

Module: Advanced International Economics				
Compulsory Module () Compulsory Elective Module (X)				
ID Number:	Workload	Credits	Semester	Duration
1	180 h	6 CP	2. Semester	1 Semester
1	Course		Contact Hours 3 SWS / 45 h	Self-Study 135 h
2	Course Types (in Semester Hours per Week): Lecture (0), Seminar (2), Exercise Class (1), 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. The education of inter-temporal, global thinking and optimization approaches allows a more holistic and critical view of economic relationships and enables an 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 (X), Degree Program IMIS Online ()			
7	Prerequisites:			
8	Coursework Requirements: () Examination: Examination Paper (X), Oral Exam (), Seminar Paper (), 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 the 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: Business Intelligence				
Compulsory Module (X) Compulsory Elective Module ()				
ID Number:	Workload	Credits	Semester	Duration
2	150 h	5 CP	1. Semester	1 Semester
1	Course		Contact Hours	Self-Study
			3 SWS / 45 h	105 h
2	Course Types (in Semester Hours per Week): Lecture (0), Seminar (2), Exercise Class (0), Practical Course (1)			
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.			
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 (X), Degree Program IMIS Online ()			
7	Prerequisites:			
8	Coursework Requirements: () Examination: Examination Paper (X), Oral Exam (), Seminar Paper (), Project Assignment (), Combined Form of Examinations (X), Portfolio (), amended by Presentation ()			
9	Requirements for the Award of Credits: Successfully completed Module Examination			
10	Relevance for the Overall Score: According to the General Examination Regulations.			
11	Frequency: Yearly			
12	Person Responsible for the Module / Lecturer: Prof. Dr. Peter Weber / Prof. Dr. Peter Weber, Ahmad Abbadi			
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	150 h	5 CP	1. Semester	1 Semester
1	Course		Contact Hours	Self-Study
			4 SWS / 60 h	90 h
2	Course Types (in Semester Hours per Week): 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. Students should independently and successfully analyze, critically evaluate, and finally solve the managerial responsibilities 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 exercise class 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, presentation techniques, and a solution-oriented approach of working with extensive materials as a real-life situation in companies will be practiced simultaneously.			
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); Business Channel Management (Creating Value Through Direct Channels, Strengthening Reseller Performance); Personal Selling (Organizing Sales Force, Key Account Management). Each lecture is followed by a case study exercise class in which current problems of business-to-business companies, especially IT-companies, will be discussed (Harvard Case Studies). Students will develop various approaches and solutions to such problems and present them in class.			
6	Compatibility of Module: Degree Program ET (), Degree Program WING (), Degree Program BBA (), Degree Program SEEM (), Degree Program IMIS (X), Degree Program IMIS Online ()			
7	Prerequisites:			
8	Coursework Requirements: () Examination: Examination Paper (X), Oral Exam (), Seminar Paper (), 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 the General Examination Regulations.
11	Frequency: Yearly
12	Person Responsible for the Module / Lecturer: Prof. Dr. Valerie Wulfhorst / Prof. Dr. Valerie Wulfhorst, Sören Bärsch
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: Corporate Entrepreneurship & Innovation				
Compulsory Module (X)		Compulsory Elective Module ()		
ID Number:	Workload	Credits	Semester	Duration
4	150 h	5 CP	1. Semester	1 Semester
1	Course		Contact Hours 3 SWS / 45 h	Self-Study 105 h
2	Course Types (in Semester Hours per Week): Lecture (0), Seminar (2), Exercise Class (1), Practical Course (0)			
3	Group Size: Lecture (50) Seminar (25), Exercise Class (25), Practical Course (25)			
4	Objectives: The goal of this course is to acquaint the students with the implications of entrepreneurship and innovation for different industry sectors. It 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. As a result, the students gain background knowledge of the strategic framework of the currently employing companies and for their own career plans.			
