Table of contents – Module Catalogue (Appendix 2)

Please note: The German version of this document is the legally binding version. The English translation provided here is for information purposes only.

Appendix 2

Module descriptions

<table>
<tr><td colspan="8">Principles of Business Administration for Business Information Systems</td><td>Module ID
5 MG 08</td></tr>
<tr><td>No.</td><td>Workload</td><td>Credits</td><td>Study semester</td><td>Frequency</td><td>Sem.</td><td>Dura-tion</td><td>Type</td><td>Q-level</td></tr>
<tr><td></td><td>150 h</td><td>6</td><td>1st sem.</td><td>Annual</td><td>Winter</td><td>1 sem.</td><td>Compulsory</td><td>B.Sc.</td></tr>
<tr><td>1</td><td colspan="2">Course type</td><td>Contact time</td><td>Self-study</td><td colspan="2">Forms of teaching (learning methods)</td><td>Planned group size</td><td>Language</td></tr>
<tr><td></td><td colspan="2">Sem. lessons</td><td>4 SCH/60 h</td><td>90 h</td><td colspan="2">Lecture, examples and exercises</td><td>60</td><td>German</td></tr>
<tr><td>2</td><td colspan="8">Learning outcomes/competences
On successful completion of the module, students have the following knowledge and skills:
• They are able to explain the basic terms and knowledge objects of general business administration.
• They are able to define central business issues and approaches to finding solutions in performance management, finance and supporting management functions.
• They are able to utilise the first holistic understanding of businesses and companies that they acquire.
• They are able to apply what they have learned to specific practical examples.</td></tr>
<tr><td>3</td><td colspan="8">Contents
• Introduction to the professional field
• Introduction to economic thinking
o The economic principle
o Business administration as a science
• Production and Logistics
o Principles of production
o Forms of production
• Corporate taxation and corporate audit
o Legal forms
o Taxation and Audit
• Human resources management and business organisation
o Leadership styles and motivational tools
o Structural organisation and workflow management
• Finance, accounting and controlling
o Investment calculation method
o Forms of financing and types of contracts
• Marketing
o - Principles of marketing
o - Marketing tools</td></tr>
<tr><td>4</td><td colspan="8">Participation requirements
None</td></tr>
<tr><td>5</td><td colspan="8">Form of assessment
Written examination or oral examination</td></tr>
<tr><td>6</td><td colspan="8">Condition for the award of credits
Module examination pass</td></tr>
</table>

7	**Application of the module** (in the following study programmes)**:** Business Information Systems (B.Sc.)
8	**Module coordinator** Prof. Dr. Natalie Bartholomäus
9	**Other information** -

Financial Accounting and Corporate Financing								**Module ID 5 CFR 23**
No.	**Workload**	**Credits**	**Study semester**	**Frequency**	**Sem.**	**Dura-tion**	**Type**	**Q-level**
	150 h	**6**	1st sem.	Annual	Winter	1 sem.	Compulsory	B.Sc.
1	**Course type**		**Contact time**	**Self-study**	**Forms of teaching (learning methods)**		**Planned group size**	**Language**
	Lecture		4 SCH/60 h	90 h	Lectures and exercises		60	German

2 **Learning outcomes/competences**

On successful completion of the module, students have the following knowledge and skills:
After successfully completing this module, students are able to

- describe the value creation process in the company using the value chain from both an accounting and an information perspective,
- map the operational value creation processes using an ERP system (enterprise resource planning) and explain their structure,
- explain and practice the principle techniques and relationships of bookkeeping,
- in accordance with legal regulations and practice financial bookkeeping, both by traditional means and with an ERP system,
- develop accounting records for a wide variety of real situations and thus perform bookkeeping for the most important functional areas in companies,
- prepare annual financial statements in accordance with the German Commercial Code, depending on the legal form,
- analyse, interpret and evaluate annual financial statements in part.
- name and explain detailed terms in financing,
- identify different forms of corporate financing and integrate them into the financial decision-making process.

All learning outcomes are based, amongst other things, on the practiced handling of the applicable legal standards for accounting, and preferably commercial law (HGB).

3	**Contents** a) Introduction to the corporate value chain • Relationships between the departmental and process view of the value chain • Introduction to the process-oriented mapping of value creation using ERP systems • Architecture and technical principles of ERP systems b) Introduction to Financial Accounting • Tasks and structure of financial accounting • Basic accounting terms • Legal regulations and organisation c) Introduction to accounting techniques • Central elements of financial accounting • Business transactions that do not affect profit or loss • Relevant master data for accounting in ERP systems d) Transactions in important areas of the company • Procurement (goods and capital goods) • Production • Sales • Human resources e) Preparation of annual financial statements • Specific questions of evaluation according to commercial law • Preparing the legal statement (balance and P&L) in accordance with German regulations f) Corporate Financing • Foundations; tasks, principles and procedures of financial planning • Different forms of financing • Approaches to optimising the financing and capital structure
4	**Participation requirements** None
5	**Form of assessment** Written examination or oral examination
6	**Condition for the award of credits** Module examination pass
7	**Application of the module** (in the following study programmes)**:** Business Information Systems (B.Sc.)
8	**Module coordinator** Prof. Dr. Volker Wiemann
9	**Other information** -

Mathematics for Business Information Systems								Module ID 5 M/S 03
No.	**Workload**	**Credits**	**Study semester**	**Frequency**	**Sem.**	**Dura-tion**	**Type**	**Q-level**
	150 h	**6**	1st sem.	Annual	Winter	1 sem.	Compulsory	B.Sc.
1	**Course type**		**Contact time**	**Self-study**	**Forms of teaching (learning methods)**		**Planned group size**	**Language**
	Sem. lessons		4 SCH/60 h	90 h	Lecture and exercises		60	German
2	**Learning outcomes/competences** After successfully completing the module, students are able to analyse models on the basis of quantities, propositional logic and relations through acquired basic knowledge of the mathematical methods in business information systems. They master the basics of combinatorics and probability theory, and are able to apply them.							
3	**Contents** • Quantities • Logic • Relations • Figures • Combinatorics • Probability calculations							
4	**Participation requirements** None							
5	**Form of assessment** Written examination or oral examination							
6	**Condition for the award of credits** Module examination pass							
7	**Application of the module** (in the following study programmes)**:** Business Information Systems (B.Sc.)							
8	**Module coordinator** Prof. Dr. Wolfgang Kohn							
9	**Other information** -							

<table>
<tr><td colspan="8">Principles of Computer Science</td><td>Module ID
5 WI 22</td></tr>
<tr><td>No.</td><td>Workload</td><td>Credits</td><td>Study semester</td><td>Frequency</td><td>Sem.</td><td>Duration</td><td>Type</td><td>Q-level</td></tr>
<tr><td></td><td>300 h</td><td>12</td><td>1st sem.</td><td>Annual</td><td>Winter</td><td>1 sem.</td><td>Compulsory</td><td>B.Sc.</td></tr>
<tr><td>1</td><td colspan="2">Course type</td><td>Contact hours</td><td>Self-study</td><td colspan="2">Forms of teaching (learning methods)</td><td>Planned group size</td><td>Language</td></tr>
<tr><td></td><td colspan="2">Lecture
Exercise</td><td>4 SCH
4 SCH</td><td>180 h</td><td colspan="2">Lecture
Case studies/task processing</td><td>60
20</td><td>German
German</td></tr>
<tr><td>2</td><td colspan="8">Learning outcomes/competences
On successful completion of the module, students have the following knowledge and skills:
• They know the type system and control structures of the Java language and can design simple algorithms and programme them in Java.
• They know the basics of object-oriented programming and its implementation in the Java programming language.
• They are able to implement and test programmes using agile methods and appropriate development environments.
• They are able to explain the properties of different forms of data modelling and can use the data models to design specific application scenarios.
• They are able to implement a data model using a concrete database system.
• They have mastered the SQL language and can manipulate databases and formulate complex queries.</td></tr>
<tr><td>3</td><td colspan="8">Contents
Programming
• Principles of programming
• Elements of the Java programming language
• Control structures
• Standard input/output
• Object-oriented programming in Java
• Basics of the agile approach
• Programming tools and development environments
Data modelling
• Conceptual data modelling
o Entity–relationship (ER) model
o Extensions to ER models
o Object-oriented data models
• Theoretical principles
o Calculi of the database theory
o Algebra relations
o Regular expressions
• Logical data modelling
o Relational model concepts
o Principles of SQL
o XML</td></tr>
<tr><td>4</td><td colspan="8">Participation requirements
None</td></tr>
<tr><td>5</td><td colspan="8">Form of assessment
Written examination or oral examination</td></tr>
</table>

6	**Condition for the award of credits** Module examination pass
7	**Application of the module** (in the following study programmes)**:** Business Information Systems (B.Sc.)
8	**Module coordinator** Prof. Dr. Peter Hartel
9	**Other information** -

