	Additional Information: Literature: Dumas, M. et al.. (2013): Business Process Management. Springer: Berlin, Heidelberg, New York. Weske, M. (2012), Business Process Management- Concepts, Languages,			

Architectures, 7th ed., Springer: Berlin, Heidelberg, New York. Slack, N.; Brandon-Jones, A.; Johnston, R. (2016): Operations Management, 8. Ed., Pearson: Harlow. Brocke, J; Rosemann, M. (Eds.)(2015): Handbook on Business Process Management I. Introduction, Methods and Information Systems. Springer: Berlin, Heidelberg, New York.
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Module: Corporate Entrepreneurship & Innovation				
Compulsory Module (X) Compulsory Elective Module ()				
ID Number:	Workload	Credits	Semester	Duration
5	125 h	5 CP	2. Semester	1 Semester
1	Course		Class Time 4 SWS / 30 h	Self-Study 95 h
2	Course Types (in SWH): Lecture (0), Seminar (2), Exercise Class (2), Practical Course (0)			
3	Group Size: Lecture (50) Seminar (25), Exercise Class (25), Practical Course (25)			
4	Objectives: At the beginning of an era of disruptive technologies and business models entrepreneurial skills and innovative thinking and acting are crucial for success. The objective of this course is to make students see and understand the tectonic developments redefining entire industries as well as the way we will manage organizations in future. The module should also put them in the position to differentiate risks and opportunities, referring to relevant theories and concepts, to recognize, anticipate, analyze, and assess these risks and opportunities. Moreover, students will be able to experience their own ability to create innovative solutions from scratch in practice-oriented projects.			
5	Contents: Students receive in-depth knowledge of business start-ups (entrepreneurship), the characteristics of entrepreneurial behavior within organizations (intrapreneurship), and the management of innovation. A number of creative techniques and ideation methods are introduced, as well as process for implementation. After completing this module, students should understand the unique opportunity of entrepreneurial behavior and should possess advanced knowledge and skills necessary for a) becoming a driver of innovation in established organizations or b) setting up a new, innovative business.			
6	Compatibility of Module: Degree Program ET (), Degree Program WING (), Degree Program BBA (), Degree Program SEEM (), Degree Program IMIS (), Degree Program IMIS Online (X)			
7	Prerequisites:			
8	Coursework Requirements: () Examination: Examination Paper (), Oral Exam (), Seminar Paper (), Project Assignment (), Combined Form of Examinations (), Portfolio (X), amended by Presentation ()			
9	Requirements for the Award of Credits: Successfully completed Module Examination			
10	Relevance for the Overall Score: According to General examination regulations.			
11	Frequency: Yearly			
12	Person Responsible for the Module / Lecturer: Prof. Dr. Andreas Gerlach / Prof. Dr. Andreas Gerlach			
13	Additional Information: Literature: Morris, M.H.; Kuratko, D.F.; Covin, J.G. (2011): Corporate Entrepreneurship & Innovation 3rd ed. Thomson /South-Western Publishing. Darrin, M.A. G. (2016): Infusing Innovation Into Organizations, 1st Edition. Boca Raton: CRC Press. Neck, H. M., Neck, C. P., Murray, E. L. (2018): Entrepreneurship: The Practice and Mindset, 1st Edition, n.P: SAGE Publications, Inc;. Abgerufen auf https://bookshelf.vitalsource.com/#/books/9781483383545/			