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. After completing this module, students should understand the unique challenges of entrepreneurial behavior and should possess advanced knowledge and skills necessary for setting up a business.			
6	Compatibility of Module: Degree Program ET (), Degree Program WING (), Degree Program BBA (), Degree Program SEEM (), Degree Program IMIS (X), Degree Program IMIS Online ()			
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 the General Examination Regulations.			
11	Frequency: Yearly			
12	Person Responsible for the Module / Lecturer: Prof. Dr. Andreas Gerlach / Prof. Dr. Andreas Gerlach, Hanna Middendorf			
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. Download from https://bookshelf.vitalsource.com/#/books/9781483383545/			

Module: E-Business				
Compulsory Module (X)		Compulsory Elective Module ()		
ID Number:	Workload	Credits	Semester	Duration
5	150 h	5 CP	1. Semester	1 Semester
1	Course		Contact Hours 3 SWS / 45 h	Self-Study 105 h
2	Course Types (in Semester Hours per Week): Lecture (0), Seminar (2), Exercise Class (1), 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, e.g., supply chain management and customer relationship management. 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 (X), Degree Program IMIS Online ()			
7	Prerequisites:			
8	Coursework Requirements: () Examination: Examination Paper (X), Oral Exam (), Seminar Paper (), Project Assignment (), Combined Form of Examinations (X), Portfolio (), amended by Presentation ()			
9	Requirements for the Award of Credits: Successfully completed Module Examination			
10	Relevance for the Overall Score: According to the 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
6	180 h	6 CP	2. Semester	1 Semester
1	Course		Contact Hours 3 SWS / 45 h	Self-Study 135 h
2	Course Types (in Semester Hours per Week): Lecture (0), Seminar (2), Exercise Class (0), Practical Course (1)			
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.			
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 (X), Degree Program IMIS Online ()			
7	Prerequisites:			
8	Coursework Requirements: () Examination: Examination Paper (X), Oral Exam (), Seminar Paper (), Project Assignment (), Combined Form of Examinations (X), Portfolio (), amended by Presentation ()			
9	Requirements for the Award of Credits: Successfully completed Module Examination			
10	Relevance for the Overall Score: According to the 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: 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
7	150 h	5 CP	1. Semester	1 Semester
1	Course		Contact Hours 3 SWS / 45 h	Self-Study 105 h
2	Course Types (in Semester Hours per Week): Lecture (0), Seminar (2), Exercise Class (1), 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.			
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 (X), Degree Program IMIS Online ()			
7	Prerequisites:			
8	Coursework Requirements: () Examination: Examination Paper (X), Oral Exam (), Seminar Paper (), Project Assignment (), Combined Form of Examinations (X), Portfolio (), amended by Presentation ()			
9	Requirements for the Award of Credits: Successfully completed Module Examination			
10	Relevance for the Overall Score: According to the General Examination Regulations.			
11	Frequency: Yearly			
12	Person Responsible for the Module / Lecturer: Prof. Dr. Ralf Plattfaut / Prof. Dr. Ralf Plattfaut, Asif Shahriar			
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 Studies I: Global Business				
Compulsory Module () Compulsory Elective Module (X)				
ID Number:	Workload	Credits	Semester	Duration
8	180 h	6 CP	2. Semester	1 Semester
1	Course		Contact Hours 2 SWS / 30 h	Self-Study 150 h
2	Course Types (in Semester Hours per Week): Lecture (0), Seminar (2), Exercise Class (0), Practical Course (0)			
3	Group Size: Lecture (50) Seminar (25), Exercise Class (25), Practical Course (25)			
4	Objectives: Students acquire in-depth knowledge of a particular field of the global economy. They are able to understand international contexts, to differentiate and independently analyze aspects in this regard, and develop problem-solving solutions.			
5	Contents: Topic selection takes place in dialog between the teachers and students. The main focus of content can be economic as well as business administration developments, challenges, concepts, or questions.			