Material Requirement Planning & Production Management								**Module ID 5 WI 23**
No.	**Workload**	**Credits**	**Study semester**	**Frequency**	**Sem.**	**Dura-tion**	**Type**	**Q-level**
	150 h	**6**	2nd sem.	Annual	Summer	1 sem.	Compulsory	B.Sc.
1	**Course type**		**Contact time**	**Self-study**	**Forms of teaching (learning methods)**		**Planned group size**	**Language**
	Lecture Exercise		2 SCH/30 h 2 SCH/30 h	90 h	Lecture Case studies/ task processing		60 20	German German

2 Learning outcomes/competences

After successfully completing this module, students are able to

- determine the different types of manufacturing and classify suitable methods of production management,
- derive and describe necessary master and transactional data for production planning and steering,
- determine suitable forecasting methods for typical industries and products,
- explain and evaluate different types of material planning,
- carry out material requirements planning (MRP) in the ERP system and apply the results (planned orders or requisition orders),
- describe the handling of production orders, from setup to confirmation,
- name and explain the steps in the procurement process,
- trace the order-to-cash cycle from sales, production, materials management, logistics to the final invoice on an ERP system,
- recognise and evaluate the integration with other operational applications, e.g. CRM (Customer Relationship Management), SCM (Supply chain management), MES (Manufacturing execution systems),
- define the warehouse logistical processes associated with production processes.

3 Contents

Principles

- Definition of manufacturing types
- Master and transactional data for production planning and steering
- Reference models for production planning and steering
- Elements of master production schedule (MPS), material requirement planning, production management, procurement & replenishment

Concepts of production management in ERP systems

- Sales forecast in combination with
- Master production schedule (MPS), material requirements planning (MRP), consumption-driven scheduling
- Capacity planning and alignment
- Manufacturing execution system (MES)
- Logistics systems, SCM interaction with ERP systems and interfaces

4	**Participation requirements** None
5	**Form of assessment** Written examination or oral examination
6	**Condition for the award of credits** Module examination pass
7	**Application of the module** (in the following study programmes)**:** Business Information Systems (B.Sc.)
8	**Module coordinator** Prof. Dr. NN
9	**Other information** -

Cost Accounting and Corporate Investment								**Module ID 5 CFR 24**
No.	**Workload**	**Credits**	**Study semester**	**Frequency**	**Sem.**	**Dura-tion**	**Type**	**Q-level**
	150 h	**6**	2nd sem.	Annual	Summer	1 sem.	Compulsory	B.Sc.
1	**Course type**		**Contact time**	**Self-study**	**Forms of teaching (learning methods)**		**Planned group size**	**Language**
	Lecture Exercise		2 SCH/30 h 2 SCH/30 h	90 h	Lecture Case studies/ task processing		60 20	German German
2	**Learning outcomes/competences** On successful completion of the module, students have the following knowledge and skills: After successfully completing this module, students are able to • map the integration of cost accounting and financial accounting in the ERP system, • name and explain reference models (data, process and functional models) within the framework of ERP systems, • define the essential terms and possible applications of cost accounting, • name and explain the procedures of the three levels of cost accounting, • apply cost accounting methods to practical tasks ion the ERP system, • assess the decision-making relevance of the results of different cost accounting systems, • name and explain detailed terms in corporate investment decisions, • assess investment decisions in practice with regard to their contribution to the corporate goals, while taking into account how risk averse the decision maker is and the information situation, and derive recommendations for management							

3	**Contents** • Architecture of ERP systems • Reference models of ERP systems • Integration principles of application systems • Principles of cost accounting (tasks, goals, terms) • Types of accounting and cost allocation • Cost accounting systems on a full cost basis • Cost accounting systems on a partial cost basis • Insight into further cost accounting systems • Principles and types of investment decisions; tasks, principles and procedures of investment planning and calculation; dynamic investment calculation methods (including net present value, internal rate of return and annuity method); static methods of investment calculation (e.g. cost, profit, profitability and amortisation comparison calculation); determination of the optimal service life and resolution of the replacement problem
4	**Participation requirements** None
5	**Form of assessment** Written examination or oral examination
6	**Condition for the award of credits** Module examination pass
7	**Application of the module** (in the following study programmes)**:** Business Information Systems (B.Sc.)
8	**Module coordinator** Prof. Dr. Volker Wiemann
9	**Other information** -

Databases								Module ID 5 WI 24
No.	**Workload**	**Credits**	**Study semester**	**Frequency**	**Sem.**	**Dura-tion**	**Type**	**Q-level**
	150 h	**6**	2nd sem.	Annual	Summer	1 sem.	Compulsory	B.Sc.
1	**Course type**		**Contact time**	**Self-study**	**Forms of teaching (learning methods)**		**Planned group size**	**Language**
	Lecture		2 SCH/30 h	90 h	Lecture		60	German
	Exercise		2 SCH/30 h		Case studies/task processing		20	German
2	**Learning outcomes/competences** After successful participation in the course, students are able to: • explain the most important functions of database management systems, • assess the benefits of database systems in a project, • create a database application, taking into account the transaction concept on the basis of different implementation concepts, • utilise access rights and views for data protection, • explain and evaluate the phases of data warehousing and the reference architecture of a data warehouse, • apply the multidimensional data model, associated analysis operations and notations of conceptual modelling with a modelling tool, • design the relational storage (star, snowflake diagram) of the multidimensional data model, • assess the use of NoSQL databases against the background of Big Data applications.							

3	**Contents** Assignment of rights and access control • Security models • Assignment of rights in SQL Database integrity and triggers • Architectures for securing integrity • Classification of integrity conditions • Integrity conditions in SQL • Integrity conditions through triggers Data warehousing and OLAP (Online Analytical Processing) • Development of analytical information systems • Data warehouse architecture • Data warehouse modelling and design • OLAP concepts and operations • ROLAP (Relational online analytical processing), MOLAP (Multidimensional online analytical processing), HOLAP (Hybrid Online Analytical Processing) Data mining • Classification • Data mining techniques • Association rules • Sequence analysis Database programming • JDBC (Java Database Connectivity) • Database programming frameworks Database design • Logical database design • Functional dependencies • Normalisation Transactions • Concurrency and anomalies • ACID (atomicity, consistency, isolation, and durability) properties of transactions • Execution plans and serialisability • Transaction support in SQL
4	**Participation requirements** Formal: none Content: participants are expected to have previous knowledge in the areas of programming, data modelling and SQL, as taught in Module 5 WI 22 (Principles of Computer Science).
5	**Form of assessment** Written examination or oral examination
6	**Condition for the award of credits** Module examination pass
7	**Application of the module** (in the following study programmes)**:** Business Information Systems (B.Sc.)
8	**Module coordinator** Prof. Dr. Peter Hartel
9	**Other information** -

System Development								Module ID 5 WI 25
No.	**Workload**	**Credits**	**Study semester**	**Frequency**	**Sem.**	**Dura-tion**	**Type**	**Q-level**
	300 h	**12**	2nd sem.	Annual	Summer	1 sem.	Compulsory	B.Sc.
1	**Course type**		**Contact time**	**Self-study**	**Forms of teaching (learning methods)**		**Planned group size**	**Language**
	Lecture		4 SCH	180 h	Sem. lessons		60	German
	Exercise		4 SCH		Case studies/task processing		20	German

2 Learning outcomes/competences

On successful completion of the module, students have the following knowledge and skills:

- They are able to explain the principles of process management.
- They are able to map processes as a process model in the BPMN (Business Process Model and Notation) language.
- They are able to elaborate on and explain essential elements of a process model in BPMN.
- They are able to define and explain the basic terms of software engineering.
- They are able to explain and apply different approaches in software engineering.
- They are able to collect and define requirements for a software system and model them as use cases and use case diagrams.
- They are able to model application domain concepts in domain class diagrams and derive sequence diagrams from use cases.
- They know the Java programming language and can use it to solve complex problems.
- They are able to implement systems using dynamic data structures.
- They are able to implement user interfaces for suitable target systems (e.g. desktop, mobile devices...).
- They are able to implement elements of modern social apps such as e.g. user management and user interaction and implement them programmatically.