Module: E-Business				
Compulsory Module (X)		Compulsory Elective Module ()		
ID Number:	Workload	Credits	Semester	Duration
6	125 h	5 CP	2. Semester	1 Semester
1	Course		Class Time 4 SWS / 30 h	Self-Study 95 h
2	Course Types (in SWH): Lecture (0), Seminar (2), Exercise Class (2), Practical Course (0)			
3	Group Size: Lecture (50) Seminar (25), Exercise Class (25), Practical Course (25)			
4	Objectives: Students have a differentiated understanding in the area of e-commerce, e-business, and net economy. They are aware of the previous history of developments as well as of current trends in e-business. Furthermore, they comprehend the business model implications of technology-driven changes and concepts of the integration of value chains with regards to their own workplace and the business model of their employer. Students monitor the opportunities and challenges of digital marketing and are able to develop and operate online marketing campaigns independently.			
5	Contents: In the first part of the module, students elaborate the basics of e-commerce and e-business, they discuss the dynamic development of the technological infrastructure and company-specific diffusion of e-business and e-commerce concepts. The second part concentrates on strategies and applications, in particular the customer relationship and the supply chain management as well as the electronic procurement. Furthermore, e-business models and their specific characteristics are covered, e.g., with regard to network effects, another focus is put on digital marketing.			
6	Compatibility of Module: Degree Program ET (), Degree Program WING (), Degree Program BBA (), Degree Program SEEM (), Degree Program IMIS (), Degree Program IMIS Online (X)			
7	Prerequisites:			
8	Coursework Requirements: () Examination: Examination Paper (), Oral Exam (), Seminar Paper (), Project Assignment (), Combined Form of Examinations (), Portfolio (X), amended by Presentation ()			
9	Requirements for the Award of Credits: Successfully completed Module Examination			
10	Relevance for the Overall Score: According to General examination regulations.			
11	Frequency: Yearly			
12	Person Responsible for the Module / Lecturer: Prof. Dr. Peter Weber / Prof. Dr. Peter Weber			
13	Additional Information: Literature: Laudon, Kenneth C. / Traver, Carol Guercia: E-Commerce 2018, 14th Edition, Pearson 2018. Chaffey, Dave: E-Business & E-Commerce Management, 6th Edition, Prentice Hall International 2015.			

Module: Enterprise Resource Planning				
Compulsory Module (X)		Compulsory Elective Module ()		
ID Number:	Workload	Credits	Semester	Duration
7	125 h	5 CP	2. Semester	1 Semester
1	Course		Class Time 4 SWS / 30 h	Self-Study 95 h
2	Course Types (in SWH): Lecture (0), Seminar (2), Exercise Class (0), Practical Course (2)			
3	Group Size: Lecture (50) Seminar (25), Exercise Class (25), Practical Course (25)			
4	Objectives: Students understand the main idea of Enterprise Resource Planning and can overview the market situation of the system providers. They are aware of the potentials and challenges of a consistent process orientation and can control key business processes in theory and system-independent as well as practically using SAP ERP. Furthermore, they understand the strategic value and implications of ERP systems as well as the complexity and the alternatives of ERP system implementation and configuration. The module enables the students to critically reflect their workplace IS landscape and to contribute to their employer's IS strategy.			
5	Contents: After discussing the main idea of ERP systems in contrast to alternative solutions (Best-of-Breed), the core business processes in SAP ERP are covered. After this, the module focuses on the strategic value of ERP systems, using the live simulation ERPsim. Finally, ERP system implementation and configuration are addressed and current developments, e.g., InMemory databases, are dealt with.			
6	Compatibility of Module: Degree Program ET (), Degree Program WING (), Degree Program BBA (), Degree Program SEEM (), Degree Program IMIS (), Degree Program IMIS Online (X)			
7	Prerequisites:			
8	Coursework Requirements: () Examination: Examination Paper (), Oral Exam (), Seminar Paper (), Project Assignment (), Combined Form of Examinations (), Portfolio (X), amended by Presentation ()			
9	Requirements for the Award of Credits: Successfully completed Module Examination			
10	Relevance for the Overall Score: According to General examination regulations.			
11	Frequency: Yearly			
12	Person Responsible for the Module / Lecturer: Prof. Dr. Peter Weber / Prof. Dr. Peter Weber, David Stevenson			
13	Additional Information: Literature: Ganesh, K.; Mohapatra, S.; Anbuudayasankar, S.P.; Sivakumar, P.: Enterprise Resource Planning, Springer 2014. Magal, Simha R. / Word, Jeffrey: Integrated Business Processes with ERP Systems, Wiley 2012.			