6	Compatibility of Module: Degree Program ET (), Degree Program WING (), Degree Program BBA (), Degree Program SEEM (), Degree Program IMIS (X), Degree Program IMIS Online ()			
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 the General Examination Regulations.			
11	Frequency: Yearly			
12	Person Responsible for the Module / Lecturer: Prof. Dr. Henrik Janzen / Prof. Dr. Henrik Janzen			
13	Additional Information: As far as possible, the module "International Studies I: Global Business" can be taken at one of the foreign partner universities in form of appropriate courses that are completed with local examinations. This requires prior approval by the Examination Board.			

Module: International Studies II: Information Systems				
Compulsory Module () Compulsory Elective Module (X)				
ID Number:	Workload	Credits	Semester	Duration
9	180 h	6 CP	2. Semester	1 Semester
1	Course		Contact Hours	Self-Study
			2 SWS / 30 h	150 h
2	Course Types (in Semester Hours per Week): Lecture (0), Seminar (2), Exercise Class (0), Practical Course (0)			
3	Group Size: Lecture (50) Seminar (25), Exercise Class (25), Practical Course (25)			
4	Objectives: Students will acquire in-depth knowledge of the role and challenges of information systems in an international context. They are able to differentiate and independently analyze specific issues and to use appropriate methods to solve problems.			
5	Contents: Topic selection takes place in dialog between the lecturers and students. The content can be both the management of globally positioned information systems and the IT support of international management activities.			
6	Compatibility of Module: Degree Program ET (), Degree Program WING (), Degree Program BBA (), Degree Program SEEM (), Degree Program IMIS (X), Degree Program IMIS Online ()			
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 the General Examination Regulations.			
11	Frequency: Yearly			
12	Person Responsible for the Module / Lecturer: Prof. Dr. Peter Weber / Prof. Dr. Peter Weber			
13	Additional Information: As far as possible, the module "International Studies II: Information Systems" can be taken at one of the foreign partner universities in form of appropriate courses that are completed with local examinations. This requires prior approval by the Examination Board.			

Module: IS Project				
Compulsory Module () Compulsory Elective Module (X)				
ID Number:	Workload	Credits	Semester	Duration
10	180 h	6 CP	2. Semester	1 Semester
1	Course		Contact Hours 2 SWS / 30 h	Self-Study 150 h
2	Course Types (in Semester Hours per Week): Lecture (0), Seminar (0), Exercise Class (0), Practical Course (2)			
3	Group Size: Lecture (50) Seminar (25), Exercise Class (25), Practical Course (25)			
4	Objectives: In this module students acquire skills and competencies in regard to the design or modification of information systems (Software Engineering). They know the common development concepts and can assess them in regard to their suitability in specific contexts. In addition, the students experience hands-on work on a software system in this module and can therefore particularly understand the corresponding project management requirements.			
5	Contents: The module deals with the common software engineering approaches and also includes the specific development or modification of an information system. Thus, it covers all major stages of a software engineering-process, from planning with help of requirement specifications through acceptance / implementation or maintenance.			
6	Compatibility of Module: Degree Program ET (), Degree Program WING (), Degree Program BBA (), Degree Program SEEM (), Degree Program IMIS (X), Degree Program IMIS Online ()			
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 the General Examination Regulations.			
11	Frequency: Yearly			
12	Person Responsible for the Module / Lecturer: Prof. Dr. Christine Kohring / David Stevenson			
13	Additional Information: Literature: Sommerville, I.: Software Engineering, 10th ed., Pearson, 2016.			

Module: Journal Club				
Compulsory Module (X)		Compulsory Elective Module ()		
ID Number:	Workload	Credits	Semester	Duration
11	150 h	5 CP	1. Semester	1 Semester
1	Course		Contact Hours 3 SWS / 45 h	Self-Study 105 h
2	Course Types (in Semester Hours per Week): Lecture (0), Seminar (3), Exercise Class (0), Practical Course (0)			
3	Group Size: Lecture (50) Seminar (25), Exercise Class (25), Practical Course (25)			
4	Objectives: Upon completion of this module, students should be able to present competently and intelligibly scientific journal articles from one of their areas of study in English in front of an audience. They should overcome the barrier of familiarizing themselves with a complex, scientific text, identifying the message of an article, and to convey it to an audience clearly and in a persuasive manner. They learn to understand and explain new and difficult concepts, models, arguments, and methods.			