3	Contents

System analysis

- Process management in business information systems
  - Concept of a business process
  - Modelling business processes with the BPMN language
  - Application of modelling tools for business processes
  - Principles of process automation and process optimisation
- Principles of software engineering (SE)
  - Definition of terms
  - Properties of software
  - Motivation and history of SE
  - Principles, languages, methods and tools of SE
- Organisation of development projects
  - Software development tasks
  - Process models
  - Project organisation
- Definition of requirements for a software system
  - Scope of tasks
  - Classification of requirements
  - Specification sheet
  - Prototyping
  - Use cases and use case diagrams
  - Domain class diagrams
- Creation of an analysis model of the software system
  - Creating system sequence diagrams
  - Analysis class diagram

Programming

- Class hierarchies
  - Inheritance and polymorphism
  - Interfaces
- Error and exception handling
  - Error classes
  - Exceptions and their handling
- Dynamic data structures
  - Classes of the collection framework
  - Generics
  - Iterator concept
- Persistence
  - Files, properties
  - Object serialisation
- Software development process
  - Concepts of version management and related tools
  - Usage in agile software development
- User interfaces
  - Structures of modern user interfaces
  - Event-driven programming, inversion-of-control
  - UI Controls
  - Layout and design

4	**Participation requirements** Formal: none In terms of content: Participants in the course are expected to have mastered the concept of algorithms, know the elementary data and control structures of programming, and to be confident in handling data modelling methods. This is the classic content of the introductory course "Principles of Computer Science."
5	**Form of assessment** Written examination or oral examination
6	**Condition for the award of credits** Module examination pass
7	**Application of the module** (in the following study programmes)**:** Business Information Systems (B.Sc.)
8	**Module coordinator** Prof. Dr. Jochen Küster, Prof. Dr. Alexander Förster
9	**Other information** -

Technology of Enterprise Resource Planning Systems								Module ID 5 WI 26
No.	**Workload**	**Credits**	**Study semester**	**Frequency**	**Sem.**	**Dura-tion**	**Type**	**Q-level**
	150 h	**6**	3rd sem.	Annual	Winter	1 sem.	Compulsory	B.Sc.
1	**Course type**		**Contact time**	**Self-study**	**Forms of teaching (learning methods)**		**Planned group size**	**Language**
	Lecture		2 SCH/30 h	90 h	Lecture		60	German, English
	Exercise		2 SCH/30 h		Practical application in the laboratory		20	German, English
2	**Learning outcomes/competences** On successful completion of the module, students have the following knowledge and skills: • Students are able to explain the basic concepts of customising up-to-date standard ERP systems. • They are able to select ERP systems and systematically implement them in a business application environment. • Students are able to make adjustments to a selected system in the form of customising and can extend the application by enhancement programming.							

3	**Content** The transfer of conceptual knowledge takes place in the following areas: • Process models for the introduction of ERP systems • Technical organisation of ERP projects • Configuration options/customising of ERP systems in operational use, in particular mapping of organisational structures, international application and the process mapping of selected scenarios • System administration tasks • Enhancement programming Practical exercises to deepen and consolidate practical skills in the fields of enhancement programming and customising are scenario-based in a market-leading ERP system.
4	**Participation requirements** None
5	**Form of assessment** Written examination or oral examination
6	**Condition for the award of credits** Module examination pass
7	**Application of the module** (in the following courses)**:** Business Information Systems (B.Sc.)
8	**Module coordinator** Prof. Dr. Volker Wiemann
9	**Other information** -

Networks								Module ID 5 WI 12
No.	**Workload**	**Credits**	**Study semester**	**Frequency**	**Sem.**	**Dura-tion**	**Type**	**Q-level**
	150 h	**6**	3rd sem.	Annual	Winter	1 sem.	Compulsory	B.Sc.
1	**Course type**		**Contact time**	**Self-study**	**Forms of teaching (learning methods)**		**Planned group size**	**Language**
	Lecture Exercise		2 SCH/30 h 2 SCH/30 h	90 h	Lecture Practical application in the laboratory		60 20	German German

2 Learning outcomes/competences

On successful completion of the module, students have the following knowledge and skills:

Students are able to

- name the most important common protocols,
- explain their tasks and their structure,
- describe the interaction of the protocols,
- cable and configure simple local networks,
- name the components of network security architecture,
- explain their mode of operation and effectiveness.

3 Contents

Principles of networking
The ISO/OSI layer model
Local networks

- Ethernet
- WLAN

Wide area networks

- Broadband Internet
- FTTH (fibre-to-the-home)
- Transatlantic connections Active

Network components

- Switches
- Bridges
- Routers/gateways

The TCP/IP protocol stack

- IPv4
- IPv6
- TCP (Transmission Control Protocol)
- UDP (User

Datagram
Protocol) routing
protocols

- Distance-vector routing protocols
- Link-state routing protocols
- Current examples of routing protocols

Network security

- Firewall components
- Firewall architectures
- Special network attacks

4 Participation requirements

None

5 Form of assessment

Written examination or oral examination

6	**Condition for the award of credits** Module examination pass
7	**Application of the module** (in the following study programmes)**:** Business Information Systems (B.Sc.)
8	**Module coordinator** Prof. Dr. J.-M. Keuntje
9	**Other information** -

Mathematics for Economists								**Module ID 5 M/S 01**
No.	**Workload**	**Credits**	**Study semester**	**Frequency**	**Sem.**	**Dura-tion**	**Type**	**Q-level**
	150 h	**6**	3rd sem.	Bi-annual	Summer/ Winter	1 sem.	Compulsory	B.Sc.
1	**Course type**		**Contact time**	**Self-study**	**Forms of teaching (learning methods)**		**Planned group size**	**Language**
	Sem. lessons		4 SCH/60 h	90 h	Lecture and exercises		60	German
2	**Learning outcomes/competences** After successfully completing the module, students are able to analyse and resolve business issues (e.g. internal cost accounting, annuity calculation, income and cost functions) using their acquired basic knowledge of mathematical methods in economics and business administration.							
3	**Contents** Elements of matrix algebra, linear equation systems, linear optimisation, economic applications of linear algebra, financial mathematics, differential calculus, microeconomic application of analysis, functions with two variables, extreme value calculation under secondary conditions, principles of integral calculus							
4	**Participation requirements** None							
5	**Form of assessment** Written examination or oral examination							
6	**Condition for the award of credits** Module examination pass							
7	**Application of the module** (in the following study programmes)**:** Business Administration (B.A.), International Studies in Management (B.A.), Business Information Systems (B.Sc.)							
8	**Module coordinator** Prof. Dr. Wolfgang Kohn							
9	**Other information**							

Communication and Project Management								Module ID 5 WI 29
No.	**Workload**	**Credits**	**Study semester**	**Frequency**	**Sem.**	**Dura-tion**	**Type**	**Q-level**
	150 h	**6**	3rd sem.	Annual	Winter	1 sem.	Compulsory	B.Sc.
1	**Course type**		**Contact time**	**Self-study**	**Forms of teaching (learning methods)**		**Planned group size**	**Language**
	Lecture Exercise		2 SCH/30 h 2 SCH/30 h	90 h	Lecture Case studies/task processing		60 20	German German

2 Learning outcomes/competences

On successful completion of the module, students have the following knowledge and skills:

- They can successfully prepare, plan and carry out projects in an IT context.
- They are familiar with the central concepts of IT Service Management.
- They are able to discuss essential communication models and techniques, as well as forms of conversation, and apply these in the context of conversations.
- They are able to describe conflict types and levels and lead negotiations to resolve conflicts.

In addition, they are able to analyse and evaluate practical problems and ultimately derive recommendations for action, in which, in addition to business information systems aspects, ethical and social issues are also taken into account.

They are able to reflect on the relationships between scientific findings, complex situations and their own role. In terms of engagement in society, students have an understanding of communication, negotiation and conflict resolution, and can apply this accordingly.

3 Contents

Communication skills:

- Interview techniques
- Feedback and active listening
- Communication models (iceberg model, four-ears model, transaction analysis, TCI)
- Communication types in IT projects

Project management (PM):

- Principles of general PM
- Special features of IT projects
- Project goals
- Project organisation
- Stakeholder and risk management
- Effort estimation, cost management, project controlling, change requests
- Project agreements
- Methods of agile project management (esp. SCRUM, Kanban)

Conflict management:

- Types and levels of conflicts
- Conflict resolution techniques in IT projects, crisis management

IT service management

- Necessity and principles
- Overview: books, processes, roles and organisation units of ITIL (IT Infrastructure Library)
- In detail: IT operations management processes according to ITIL

4 Participation requirements

	None
5	**Form of assessment** Written examination or oral examination or a combination of project work and written examination
6	**Condition for the award of credits** Module examination pass
7	**Application of the module** (in the following study programmes)**:** Business Information Systems (B.Sc.)
8	**Module coordinator** Prof. Dr. Ulrich Schäfermeier
9	**Other information** -

Software Engineering								Module ID 5 WI 27
No.	**Workload**	**Credits**	**Study semester**	**Frequency**	**Sem.**	**Dura-tion**	**Type**	**Q-level**
	150 h	**6**	3rd sem.	Annual	Winter	1 sem.	Compulsory	B.Sc.
1	**Course type**		**Contact time**	**Self-study**	**Forms of teaching (learning methods)**		**Planned group size**	**Language**
	Lecture Exercise		2 SCH/30 h 2 SCH/30 h	90 h	Lecture Case studies/task processing		60 20	German German

2 Learning outcomes/competences

On successful completion of the module, students have the following knowledge and skills:

- They are able to define and explain the basic concepts of software design.
- They are able to systematically derive an analysis class diagram from the requirements by using sequence diagrams.
- They are able to explain the principles of software architecture.
- They are able to explain essential architectural patterns and apply them in software design.
- They are able to explain essential design patterns and apply them in software design.
- They are able to define and explain the basic terms of quality assurance.
- They are able to explain essential test procedures and apply them in system development.