Module: Information Management				
Compulsory Module (X)		Compulsory Elective Module ()		
ID Number:	Workload	Credits	Semester	Duration
8	125 h	5 CP	3. Semester	1 Semester
1	Course		Class Time 4 SWS / 30 h	Self-Study 95 h
2	Course Types (in SWH): Lecture (0), Seminar (2), Exercise Class (2), Practical Course (0)			
3	Group Size: Lecture (50) Seminar (25), Exercise Class (25), Practical Course (25)			
4	Objectives: Students understand the necessity of an organized information management and they are aware of the dynamics and complexity of this field of action. They know different approaches and can overview the range of tasks. In addition, they master the strategic and operational methods, for instance in the areas of process modelling, strategy development, resource allocation, and IT-controlling and are able to apply these methods independently to new problems. Students can characterize and evaluate alternative organizational concepts, such as centralization, decentralization, and outsourcing, and they can relate the covered theoretical knowledge and concepts to their work environment.			
5	Contents: After covering the conceptual foundations, the module turns to the necessity of an organizational information management, the dynamic development of the relevant socio-technical framework as well as alternative information management approaches with their respective range of tasks. A focus is then placed on the application of operational and strategic methods for goal setting, strategy development, strategy implication, and performance measurement, for example with the help of process modelling, scenario planning, portfolio analysis, benchmarking, and the balanced scorecard.			
6	Compatibility of Module: Degree Program ET (), Degree Program WING (), Degree Program BBA (), Degree Program SEEM (), Degree Program IMIS (), Degree Program IMIS Online (X)			
7	Prerequisites:			
8	Coursework Requirements: () Examination: Examination Paper (), Oral Exam (), Seminar Paper (), Project Assignment (), Combined Form of Examinations (), Portfolio (X), amended by Presentation ()			
9	Requirements for the Award of Credits: Successfully completed Module Examination			
10	Relevance for the Overall Score: According to General examination regulations.			
11	Frequency: Yearly			
12	Person Responsible for the Module / Lecturer: Prof. Dr. Peter Weber / Prof. Dr. Peter Weber			
13	Additional Information: Literature: Buchta, Dirk / Eul, Marcus / Schulte-Croonenberg, Helmut: Strategic IT-Management, 3rd Edition, Springer 2010. McKeen, James D. / Smith, Heather: IT-Strategy, 3rd Edition, Pearson 2015. Schwalbe, Kathy: Information Technology Project Management, Cengage Learning 2015.			