5	Contents: In addition to the specific contents of the scientific articles, this module covers text analysis, analysis of the audience (target group analysis), preparing a presentation of a journal article to an audience (including message, relevance, structure, rhetorical means, use of media).			
6	Compatibility of Module: Degree Program ET (), Degree Program WING (), Degree Program BBA (), Degree Program SEEM (), Degree Program IMIS (X), Degree Program IMIS Online ()			
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 the 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: Rosenberg, Karen (2011), Reading Games: Strategies for Reading Scholarly Sources, In: Writing spaces: readings on writing. Volume 2 / edited by Charles Lowe and Pavel Zemliansky, pp. 210-22, Writingspaces.org and Anderson, South Carolina, USA: Parlor Press Retrieved February 27, 2013, from http://writingspaces.org/sites/default/files/writing-spaces-readings-on-writing-vol-2.pdf			

Module: Management Accounting & Finance				
Compulsory Module (X) Compulsory Elective Module ()				
ID Number:	Workload	Credits	Semester	Duration
12	210 h	7 CP	2. Semester	1 Semester
1	Course		Contact Hours 4 SWS / 60 h	Self-Study 150 h
2	Course Types (in Semester Hours per Week): 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, 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 integration into the management of the entire company, especially against the background of an internationally operating business. Integrated into the blended learning approach of this online semester, 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 (X), Degree Program IMIS Online ()			
7	Prerequisites:			
8	Coursework Requirements: () Examination: Examination Paper (X), Oral Exam (), Seminar Paper (), 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 the 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: Management Communication				
Compulsory Module (X)		Compulsory Elective Module ()		
ID Number:	Workload	Credits	Semester	Duration
13	150 h	5 CP	3. Semester	1 Semester
1	Course		Contact Hours 3 SWS / 45 h	Self-Study 105 h
2	Course Types (in Semester Hours per Week): Lecture (0), Seminar (0), Exercise Class (3), Practical Course (0)			
3	Group Size: Lecture (50) Seminar (25), Exercise Class (25), Practical Course (25)			
4	Objectives: Develop and strengthen the skills acquired during the first two semesters, enabling our students to effectively manage, communicate and negotiate for themselves in their future careers. Students are guided to consolidate their theoretical knowledge and put into practice what they have learnt within an Alumni project and newsletter utilising the "Design Thinking" approach as a student-centered approach to innovation that draws from their toolkit to integrate the needs of the Alumni, the possibilities of technology and the requirements for the university's successful Alumni culture. Focus is placed on the link between business and technical communication as fundamental areas for our student body to excel within the technical landscape.			
5	Contents: The class is divided into five elements held over five days throughout the semester. The first is a presentation on either their thesis proposal, a communication issue encountered during their internship in the second semester or interview techniques and role-play. The second is a student-led class where the students need to research a specific communication topic and present in to the class in a lecture format, topics included are: technical - creating reader-centered graphics, refutation - argument as inquiry, dialogue - understanding the other person's perspective and conflict - traditional, interpretive and critical perspective. The third and fourth classes are dedicated to the Alumni project, where the students organize the annual Alumni event, bringing all their management, organisation and communication skills to use in a real-life project. Additionally, an Alumni newsletter is published annually, including all aspects of our student body past and present, again re-inforcing and implementing the skills developed throughout the IMIS study program.			