3 Contents

- Creation of an analysis model of the software system
- Creation of analysis sequence diagrams and analysis class diagrams
- System design
- Component design
- General design concepts
- Object-oriented design concepts
- Transformation of business requirements
- Creation of an analysis model of the software system
- System sequence diagrams and analysis sequence diagrams
- Analysis class diagram
- Modelling of software architectures
- Model and code generation
- Software quality
- Preparation of integration and test plans
- Test methods
- Quality assurance and configuration management
- Basics and principles of agile software development

4 Participation requirements

Formal: none

In terms of content: Participants are expected to have previous knowledge in the areas of programming and system analysis, as taught in Module 5 WI 25 (System Development).

5 Form of assessment

Written examination or oral examination

6 Condition for the award of credits

Module examination pass

7 Application of the module (in the following study programmes)**:**

	Business Information Systems (B.Sc.)
8	**Module coordinator** Prof. Dr. Jochen Küster
9	**Other information** -

Operating Systems and IT Security								Module ID 5 WI 11
No.	**Workload**	**Credits**	**Study semester**	**Frequency**	**Sem.**	**Dura-tion**	**Type**	**Q-level**
	150 h	**6**	4th sem.	Annual	Summer	1 sem.	Compulsory	B.Sc.
1	**Course type**		**Contact time**	**Self-study**	**Forms of teaching (learning methods)**		**Planned group size**	**Language**
	Sem. lessons		4 SCH/60 h	90 h	Sem. lessons and exercises		60	German
2	**Learning outcomes/competences**							
	On successful completion of the module, students have the following knowledge and skills: Students are able to • name the most important hardware components of a computer, • explain their structure and functionality, • describe the tasks and mode of operation of operating systems, • explain the tasks of systems support, • act in a security-conscious manner, • understand and assess security measures.							
3	**Contents**							

	• Introduction
	  ○ Definition of the term "operating system"
	  ○ Tasks and objectives
	  ○ Examples
	• Hardware
	  ○ Electrotechnical basics
	  ○ Processor (CPU)
	  ○ Virtual and real main memory
	  ○ Hard disks
	  ○ Interrupts
	  ○ Buses
	  ○ Booting a computer
	• General information on operating systems
	  ○ Modular structure
	  ○ Operating system requirements
	  ○ Classification of computers
	  ○ Configuration of a computer
	  ○ Regular system support tasks
	• Processes
	  ○ Threads
	  ○ Process context
	  ○ Process states
	  ○ Scheduling
	  ○ Deadlocks
	  ○ Process synchronisation
	• Files
	  ○ File properties
	  ○ Files and directories
	  ○ Implementation of files
	• Network operating systems
	  ○ Distributed systems
	  ○ Architectures
	• IT security
	  ○ Responsibilities
	  ○ Certification according to BSI
	  ○ Hazards and protective measures
	  ○ Attacks and protective measures
	  ○ Cryptology
	  ○ Digital signatures
	  ○ Certificates from trust centres

4	**Participation requirements** None
5	**Form of assessment** Written examination or oral examination
6	**Condition for the award of credits** Module examination pass
7	**Application of the module** (in the following study programmes)**:** Business Information Systems (B.Sc.)
8	**Module coordinator** Prof. Dr. J.-M. Keuntje
9	**Other information** -

Web-Technologies								Module ID 5 WI 13
No.	**Workload**	**Credits**	**Study semester**	**Frequency**	**Sem.**	**Duration**	**Type**	**Q-level**
	150 h	**6**	4th sem.	Annual	Summer	1 sem.	Compulsory	B.A.
1	**Course type**		**Contact time**	**Self-study**	**Forms of teaching (learning methods)**		**Planned group size**	**Language**
	Lecture		2 SCH/30 h	90 h	Lecture		60	German
	Exercise		2 SCH/30 h		Exercises on the PC		20	German

2 Learning outcomes/competences

On successful completion of the module, students have the following knowledge and skills:

- They are able to map the basic structure of web applications and their components.
- They are able to explain basic web technologies.
- They are able to justify the use of basic web technologies.
- They are able to create a web application based on HTML, CSS, and JavaScript.

3 Contents

- Introduction
- Architectural overview
- HTML (Hypertext Markup Language)
- CSS (Cascading Style Sheets)
- JavaScript
- AJAX
- Mobile web applications
- Alternative approaches

4 Participation requirements

Basic knowledge of programming, as is imparted in Modules 5 WI 22 (Principles of Computer Science) and 5 WI 25 (System Development) of the bachelor's degree study in Business Information Systems.

5 Form of assessment

Written examination or oral examination

6 Condition for the award of credits

Module examination pass

7 Application of the module (in the following study programmes)**:**

Business Information Systems (B.Sc.)

8 Module coordinator

Prof. Dr. Hans Brandt-Pook

9 Other information

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Software Project								Module ID 5 WI 28
No.	**Workload**	**Credits**	**Study semester**	**Frequency**	**Sem.**	**Dura-tion**	**Type**	**Q-level**
	150 h	**6**	3rd sem.	Annual	Winter	1 sem.	Project	B.Sc.
1	**Course type**		**Contact time**	**Self-study**	**Forms of teaching (learning methods)**		**Planned group size**	**Language**
	Project		4 SCH/60 h	90 h	Project work in small groups		15	German

2 Learning outcomes/competences

After successfully completing the module, students are able to develop a suitable information system for a complex task as part of a project team. They have the following knowledge and skills:

- They are able to analyse and plan a complex project task.
- They are able to develop a software system, from the requirements analysis up to final implementation.
- They know all the development phases that must be carried out as part of a software project and can create the necessary documents.
- They are able to apply the skills acquired in the first two semesters from the areas of programming, databases and software engineering in an extensive software project.
- They are able to implement a software system as part of an agile software development process.

In addition, they are able to analyse and evaluate practical problems and ultimately derive recommendations for action, in which, in addition to business information systems aspects, ethical and social issues are also taken into account.

They are able to reflect on the relationships between scientific findings, complex situations of action and themselves. In terms of engagement in society, students have an understanding of communication, negotiation and conflict resolution, and can apply this accordingly.

3 Contents

Students develop a software system in teams of 4–6 people. The exact form of the task varies from semester to semester. The focus here is on creating, expanding or migrating an application system that is deployed in a business context. Techniques from the areas of programming, software engineering and database systems are utilised in the implementation. In addition to the very small-scale training in software technology in the first two semesters, the focus is on large-scale programming, i.e. modelling, modularisation, object orientation, use of libraries, tools, teamwork, documentation, etc.

4 Participation requirements

Formal examination requirements: Students must have passes in Modules 5 WI 25 (System Development) and 5 WI 24 (Databases).

5	**Form of assessment** Project work
6	**Condition for the award of credits** Module examination pass
7	**Application of the module** (in the following study programmes)**:** Business Information Systems (B.Sc.)
8	**Module coordinator** Prof. Dr. Peter Hartel
9	**Other information** -

Seminar on Business Information Systems								Module ID 5 WI 15
No.	**Workload**	**Credits**	**Study semester**	**Frequency**	**Sem.**	**Dura-tion**	**Type**	**Q-level**
	150 h	**6**	4th sem.	Bi-annual	Summer/ Winter	1 sem.	Compulsory	B.Sc.
1	**Course type**		**Contact time**	**Self-study**	**Forms of teaching (learning methods)**		**Planned group size**	**Language**
	Seminar		4 SCH/60 h	90 h	Seminar with coaching		60	German

2 Learning outcomes/competences

On successful completion of the module, students have the following knowledge and skills:

They are able to work independently on a current topic in business information systems, present and discuss the topic in a scientific talk, and prepare it in the form of a written paper.

They are familiar with the principles of scientific work and are able to implement them in the context of a scientific paper.

They are proficient in communication and presentation techniques and can apply them in a specialist talk.

3 Contents

The themes dealt with differ from those on other courses by their topicality. In particular, themes that reflect the current state of research are dealt with. For example, seminar topics from the following subject areas can be offered:

- Software Engineering
- Databases
- Information systems
- ERP systems
- Network technology
- IT security
- E-commerce

4 Participation requirements

None

5 Form of assessment

Written presentation

6 Condition for the award of credits

Module examination pass

7 Application of the module (in the following study programmes)**:**

Business Information Systems (B.Sc.)