Module: International Economics				
Compulsory Module (X)		Compulsory Elective Module ()		
ID Number:	Workload	Credits	Semester	Duration
9	125 h	5 CP	1. Semester	1 Semester
1	Course		Class Time 4 SWS / 30 h	Self-Study 95 h
2	Course Types (in SWH): Lecture (0), Seminar (2), Exercise Class (2), Practical Course (0)			
3	Group Size: Lecture (50) Seminar (25), Exercise Class (25), Practical Course (25)			
4	Objectives: The course objective is to enable students to assess independently economic developments and their significance and impact on their own business decisions, through the content mentioned below. Emphasis will be placed on international and management-relevant contents at an advanced level, integrating the students' individual job experience. The education of inter-temporal, global thinking and optimization approaches allows a more holistic and critical view of economic relationships and enables improved, autonomous decision making.			
5	Contents: The module comprises three main areas: the European Central Bank (ECB) and its monetary policy, European integration and foreign trade. The starting point is a detailed introduction to the German and European economy. The first focus is put on the ECB's role in the institutional mix, the refinancing process of commercial banks, and the transmission process of monetary policy. Recent developments like virtual currencies are also dealt with. Focus two covers the process of economic integration in general as well as in the specific context of the European integration. Recent developments (Brexit etc.) are discussed. In the third focus, foreign trade topics, i.e., exchange rate systems, the formation of exchange rates in a small and open economy as well as the essential theories of pricing (UIP, PPP) are thematized.			
6	Compatibility of Module: Degree Program ET (), Degree Program WING (), Degree Program BBA (), Degree Program SEEM (), Degree Program IMIS (), Degree Program IMIS Online (X)			
7	Prerequisites:			
8	Coursework Requirements: () Examination: Examination Paper (), Oral Exam (), Seminar Paper (), Project Assignment (), Combined Form of Examinations (), Portfolio (X), amended by Presentation ()			
9	Requirements for the Award of Credits: Successfully completed Module Examination			
10	Relevance for the Overall Score: According to General examination regulations.			
11	Frequency: Yearly			
12	Person Responsible for the Module / Lecturer: Prof. Dr. Dina Dreisbach / Prof. Dr. Dina Dreisbach			
13	Additional Information: Literature: Bofinger, P. (2001), Monetary Policy: Goals, Institutions, Strategies and Instruments, 1st edition, Oxford: Oxford University Press. Gandolfo, G. (2014): International Trade Theory and Policy, 2nd edition, Berlin, Heidelberg: Springer.			

Module: International Management				
Compulsory Module (X)		Compulsory Elective Module ()		
ID Number:	Workload	Credits	Semester	Duration
10	125 h	5 CP	1. Semester	1 Semester
1	Course		Class Time 4 SWS / 30 h	Self-Study 95 h
2	Course Types (in SWH): Lecture (0), Seminar (2), Exercise Class (2), Practical Course (0)			
3	Group Size: Lecture (50) Seminar (25), Exercise Class (25), Practical Course (25)			
4	Objectives: International Management often means making long term, high impact decisions under a high degree of uncertainty. Although IMIS Online is a very international course, it cannot be assumed that all students have sufficient international exposure and experience to fully understand the international context. A major objective of this course is to enable students to better understand, assess and predict the complex environment of international business. After completing this course, students should be able to analyse economic, political and cultural factors influencing international business. Moreover, they should be familiar with theories, methods and tools that enable managers to make better decisions in an international context.			
5	Contents: The course consists of three parts: 1. Development and Future of International Business and Globalization, 2. Developing International Strategies: Markets, Production, Innovation, 3. Intercultural Management & International Human Resources.			
6	Compatibility of Module: Degree Program ET (), Degree Program WING (), Degree Program BBA (), Degree Program SEEM (), Degree Program IMIS (), Degree Program IMIS Online (X)			
7	Prerequisites:			
8	Coursework Requirements: () Examination: Examination Paper (), Oral Exam (), Seminar Paper (), Project Assignment (), Combined Form of Examinations (), Portfolio (X), amended by Presentation ()			
9	Requirements for the Award of Credits: Successfully completed Module Examination			
10	Relevance for the Overall Score: According to General examination regulations.			
11	Frequency: Yearly			
12	Person Responsible for the Module / Lecturer: Prof. Dr. Andreas Gerlach / Prof. Dr. Andreas Gerlach			
13	Additional Information: Literature: Deresky, H. (2016): International Management: Managing Across Borders and Cultures, Text and Cases, n.P.: Pearson Education.			