6	Compatibility of Module: Degree Program ET (), Degree Program WING (), Degree Program BBA (), Degree Program SEEM (), Degree Program IMIS (X), Degree Program IMIS Online ()			
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 the General Examination Regulations.			
11	Frequency: Yearly			
12	Person Responsible for the Module / Lecturer: David Stevenson / David Stevenson			
13	Additional Information: Literature:			

<p>Papa, M. et al. (2007): Organizational Communication: Perspectives and Trends. Sage: London, California, New Delhi, Singapore.</p> <p>Eckhouse, B. (1999): Competitive Communication: A Rhetoric for Modern Business. Oxford University Press, Inc.</p> <p>Anderson, P. (2016): Technical Communication: A Reader-Centered Approach. Cengage Learning, Boston, USA.</p> <p>Meinel, C. et al. (2015): Design Thinking Live. Murmann Publishers GmbH, Hamburg.</p> <p>Meinel, C. et al. (2015): Design Thinking Live. Murmann Publishers GmbH, Hamburg.</p>
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Module: Practical Experience				
Compulsory Module () Compulsory Elective Module (X)				
ID Number: 14	Workload 360 h	Credits 12 CP	Semester 2. Semester	Duration 1 Semester
1	Course		Contact Hours 0 SWS / 0 h	Self-Study 360 h
2	Course Types (in Semester Hours per Week): 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: The internship provides deeper experiences of corporate modes, of operations and processes applying the gained knowledge in their course. Students work in a responsible way on practical-relevant projects, and learn how to participate actively in a project team. They experience the requirement of finishing projects timely and the relevance of a professional project management. They are able to apply their knowledge gained in the studies interdisciplinarily and application-oriented and to critically analyze situations as well as provide suggestions for solutions.			
5	Contents: Students gain work experience through independent project work at the interface of IT systems and management. They actively work on project tasks in written and practical form and experience team work. If necessary, they prepare their Master's thesis through research and appropriate contacts.			
6	Compatibility of Module: Degree Program ET (), Degree Program WING (), Degree Program BBA (), Degree Program SEEM (), Degree Program IMIS (X), Degree Program IMIS Online ()			
7	Prerequisites: Admission to the practical project requires that at least 24 credits have been obtained in the Master's course International Management & Information Systems.			
8	Coursework Requirements: () Examination: Examination Paper (), Oral Exam (), Seminar Paper (), Project Assignment (X), Combined Form of Examinations (), Portfolio (), amended by Presentation ()			
9	Requirements for the Award of Credits: 1) Internship certificate issued by the employer, 2) successfully completed Module Examination			
10	Relevance for the Overall Score: According to the General Examination Regulations.			
11	Frequency: Yearly			
12	Person Responsible for the Module / Lecturer: Prof. Dr. Valerie Wulfhorst /			
13	Additional Information: The internship process will be communicated in form of an internship report, which indicates the tasks of the intern or the current status quo of the company, the company description, the process of solving the tasks or developing solutions and their (partial) results and a critical reflection respectively.			

Module: Product and Process Management				
Compulsory Module () Compulsory Elective Module (X)				
ID Number:	Workload	Credits	Semester	Duration
15	180 h	6 CP	2. Semester	1 Semester
1	Course		Contact Hours 3 SWS / 45 h	Self-Study 135 h
2	Course Types (in Semester Hours per Week): Lecture (0), Seminar (2), Exercise Class (1), Practical Course (0)			
3	Group Size: Lecture (50) Seminar (25), Exercise Class (25), Practical Course (25)			
4	Objectives: Production is one of the key areas in industrial enterprises. The process-oriented view together with the trend towards digitalization opens new opportunities and challenges. Students acquire specialized knowledge about strategies and methods of production management with special focuses on process management and information systems. These three fields are integrated to explore and develop modern and innovative concepts for operations management around the ideas of "Industry 4.0".			