8 Module coordinator

Prof. Dr. Peter Hartel

9 Other information

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English for Business Information Systems								Module ID 5 SP 04
No.	**Workload**	**Credits**	**Study semester**	**Frequency**	**Sem.**	**Dura-tion**	**Type**	**Q-level**
	150 h	**6**	5th sem.	Annual	Winter	1 sem.	Compulsory	B.Sc.
1	**Course type**		**Contact hours**	**Self-study**	**Forms of teaching (learning methods)**		**Planned group size**	**Language**
	Sem. lessons		4 SCH/60 h	90 h	Case studies, project and teamwork with coaching		60	English

2 **Learning outcomes/competences**

On successful completion of the module, students have the following knowledge and skills:

- They are able to express themselves orally and in writing in a corporate environment.
- They are able to extract specific information from research publications.
- They are able to prepare and create professional presentations and media on specialist topics in English.
- They are reasonably proficient in English to the extent that they can confidently handle teamwork, presentations, project reports and meetings.

In addition, they are able to analyse and evaluate practical problems and ultimately derive recommendations for action, in which, in addition to business information systems aspects, wider societal aspects are also taken into account.

They are able to reflect on the communication of scientific findings, on corporate and social problems and relevant IT-based support tools and their own role in the process.

3	**Contents**
	Guidance and coaching regarding the
	• oral and written presentation of processes and results in IT-related company areas such as:
	  ○ Product development
	  ○ Communication
	  ○ Relevant aspects of human resources/organisation and
	  ○ the economic environment of companies.
	• Professional presentation and communication training on a project idea, plan or completed project.
	• Training in writing English-language reports.
	• Language tools for drafting reports, in particular preparing business reports or media.
	• Use of business and technical language in English.

4	**Participation requirements** None
5	**Form of assessment** Project work
6	**Condition for the award of credits** Module examination pass
7	**Application of the module** (in the following study programmes)**:** Business Information Systems (B.Sc.)
8	**Module coordinator** Bernd Kleinheyer
9	**Other information** -

Concepts and Technologies in E-Commerce								**Module ID 5 WI 14**
No.	**Workload**	**Credits**	**Study semester**	**Frequency**	**Sem.**	**Duration**	**Type**	**Q-level**
	150 h	**6**	5th sem.	Annual	Winter	1 sem.	Compulsory	B.Sc.
1	**Course type**		**Contact hours**	**Self-study**	**Forms of teaching (learning methods)**		**Planned group size**	**Language**
	Lecture Exercise		2 SCH/30 h 2 SCH/30 h	90 h	Lecture Case studies/task processing		60 20	German German
2	**Learning outcomes/competences** On successful completion of the module, students have the following knowledge and skills: • They are able to define the terms e-commerce and e-business and describe their current meaning. • They are able to create a database-based server application with PHP. • They are able to design and implement interfaces in e-commerce. • They are able to design a website and implement it with a content management system. • They are able to explain basic legal regulations in e-commerce. • They are able to select, install, configure and operate tools in e-commerce.							

3	**Contents** **Introduction** • e-business & e-commerce – Definitions **Server technologies** • MySQL & PHP • XML & Co. **Website & e-commerce** • Design of a website • Relevant legal regulations in e-commerce • Content management systems • Technical search engine optimisation **Tools in e-commerce** • Online shop systems • Payment systems • Analytical systems • Outlook
4	**Participation requirements** Knowledge of web technologies as imparted, for example, in Module 5 WI 13 of the bachelor's degree study in Business Information Systems
5	**Form of assessment** Written examination or oral examination
6	**Condition for the award of credits** Module examination pass
7	**Application of the module** (in the following study programmes)**:** Business Information Systems (B.Sc.)
8	**Module coordinator** Prof. Dr. Hans Brandt-Pook
9	**Other information** -

Project for Business Information Systems								Module ID 5 WI 16
No.	**Workload**	**Credits**	**Study semester**	**Frequency**	**Sem.**	**Dura-tion**	**Type**	**Q-level**
	300 h	**12**	5th sem.	Bi-annual	Summer/ Winter	1 sem.	Compulsory	B.Sc.

1	**Course type**	**Contact time**	**Self-study**	**Forms of teaching (learning methods)**	**Planned group size**	**Language**
	Project	4 SCH/60 h	240 h	Teamwork with coaching	15	German

2 Learning outcomes/competences

On successful completion of the module, students will have the following knowledge and skills:

- Students are able to work in a project-related and target-oriented manner.
- They are proficient in project management (and especially agile project management) with regard to economic and social aspects.
- They have the skills to disseminate, coordinate, communicate and implement decisions in a well-founded manner.
- They have gained advisory and key skills.
- Students are able to prepare professional meetings and reviews.
- They are proficient in the systematic approach and publication in scientific projects, provided that the project task is located in the research environment.

3 Contents

Participants work on an extensive project task in a group of 4–6 students during the semester. The results are presented in status meetings. The lecturer accompanies the projects as a coach and consultant in classroom hours.
The problems of the projects are outlined individually and in coordination with the clients (usually external companies), and can encompass the entire content of business information systems. The projects are formally implemented in a client-contractor relationship, so that, in addition to consolidating previous knowledge of the subject, with the support of the supervising teacher as a coach, students can also acquire the aforementioned practical skills. During the implementation of the project, a project report detailing both the management and the outcomes of the project must be prepared.

4 Participation requirements

Formal: Passing the module 5 WI 28 "Software Project"

5 Form of assessment

Project work

6 Condition for the award of credits

Module examination pass

7 Application of the module (in the following study programmes)**:**

Business Information Systems (B.Sc.)

8 Module coordinator

Prof. Dr. Volker Wiemann, Prof. Dr. Peter Hartel

9 Other information

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Work Term								Module ID 5 WI 48
No.	**Workload**	**Credits**	**Study semester**	**Frequency**	**Sem.**	**Duration**	**Type**	**Q-level**
	450 h	**18**	6th sem.	Bi-annual	Summer/ Winter	1 sem.	Compulsory	B.Sc.
1	**Course type**		**Contact time**	**Self-study**	**Forms of teaching (learning methods)**		**Planned group size**	**Language**
	Project		--	--	Internship with coaching		--	German

2 Learning outcomes/competences

On successful completion of the module, students have the following knowledge and skills:

They are able to apply the specialist knowledge acquired during the previous course in operational practice and transfer it to specific tasks in operational practice.

They are able to reflect on the relationships between scientific findings, complex situations of action and themselves. In terms of engagement in society, students have an understanding of communication, negotiation and conflict resolution.

3 Contents

The term internship should be understood to mean a methodologically sound and guided activity in the performance of a specific profession, outside the teaching and research environment. Students are confronted with the requirements of practice, which enable them to make instructive observations and gain experience in action.

The internship includes the following central elements:

a) Preparatory talk with the supervising lecturer for choosing and agreeing the terms and conditions of an internship
b) Accompaniment of the internship by the supervising lecturer
c) Creation of a max. five-page final report in which the student reflects on their own actions.
d) Final discussion with the supervising lecturer

4 Participation requirements

Are governed by the Examination Regulations

5 Form of assessment

Requirements for the award of credit points are governed by the Examination Regulations.

6 Condition for the award of credits

Module examination pass

7 Application of the module (in the following study programmes)**:**

Business Information Systems (B.Sc.)

8 Module coordinator

Prof. Dr. Peter Hartel

9 Other information

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Bachelor Thesis								Module ID 5 WI 49
No.	**Workload**	**Credits**	**Study semester**	**Frequency**	**Sem.**	**Duration**	**Type**	**Q-level**
	300 h	**12**	6th sem.	Bi-annual	Summer/Winter	1 sem.	Compulsory	B.Sc.
1	**Course type**		**Contact time**	**Self-study**	**Forms of teaching (learning methods)**		**Planned group size**	**Language**
	--		--	300 h	--		--	German
2	**Learning outcomes/competences** After completing the bachelor thesis, students are able to independently perform a practice-oriented task from their special subject within a specified time period, usually in connection with the period of practical training, both in its technical details and in an interdisciplinary context, according to scientific methods.							
3	**Contents** As a rule, the bachelor thesis consists of the conception, implementation and evaluation of a project in institutions that are related to the objectives and content of the study programme. The bachelor thesis should not exceed 40 pages of text in length.							
4	**Participation requirements** Are governed by the Examination Regulations, cf. Section 17 (1) SPO							
5	**Form of assessment** Bachelor thesis							
6	**Condition for the award of credits** Bachelor thesis pass							
7	**Application of the module** (in the following study programmes)**:** Business Information Systems (B.Sc.)							
8	**Module coordinator** Prof. Dr. Peter Hartel							
9	**Other information** -							

Principles of Controlling								Module ID 5 CFR 43
No.	**Workload**	**Credit points**	**Study semester**	**Frequency**	**Sem.**	**Duration**	**Type**	**Q-level**
	150 h	**6**	4th or 5th sem.	Bi-annual	Winter/ Summer	1 sem.	Compulsory elective	B.Sc.
1	**Course type**		**Contact time**	**Self-study**	**Forms of teaching (learning methods)**		**Planned group size**	**Language**
	Sem. lessons		4 SCH/60 h	90 h	Lecture		35	German

2 Learning outcomes/competences

After successfully participating in this module, students are able to organise and create period-specific plans, and in particular carry out budgeting and the associated controls.
They are also able to describe indicators and carry out an indicator analysis. In addition, students are able to evaluate both company-wide and division-related operational key performance indicators with regard to management of the company after data processing has been carried out.
Participants can formulate the main features of value-based controlling, carry out an environmental and company analysis, and develop a risk management system.