Module: Leadership & Change Management				
Compulsory Module (X)		Compulsory Elective Module ()		
ID Number:	Workload	Credits	Semester	Duration
11	125 h	5 CP	3. Semester	1 Semester
1	Course		Class Time 4 SWS / 30 h	Self-Study 95 h
2	Course Types (in SWH): Lecture (0), Seminar (2), Exercise Class (2), Practical Course (0)			
3	Group Size: Lecture (50) Seminar (25), Exercise Class (25), Practical Course (25)			
4	Objectives: The students should gain advanced knowledge regarding processes and concepts of organizational change and should know how important management is for successful organizational change. They should be able to conceptualize how change occurs in organizations, the models that can be postulated to describe that change, and the factors involved in organizations that can foster and resist change. They should know especially the key role of leadership for the effectiveness of the change process, and as a result understand desirable characteristics of good leaders. They should develop skills to be more effective members of teams, and acquire skills for the management of such teams.			
5	Contents: The module discusses principles involved in organizational change and outlines how to manage that change. In particular, the role of leadership and teamwork is addressed, with special emphasis on industrial organizations. Initially, we will analyze how an organization works, how change effects organizations, the most common types of organizational change, as well as management tools and techniques required as an organization passes through various stages of the change cycle. On that basis, the selection of a leadership style appropriate for a team performance context, how to build trust between team members, how to truly empower others, and how to manage the conflicts that arise over task performance and interpersonal issues will be discussed. Where appropriate, examples and case studies of change management and leadership styles in managing change are used. The module contains three parts: 1) the foundations of organizations, 2) strategies for planning change, 3) implementation of change in corporations and how to manage it.			
6	Compatibility of Module: Degree Program ET (), Degree Program WING (), Degree Program BBA (), Degree Program SEEM (), Degree Program IMIS (), Degree Program IMIS Online (X)			
7	Prerequisites:			
8	Coursework Requirements: () Examination: Examination Paper (), Oral Exam (), Seminar Paper (), Project Assignment (), Combined Form of Examinations (), Portfolio (X), amended by Presentation ()			
9	Requirements for the Award of Credits: Successfully completed Module Examination			
10	Relevance for the Overall Score: According to General examination regulations.			
11	Frequency: Yearly			
12	Person Responsible for the Module / Lecturer: Prof. Dr. Henrik Janzen / Prof. Dr. Henrik Janzen			
13	Additional Information: Literature:			

Carnall, C. (2007): *Managing Change in Organisations*. Pearson: Harlow.
Jick, T.; Peiperl., M. (2011): *Managing Change: Cases and Concepts*. Irwin: Homewood, IL.
Yukl, G.A. (2013): *Leadership in Organizations*. 8. Ed., Pearson: Harlow.
Kotter, J. P. (1995): *Leading change: Why transformation efforts fail*. In: *Harvard Business Review*, Mar-Apr 1995, p. 59-67.
Strebel, P. (1996): *Why Do Employees Resist Change?* In: *Harvard Business Review*, May-June 1996, p. 86-92.

Module: Management Accounting & Finance				
Compulsory Module (X)		Compulsory Elective Module ()		
ID Number:	Workload	Credits	Semester	Duration
12	125 h	5 CP	1. Semester	1 Semester
1	Course		Class Time 4 SWS / 30 h	Self-Study 95 h
2	Course Types (in SWH): Lecture (0), Seminar (2), Exercise Class (2), Practical Course (0)			
3	Group Size: Lecture (50) Seminar (25), Exercise Class (25), Practical Course (25)			
4	Objectives: Based upon the known principles of (internal and external) accounting and finance and their individual job experience, students should master advanced concepts of performance measurement, investment planning, and financial control as well as applying, critically reflecting and selecting, and integrating into the overall management of the company. For this purpose, both an explanation and interpretation of the theoretical foundations of the concepts is necessary and their practical application and classification into the management of the entire company, especially against the background of an internationally operating business. Students will be electronically connected in international teams and thus practice various tools of electronic co-operation and team work (and future human resources management).			
5	Contents: Part I: Management Accounting: Control Systems and Performance Measurement, Shareholder Value, Incentive Systems; Part II: Investment Decisions: Investment Criteria and their Critical Evaluation, Discounted Cash Flow Analysis, Project Analysis; Part III: Financing: a) Risk: Risk and Return, Diversification, Market vs. Unique Risk, Capital Asset Pricing Model, Weighted Average Cost of Capital und Company Valuation b) Financial Analysis and Planning: Long-Term and Short-Term Planning, Liquidity c) International Financing: Foreign Exchange Markets, International Investment Decisions Each chapter will be followed by case studies, which require the application of learnt contents to real-life company situations. The exercises and case studies will be solved with MS Excel. Solutions will be discussed in international teams via the e-learning platform Moodle by applying its various tools of electronic co-operation (wikis, tasks, video and electronic material uploads, video conferences, badges etc.). Optional Excel courses are offered to provide a rather homogeneous Excel knowledge in class.			
6	Compatibility of Module: Degree Program ET (), Degree Program WING (), Degree Program BBA (), Degree Program SEEM (), Degree Program IMIS (), Degree Program IMIS Online (X)			
7	Prerequisites:			
8	Coursework Requirements: () Examination: Examination Paper (), Oral Exam (), Seminar Paper (), Project Assignment (), Combined Form of Examinations (), Portfolio (X), amended by Presentation ()			
9	Requirements for the Award of Credits: Successfully completed Module Examination			
10	Relevance for the Overall Score: According to General examination regulations.			
11	Frequency: Yearly			
12	Person Responsible for the Module / Lecturer:			