5	Contents: The module contains six parts: As introduction, targets and strategies 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 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 (facility layout, capacity management, scheduling, enterprise resource planning (ERP), lean management and lean manufacturing). 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 (X), Degree Program IMIS Online ()			
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 the 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.

Module: Research Methods				
Compulsory Module (X)		Compulsory Elective Module ()		
ID Number:	Workload	Credits	Semester	Duration
16	150 h	5 CP	3. Semester	1 Semester
1	Course		Contact Hours 4 SWS / 60 h	Self-Study 90 h
2	Course Types (in Semester Hours per Week): 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 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, 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 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 Scientific Work (Research Process, Literature Research, Finding and Structuring a Topic) 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: Introduction to Empirical 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			
6	Compatibility of Module: Degree Program ET (), Degree Program WING (), Degree Program BBA (), Degree Program SEEM (), Degree Program IMIS (X), Degree Program IMIS Online ()			
7	Prerequisites:			
8	Coursework Requirements: (X) Examination: Examination Paper (X), Oral Exam (), Seminar Paper (), 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 the 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: Virtual / Intercultural Communication				
Compulsory Module (X)		Compulsory Elective Module ()		
ID Number:	Workload	Credits	Semester	Duration
17	150 h	5 CP	2. Semester	1 Semester
1	Course		Contact Hours 3 SWS / 45 h	Self-Study 105 h
2	Course Types (in Semester Hours per Week): Lecture (0), Seminar (3), Exercise Class (0), Practical Course (0)			
3	Group Size: Lecture (50) Seminar (25), Exercise Class (25), Practical Course (25)			
4	Objectives: Upon completion of this module, students should: a) be able to act appropriately in virtual cross-cultural business situations. b) have acquired sufficient experience with different online communication tools and forms (e.g., email, wiki, forums, video-conferences, podcast, blogs, prezi collaboration) so as to be able to easily adapt to new, emerging communication tools. c) have acquired advanced technical, communicative and cultural competencies. d) be familiar with different functions of virtual communication and be able to decide which tools to use for which functions and contexts and in which situations virtual communication is not appropriate.			
5	Contents: Netiquette, emotions in virtual communication; communicative competence: How do you compensate for lack of visual clues (body language)?; when to use virtual communication and when to insist on face-to-face communication; synchronous and asynchronous communication; Group Support Systems; avatars; concept and technology of "liquid democracy"; What to do about cyber-bullying?; the image/concept of the Cyborg. How could it help visualizing virtual communication and what do we learn from it?			
6	Compatibility of Module: Degree Program ET (), Degree Program WING (), Degree Program BBA (), Degree Program SEEM (), Degree Program IMIS (X), Degree Program IMIS Online ()			
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 the General Examination Regulations.			
11	Frequency: Yearly			
12	Person Responsible for the Module / Lecturer: Marga Taylor / Marga Taylor			
13	Additional Information: Literature: IBM Social Computing Guidelines Turkle, S., 2008, Always-on/Always-on-you: The Tethered Self, In: James Katz (ed.) Handbook of Mobile Communications and Social Change, Cambridge, MA: MIT Press. Turkle, S. (2007), Can you hear me now? Forbes.com, 5(7), 07.			

Module: Master Project				
Compulsory Module (X)		Compulsory Elective Module ()		
ID Number:	Workload	Credits	Semester	Duration
18	600 h	20 CP	3. Semester	1 Semester
1	Course		Contact Hours	Self-Study
			0 SWS / 0 h	600 h
2	Course Types (in Semester Hours per Week): 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. 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 (X), Degree Program IMIS Online ()			
7	Prerequisites: For the admission to the Master's thesis: minimum 48 credits from Compulsory and Compulsory Elective Modules. For the admission to the colloquium: 70 credits (Compulsory and Compulsory Elective Modules) and 16 credits (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 the General Examination Regulations.			
11	Frequency: Yearly			
12	Person Responsible for the Module / Lecturer: Prof. Dr. Valerie Wulfhorst /			
13	Additional Information:			