3 Contents

General part: planning and control, key performance indicator (KPI) and KPI analysis, data processing, reporting (information supply)
Operational part: budgeting, overall operational KPI analysis, KPI analysis in the functional areas
Strategic part: principles of value-based controlling, principles of risk management, environmental analysis, corporate analysis (PIMS (Production Information Management System), core competences, SWOT (Strengths, Weaknesses, Opportunities, and Threats), etc.), strategic control, strategic performance measurement systems (BSC (Balanced Scorecard), etc.)

4 Participation requirements

Basic knowledge of internal and external accounting is recommended.

5 Form of assessment

Written examination or term paper or oral examination

6 Condition for the award of credit points

Module examination pass

7 Application of the module (in the following study programmes)**:**

Business Administration (B.A.), Business Administration (work-integrated) (B.A.), Business Information Systems (B.Sc.)

8 Module coordinator

Prof. Dr. Martin Wördenweber

9 Other information

Term papers can, if applicable, be written during the preceding lecture-free period. If this is case, further information can be found in ILIAS.

Financial Management								Module ID 5 CFR 44
No.	**Workload**	**Credit points**	**Study semester**	**Frequency**	**Sem.**	**Duration**	**Type**	**Q-level**
	150 h	**6**	4th or 5th sem.	Bi-annual	Winter/ Summer	1 sem.	Compulsory elective	B.Sc.
1	**Course type**		**Contact time**	**Self-study**	**Forms of teaching (learning methods)**		**Planned group size**	**Language**
	Sem. lessons		4 SCH/60 h	90 h	Lecture, exercises, case studies		35	German

2 Learning outcomes/competences

After successfully completing this module, students are able to

- define essential goals of the financial management of a company,
- understand and evaluate the structure and process organisation of financial management in medium-sized to large companies in all sectors,
- analyse financial flows in corporate groups and carry out detailed financial planning,
- apply concepts for optimising financial structures and developing overall solutions for financial management,
- explain essential capital market-based financial instruments to cover capital requirements, evaluate them with appropriate models, and select suitable ones,
- identify basic financial risks and outline and apply risk reduction options,
- describe and utilise instruments and framework conditions of strategic financial management concepts,
- determine, analyse and evaluate financial information using suitable methods.

3 Contents

- Principles + organisation of financial management
- Financial planning
  - Cash flows
  - Cash flow statement
  - Short-, medium- and long-term financial plans
- International financial processes
  - International trade finance
  - Netting, cash pooling, payment factory, in-house bank
  - Interest and currency management
- Investment + financing strategies
  - Principles of capital markets
  - Consolidation of bonds, shares and asset-backed securities
  - Strategies
- Working capital management
- Capital costs and capital structure
- Finance controlling

4 Participation requirements

Basic knowledge as imparted in module 5 CFR 84 "Financing & Investments;" knowledge of mathematical and statistical principles is also recommended.

5 Form of assessment

Written examination or term paper or oral examination

6 Condition for the award of credit points

Module examination pass

7 Application of the module (in the following study programmes)**:**

Business Administration (B.A.), Business Administration (work-integrated) (B.A.), Business Information Systems (B.Sc.)

8 Module coordinator

Prof. Dr. Andreas Uphaus

9	**Other information** -

Annual Accounts and Analysis								**Module ID 5 CFR 45**
No.	**Workload**	**Credit points**	**Study semester**	**Frequency**	**Sem.**	**Duration**	**Type**	**Q-level**
	150 h	**6**	4th or 5th sem.	Bi-annual	Winter/ Summer	1 sem.	Compulsory elective	B.Sc.
1	**Course type**		**Contact time**	**Self-study**	**Forms of teaching (learning methods)**		**Planned group size**	**Language**
	Sem. lessons		4 SCH/60 h	90 h	Lecture, exercises, case studies		35	German

2 Learning outcomes/competences

After successfully completing this module, students are able to

- name and explain important terms in annual financial statement policy and analysis,
- identify accounting policy options and classify them in terms of their importance for annual financial statements,
- name concepts and procedures in annual financial statement analysis,
- select and apply suitable concepts and procedures related to specific issues concerning analysis,
- assess annual financial statements from practice with regard to their informative value and derive recommendations for management from them.

All learning outcomes are based, amongst other things, on the practiced handling of the relevant valid legal standards for accounting, principally the German commercial code (HGB), and in selected cases the International Financial Reporting Standards (IFRS).

3 Contents

- Nature of annual financial statement policy
- Motives and goals of annual financial statement policy
- Tools for annual financial statement policy
- Limits of annual financial statement policy
- Preparatory measures for annual financial statements
- Traditional methods of annual financial statement analysis (key figure calculation)
- Modern methods of annual financial statement analysis

4 Participation requirements

Basic knowledge of external accounting against the background of national and international legal norms (HGB and IFRS), as imparted in Module 5 CFR 81 "External Accounting," is recommended.

5 Form of assessment

Written examination or term paper or oral examination

6 Condition for the award of credit points

Module examination pass

7 Application of the module (in the following study programmes)**:**

Business Administration (B.A.), Business Administration (work-integrated) (B.A.), Business Information Systems (B.Sc.)

8 Module coordinator

Prof. Dr. Ulrike Settnik

9 Other information

-

Principles of Marketing								Module ID 5 MKT 21
No.	**Workload**	**Credit points**	**Study semester**	**Frequency**	**Sem.**	**Duration**	**Type**	**Q-level**
	150 h	**6**	4th or 5th sem.	Bi-annual	Winter/ Summer	1 sem.	Compulsory elective	B.Sc.
1	**Course type**		**Contact time**	**Self-study**	**Forms of teaching (learning methods)**		**Planned group size**	**Language**
	Sem. lessons		4 SCH/60 h	90 h	Lecture		35	German

2 Learning outcomes/competences

On successful completion of the module, students have the following knowledge and skills:

- They are able to define the main terms and place them in the overall context of marketing.
- They are able to apply the essential methods of situation analysis.
- They are able to outline the structure and components of a marketing concept.
- They are able to discuss the specific characteristics of selected institutional marketing forms.
- They are able to map basic process and structure regulations for coping with marketing tasks.
- They are able to define the main tasks of marketing controlling.
- They are able to resolve tasks using the technical and methodological skills that they have learned.

3 Contents

- Classification of marketing in the business context
- Information bases of buyer behaviour, marketing research and market segmentation
- Methods of situation analysis
- Marketing conceptualisation:
- Targets (target system, marketing goals)
- Strategies of the Ansoff Matrix
- principles of product, price, distribution and communication policy
- Institutional marketing (trade, industrial goods and service marketing)
- Marketing organisation
- Marketing controlling (MC)

4 Participation requirements

None

5 Form of assessment

Written examination or oral examination

6 Condition for the award of credit points

Module examination pass

7 Application of the module (in the following study programmes)**:**

Business Administration (B.A.), Business Information Systems (B.Sc.)

8 Module coordinator

Prof. Dr. Kerstin Stender-Monhemius

9 Other information

-

Buyer Behaviour and Marketing Research								Module ID 5 MKT 31
No.	**Workload**	**Credit points**	**Study semester**	**Frequency**	**Sem.**	**Duration**	**Type**	**Q-level**
	150 h	**6**	4th or 5th sem.	Bi-annual	Winter/ Summer	1 sem.	Compulsory elective	B.Sc.
1	**Course type**		**Contact time**	**Self-study**	**Forms of teaching (learning methods)**		**Planned group size**	**Language**
	Sem. lessons		4 SCH/60 h	90 h	Lecture, case studies, exercises, group work		35	German

2 Learning outcomes/competences

On successful completion of the module, students have the following knowledge and skills:

Buyer behaviour

- They know the essential parts of the brain, their functions and the sensory system and can derive and understand the context and significance for buyer behaviour.
- They are able to determine the intrapersonal determinants of buyer behaviour (e.g. activation, motives, attitudes, satisfaction, perception, learning) and the interpersonal determinants (e.g. affinity groups, influencers) and can derive, analyse and evaluate the relevance of these determinants to explain the triggered buyer behaviour.
- They are able to derive, analyse and further develop the implications of the explanatory approaches of buyer behaviour for the design of marketing stimuli.
- They are able to analyse and evaluate buyer behaviour in organisations based on specific aspects of industrial purchasing decisions and the buying centre approach.