	Prof. Dr. Valerie Wulfhorst / Prof. Dr. Valerie Wulfhorst, Sabine Katterbach
13	Additional Information: Literature: Kimmel, P.; Weygandt, J.; Kieso, D.: Financial Accounting, 10th ed., Asia: Wiley, 2016. Horngren, C.T.; Sundem, G.L.; Stratton, W.O.; Burgstahler, D.; Schatzberg, J.: Introduction to Management Accounting, 16th ed., Boston: Pearson, 2014. Brealey, Richard; Myers, Stewart & Marcus, Alan: Fundamentals of Corporate Finance, 9th ed., McGraw-Hill, 2018.

Module: Research Methods				
Compulsory Module (X)		Compulsory Elective Module ()		
ID Number:	Workload	Credits	Semester	Duration
13	125 h	5 CP	4. Semester	1 Semester
1	Course		Class Time 4 SWS / 30 h	Self-Study 95 h
2	Course Types (in SWH): Lecture (0), Seminar (2), Exercise Class (2), Practical Course (0)			
3	Group Size: Lecture (50) Seminar (25), Exercise Class (25), Practical Course (25)			
4	Objectives: Students will be able to independently structure and execute a practically-oriented research project (addressing a Master's thesis level) and to critically evaluate other research papers. This requires the independent identification of problems with practical relevance, the development of research questions and research design including its operationalization and well-founded selection, and finally the systematic explanation of results as well as their critical interpretation. Students should be able to found their own practical actions with theoretical and methodological knowledge, to integrate the gained results into business practice, and to realize their own practical projects independently. They should be able to use theoretical-deductive as well as empirical-inductive and conceptional research methods as part of their toolbox. The provided knowledge serves as a basis for a possible PhD or further qualification option.			
5	Contents: Part I: Introduction to process-oriented corporate research: scientifically substantiated research (Research Process, Literature Research, Finding and Structuring a Topic) and refreshment of principles of scientific work Part II: Theoretical-Deductive Research: Economic Theories: Assumptions (Homo Oeconomicus, Opportunistic Behavior, etc.), Principal-Agent-Theory, Externalities: Coase Theorem, Game Theory, Auction Theory, Welfare Analysis; Research Design in IT: Canonical Action research, Design Science; Balanced Scorecard Part III: Empirical-Inductive Research: Measurement and Scaling; Research Design, Data Collection, and Sampling (Classification of Research Design; Primary vs. Secondary Data; Focus Groups, Depth Interviews, Survey, Observation); Design of Questionnaires; Overview of Multivariate Data Analyses; Software: SPSS Part IV: Conceptual Research: Process-Optimization: Actual State, Analysis, Target State, Transit; Special Challenges: presentation of the company with respect to scientific standards, structuring of the topic, handling diverging interests between practice and science.			
6	Compatibility of Module: Degree Program ET (), Degree Program WING (), Degree Program BBA (), Degree Program SEEM (), Degree Program IMIS (), Degree Program IMIS Online (X)			
7	Prerequisites:			
8	Coursework Requirements: () Examination: Examination Paper (), Oral Exam (), Seminar Paper (X), Project Assignment (), Combined Form of Examinations (), Portfolio (), amended by Presentation ()			
9	Requirements for the Award of Credits: Successfully completed Module Examination			
10	Relevance for the Overall Score: According to General examination regulations.			
11	Frequency: Yearly			