Marketing research

- They are familiar with the measurement levels and their properties as well as the quality criteria for assessing measured data. They are familiar with essential scaling procedures and can analyse and critically reflect on these and their fields of application.
- They are able to measure the relevant psychological reactions (e.g. activation, motives, attitudes, satisfaction, etc.) and can apply, analyse and assess these in the context of market research.
- They are able to present selection procedures, as well as the surveying, observation and experimenting methods as well as special forms (e.g. panel, neuroscientific methods), and analyse and evaluate these for research into marketing issues.
- They are able to apply selected methods of uni-, bi- and multivariate data analysis and analyse and evaluate results of marketing research.

3 Contents

Buyer behaviour

– The discovery, use and rationale of buyer behaviour research
– Essential neuroanatomical structures and their significance for buyer behaviour
– Importance of the sensory system for buyer behaviour
– Intrapersonal determinants of buyer behaviour
– Interpersonal determinants
– Purchasing behaviour of companies
– Selected implications of the insights for marketing

Marketing research

– Marketing research as a make-or-buy decision
– Measurement and scaling
– Measurement approaches of intrapersonal determinants
– Non-random and random selection procedures
– Methods of information acquisition (secondary research, survey, observation, experiment, special methods)
  - Information evaluation (uni-, bi-, multivariate evaluation methods)

4 Participation requirements

A basic knowledge of marketing is recommended.

5 Form of assessment

Written examination or oral examination

6 Condition for the award of credit points

	Module examination pass
7	**Application of the module** (in the following study programmes)**:** Business Administration (B.A.), Business Information Systems (B.Sc.), Business Administration (work-integrated) (B.A.)
8	**Module coordinator** Prof. Dr. Kerstin Stender-Monhemius
9	**Other information** -

Brand and Communication Management / Channel Management and Pricing								Module ID 5 MKT 32
No.	**Workload**	**Credit points**	**Study semester**	**Frequency**	**Sem.**	**Duration**	**Type**	**Q-level**
	150 h	**6**	4th or 5th sem.	Bi-annual	Winter/ Summer	1 sem.	Compulsory elective	B.Sc.
1	**Course type**		**Contact time**	**Self-study**	**Forms of teaching (learning methods)**		**Planned group size**	**Language**
	Sem. lessons		4 SCH/60 h	90 h	Lecture		35	German

2 Learning outcomes/competences

In terms **of brand and communication management**, students are able to

- classify the terms and concepts of brand policy within the product policy context
- create brand and communication policy concepts with objectives, strategies and measures, analyse existing concepts and critically examine them
- derive brand, product and communication policy objectives, classify them in the target system and operationalise them
- present, analyse and evaluate strategic and operational programme planning options, brand strategies and methods for product variation, differentiation, elimination
- present, analyse and evaluate the importance of innovation management for companies as well as the phase-specific content of the innovation management process
- derive, analyse, evaluate positioning and communication strategies
- explain, analyse and evaluate the concepts of communication policy instruments
- present, analyse and evaluate the concepts and methods for determining, distributing the communication budget and designing communicative messages
- derive and analyse key performance indicators for controlling brand, innovation and communication management.

Channel management, e-commerce and pricing:

- They know the basics of e-commerce and can present and analyse the essential business models. They are able to assess the importance of e-commerce, know the current framework conditions, developments and special features. They are able to explain relevant market forms and players.
- They are able to explain key concepts of multi-channel sales, such as the systematisation of sales channel alternatives and cross- and omni-channel management. They are able to select problem- and case-based sales channels and assess the opportunities and risks of multi-channel sales.
- They are able to present and analyse key aspects of customer experience management, such as transaction process design, usability or user experience.
- They are able to explain and interpret key metrics for measuring success and optimising e-commerce. They are able to classify them into the corporate and marketing target system.
- They are able to explain and analyse key pricing strategies. They are able to relate them to the overall marketing and business strategy.
- They are able to present central pricing approaches and apply them to concrete case studies. These include, for example, behavioural and dynamic pricing.

3 Contents

Brand and communication management

- Objectives, strategies and instruments of product and brand policy
- Objectives, strategies and instruments of communication policy
- Determination and distribution of the communication budget; design of the communication message
- Key figures for controlling brand, innovation and communication management

Multi-channel management, e-commerce and pricing

- Basic e-commerce models
- Omni-, cross- and multi-channel management
- Customer experience management
- Controlling and conversion measurement
- Pricing strategies
- Selected pricing approaches

4 Participation requirements

	A basic knowledge of marketing recommended.
5	**Form of assessment** Written examination or oral examination or a combination of written examination and oral presentation
6	**Condition for the award of credit points** Module examination pass
7	**Application of the module** (in the following study programmes)**:** Business Administration (B.A.), Business Psychology (B.Sc.), Business Administration (work-integrated) (B.A.), Business Information Systems (B.Sc.)
8	**Module coordinator** Prof. Dr. Kerstin Stender-Monhemius
9	**Other information** -

Digital Marketing / Strategic Marketing and Sustainability								Module ID 5 MKT 33
No.	**Workload**	**Credit points**	**Study semester**	**Frequency**	**Sem.**	**Duration**	**Type**	**Q-level**
	150 h	**6**	4th or 5th sem.	Bi-annual	Winter/ Summer	1 sem.	Compulsory elective	B.Sc.
1	**Course type**		**Contact time**	**Self-study**	**Forms of teaching (learning methods)**		**Planned group size**	**Language**
	Sem. lessons		4 SCH/60 h	90 h	Lecture, exercises, case examples, group work		35	German

2 Learning outcomes/competences

Digital and social media marketing

- They are familiar with the essential framework conditions, developments and particularities of the digital marketing environment and their influence on buyer behaviour. They are able to explain and apply key concepts and tools for analysis, such as buyer personas and customer journeys. They are able to determine the role and importance of key players in the online market environment.
- They are able to integrate digital marketing objectives into the business and marketing target system. They are able to analyse, evaluate and develop digital marketing strategies.
- They are able to classify and explain key digital marketing tools in the marketing mix and make choices appropriate for the strategy. This includes, e.g., the digitalisation of products and services, search engine marketing, affiliate marketing or online advertising.
- They are able to present and explain the basics of social media marketing. They are familiar with current developments and essential forms of social media. They are able to assess the current challenges and the advantages and disadvantages of social media marketing. They are able to explain key social media marketing tools and make case-based selections.
- They are able to describe and analyse key concepts of customer retention through social media. They are also able to explain the key instruments and apply them to specific cases.

Strategic marketing and sustainability

- They know the basics of the concept of strategy and are able to classify it in the context of marketing and sustainability.
- They know the tools and models of strategic analysis as well as sustainability and can transfer them to operational practice.
- Based on the results of the analysis and forecasting phase, they can design strategic marketing objectives and classify them into the target system of the company.
- They are able to develop and locate sustainability goals in the company's target system.
- At company and business unit level, they know strategy concepts and can develop and evaluate them with regard to customers, competitors, stakeholders.
- Elements of sustainability and stakeholder orientation are taken into account in the development of marketing strategies.
- They are able to develop a sustainable marketing and business concept based on the Business Model Canvas.

3	**Contents** Digital and social media marketing • Digital marketing environment and buyer behaviour • Conception of digital marketing • Digital marketing tools • Social media marketing • Social media customer relationship management **Strategic marketing and sustainability** – Basics and definitions of strategic marketing and sustainability marketing – Strategic situation analysis and forecasting – Corporate, marketing and sustainability goals – Formation of strategic business units (SBU) and market coverage strategies – Strategy development and sustainability management in marketing ▪ Sustainable Business Model Canvas
4	**Participation requirements** A basic knowledge of marketing recommended.
5	**Form of assessment** Written examination or oral examination or a combination of written examination and oral presentation
6	**Condition for the award of credit points** Module examination pass
7	**Application of the module** (in the following study programmes)**:** Business Administration (B.A.), Business Psychology (B.Sc.), Business Administration (work-integrated) (B.A.), Business Information Systems (B.Sc.)
8	**Module coordinator** Prof. Dr. Denise Demisch
9	**Other information** -

Leadership								Module ID 5 P/O 01
No.	**Workload**	**Credit points**	**Study semester**	**Frequency**	**Sem.**	**Duration**	**Type**	**Q-level**
	150 h	**6**	5th sem.	Bi-annual	Winter/ Summer	1 sem.	Compulsory	B.Sc.
1	**Course type**		**Contact time**	**Self-study**	**Forms of teaching (learning methods)**		**Planned group size**	**Language**
	Sem. lessons		4 SCH/60 h	90 h	Lecture, case studies, exercises, group work		35	German

2 Learning outcomes/competences

On successful completion of the module, students are able to

- present basic perspectives, tasks and solution approaches of leadership within the framework of corporate management,
- develop and implement an in-depth understanding of the networked interdisciplinary, organisational and social aspects of leadership,
- recognise complex situations in the context of human resources management and evaluate them appropriately on the basis of scientific findings,
- transfer the knowledge they have absorbed to commercial and service companies,
- critically discuss different management principles, leadership techniques, leadership styles and management tools and instruments that are applied or used in practice and apply them to practical examples,
- using the knowledge and skills acquired by analysing various management situations and presenting a picture of today's managers, their professional, methodological and social skills, and their importance for a company's success.