12	Person Responsible for the Module / Lecturer: Prof. Dr. Dina Dreisbach, Prof. Dr. Valerie Wulfhorst / Prof. Dr. Dina Dreisbach, Prof. Dr. Valerie Wulfhorst
13	Additional Information: Literature: Gibbons, R.: Game theory for applied economists, Princeton University Press, 1992. Krishna, V.: Auction Theory, 2nd edition, Academic Press, Elsevier, 2010. Malhotra, N.K.: Marketing Research. An Applied Orientation, 7th ed., Pearson, 2019. Ménard, C.: Institutions, Contracts, and Organizations, Perspectives from New Institutional Economics, Edward Elgar, 2000. Furubotn, E.G.; Richter, R.: The New Institutional Economics of Markets, Edward Elgar, 2010. Milgrom, P.: Auctions and Bidding: A Primer, Journal of Economic Perspectives, Vol. 3, No. 3, pp. 3-22.

Module: Master Project				
Compulsory Module (X)		Compulsory Elective Module ()		
ID Number:	Workload	Credits	Semester	Duration
14	625 h	25 CP	4. Semester	1 Semester
1	Course		Class Time 0 SWS / 0 h	Self-Study 625 h
2	Course Types (in SWH): Lecture (0), Seminar (0), Exercise Class (0), Practical Course (0)			
3	Group Size: Lecture (50) Seminar (25), Exercise Class (25), Practical Course (25)			
4	Objectives: Students are able to identify, structure, and scientifically work on a research question or problem which is relevant in research and practice - they also interdisciplinarily cover the variety of business administration as well as business informatics-related topics. They are able to select and apply research methods from theoretical, empirical or conceptual directions of research. Against the background of the learnt contents and methods, students are able to critically reflect existing research and connect it with their own research questions and to consistently document and present their research process.			
5	Contents: The module contains a Master's thesis and colloquium. The thesis requires scientifically processing an independently identified problem/question relevant in research or practice in the fields of management or information systems and possible combinations. The Master's thesis requires a higher level of independence of the student regarding the selection of the research problem/questions, research methods and literature, a critical reflection and classification of existing research and regarding the student's own contribution in developing a solution. By choice, students can write their thesis in the context of their job. Subject of the colloquium is an oral presentation of the thesis as well as the methodology used, and a subsequent discussion.			
6	Compatibility of Module: Degree Program ET (), Degree Program WING (), Degree Program BBA (), Degree Program SEEM (), Degree Program IMIS (), Degree Program IMIS Online (X)			
7	Prerequisites: Only students who have earned at least 60 credits in the module examinations of the study will be admitted to the Master's thesis. Admittance to the colloquium requires that the student has completed 65 credits in the module examinations and 21 credits in the Master's thesis.			
8	Coursework Requirements: () Examination: Examination Paper (), Oral Exam (), Seminar Paper (), Project Assignment (), Combined Form of Examinations (), Portfolio (), amended by Presentation ()			
9	Requirements for the Award of Credits: Successful completion of both Master's thesis and colloquium			
10	Relevance for the Overall Score: According to General examination regulations.			
11	Frequency: Yearly			
12	Person Responsible for the Module / Lecturer: Prof. Dr. Peter Weber /			
13	Additional Information:			