3 Contents

- Introduction to human resources management and leadership, importance in the context of corporate management
- Roles in the context of human resources management: managers, employees, HR department
- Tasks, skills and personality traits of managers
- A leader's ability to assert him-/herself: power, authority, charisma
- Corporate culture, leadership principles, ethics and compliance
- Conditional factors for human resources management such as job satisfaction, communication, motivation, division of labour, coordination and cooperation
- Images of people, generation-specific aspects
- Leadership styles
- Leadership theories and concepts
- Leadership techniques and models
- Management tools and instruments
- Leadership of groups and teams
- Social processes, group dynamics, conflict management
- Advising, qualifying and supporting managers concerning their tasks
- Measurement of leadership quality
- In-depth aspects – human resources management and diversity, corporate social responsibility, digitisation

4 Participation requirements

Basic knowledge of leadership behaviour, skills, tools and theories, as taught in Module 5 MG 01 "Communication and Management Skills," is recommended.

5 Form of assessment

Written examination or oral examination or term paper or a combination of written examination and oral presentation or a combination of written examination and term paper

6 Condition for the award of credit points

Module examination pass

7 Application of the module (in the following study programmes)**:**

Business Administration (B.A.), Business Information Systems (B.Sc.), Business Psychology (B.Sc.)

8	**Module coordinator** Prof. Dr. Kathrin Papmeyer
9	**Other information** -

Human Resources I								**Module ID 5 P/O 32**
No.	**Workload**	**Credit points**	**Study semester**	**Frequency**	**Sem.**	**Duration**	**Type**	**Q-level**
	150 h	**6**	4th or 5th sem.	Bi-annual	Winter/ Summer	1 sem.	Compulsory elective	B.Sc.
1	**Course type**		**Contact time**	**Self-study**	**Forms of teaching (learning methods)**		**Planned group size**	**Language**
	Sem. lessons		4 SCH/60 h	90 h	Lecture, case examples, case studies, exercises, group work		35	German

2 Learning outcomes/competences

On successful completion of the module, students have the following knowledge and skills:

- They understand and are able to present the various fields of action in human resource management in the context of current developments and in their interactions with one another and with other business functions.
- They are able to analyse HR management tasks and select problem-oriented solutions and tools.
- They are able to evaluate suitable measures from a strategic and operational point of view and partially develop them further.
- They are able to apply what they have learned to specific case studies from operational practice and reflect on them critically.

3 Contents

- Introduction to human resource management and clarification of basic terms
- Current developments and challenges in the world of work
- Significance and functional areas of human resource management
- Human resource goals and decisions
- Corporate and human resource policy
- Organisational design and integration of the personnel function in the organisational structure
- Individual and collective human resource planning from an operational and strategic perspective
- Human resources marketing, employer branding
- Recruitment

4 Participation requirements

None

5 Form of assessment

Written examination or oral examination or term paper or a combination of written examination and oral presentation or a combination of written examination and term paper

6 Condition for the award of credit points

Module examination pass

7 Application of the module (in the following study programmes)**:**

Business Administration (B.A.), Business Information Systems (B.A.), Business Psychology (B.Sc.), Business Administration (work-integrated) (B.A.)

8 Module coordinator

Prof. Dr. Sascha Armutat

9 Other information

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Employment Law								Module ID 5 P/O 33
No.	**Workload**	**Credit points**	**Study semester**	**Frequency**	**Sem.**	**Duration**	**Type**	**Q-level**
	150 h	**6**	4th or 5th sem.	Bi-annual	Winter/ Summer	1 sem.	Compulsory elective	B.Sc.
1	**Course type**		**Contact time**	**Self-study**	**Forms of teaching (learning methods)**		**Planned group size**	**Language**
	Sem. lessons		4 SCH/60 h	90 h	Lecture, case studies		35	German

2 Learning outcomes/competences

Upon the successful completion of the module, students have basic knowledge of German individual employment law necessary for human resources work in a company; this, including the related knowledge of collective labor law. They, consequently, have the following knowledge and skills:

- Students are able to provide legal support for the application and recruitment process, paying particular attention to the legal requirements of the AGG (Allgemeines Gleichbehandlungsgesetz – Anti Discrimination Act).
- They are able to identify and assess important rights of employees and employers in the employment relationship and develop their own solutions.
- They are able to discuss the principles of employee and employer liability in the employment relationship.
- They are able to examine fixed-term employment contracts for their effectiveness and justify the legal consequences of their outcomes.
- They are able to assess the chances of success of a due/extraordinary termination and carry out the legally relevant measures i when the employment relationship is terminated (e.g. works council hearings).

3 Contents

- Principles of individual employment law, e.g.:
  - Initiation and establishment of the employment relationship
  - Rights and obligations in and deriving from the employment relationship
  - Employee and employer liability
  - Termination of the employment relationship (fixed-term, notice, termination agreement)
  - Employment relationships with special groups of people
- Selected aspects of collective employment law, e.g.:
  - Duties and rights of the works council with regard to recruitment and termination
  - Significance of company agreements and collective agreements

4 Participation requirements

Successful completion of module 5 RE 81 "Economic Private Law" is recommended.

5 Form of assessment

Written examination or oral examination

6 Condition for the award of credit points

Successful passing of the module examination

7 Application of the module (in the following study programmes)**:**

Business Administration (B.A.), Business Psychology (B.Sc.), Business Administration (work-integrated) (B.A.), Business Information Systems (B.Sc.)

8 Module coordinator

Prof. Dr. Christiane Nitschke

9 Other information

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Human Resources II								Module ID 5 P/O 35
No.	**Workload**	**Credit points**	**Study semester**	**Frequency**	**Sem.**	**Dura-tion**	**Type**	**Q-level**
	150 h	**6**	4th or 5th sem.	Bi-annual	Winter/ Summer	1 sem.	Compulsory elective	B.Sc.
1	**Course type**		**Contact time**	**Self-study**	**Forms of teaching (learning methods)**		**Planned group size**	**Language**
	Sem. lessons		4 SCH/60 h	90 h	Lecture, case examples, case studies, exercises, group work		35	German

2 Learning outcomes/competences

On successful completion of the module, students have the following knowledge and skills:

- They understand and are able to present the various fields of action in human resource management in the context of current developments and in their interactions with one another and with other business functions.
- They are able to analyse HR management tasks and select problem-oriented solutions and tools.
- They are able to evaluate suitable measures from a strategic and operational point of view and partially develop them further.
- They are able to apply what they have learned to specific case studies from operational practice and reflect on them critically.

3 Contents

- Human resources selection processes, taking into account the participation rights of employee representatives and the use of IT-supported application management systems
- Introduction and training of new employees and reintegration of current employees
- Human resources deployment
- Human resources controlling
- Performance appraisal
- Human resources development
- Staff retention
- Redundancy

4 Participation requirements

Knowledge of module 5 P/O 32 "Human Resources I" is recommended.

5 Form of assessment

Written examination or oral examination or term paper or a combination of written examination and oral presentation or a combination of written examination and term paper

6 Condition for the award of credit points

Module examination pass

7 Application of the module (in the following study programmes)**:**

Business Administration (B.A.), Business Information Systems (B.A.), Business Psychology (B.Sc.), Business Administration (work-integrated) (B.A.), Business Information Systems (B.Sc.)

8 Module coordinator

Prof. Dr. Sascha Armutat

9 Other information

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Principles of Logistics								Module ID 5 P/L 38
No.	**Workload**	**Credit points**	**Study semester**	**Frequency**	**Sem.**	**Duration**	**Type**	**Q-level**
	150 h	**6**	4th or 5th sem.	Bi-annual	Winter/ Summer	1 sem.	Compulsory elective	B.Sc.
1	**Course type**		**Contact time**	**Self-study**	**Forms of teaching (learning methods)**		**Planned group size**	**Language**
	Sem. lessons		4 SCH/60 h	90 h	Lecture, exercise, group work, case studies		35	German

2 Learning outcomes/competences

On successful completion of the module, students have the following knowledge and skills:

- They are able to understand logistical processes both inside and outside the company and to show the importance of logistics as a cross-sectional task.
- They are able to explain the basic terms and concepts of logistics and supply chain management and distinguish them from one another.
- They are able to apply the concepts and methods discussed in the lecture and transfer them to operational use cases.
- They are able to compare essential concepts of logistics in the areas of procurement, production, distribution and waste disposal, and assess which approaches and instruments are best suited to the situation.
- They are able to develop their own solution proposals based on the selection of suitable methods and concepts for specific problems or applications.

3 Contents

In view of the global networking of companies and markets, the design and coordination of spatio-temporal transformation processes are becoming increasingly important. Today, logistics is seen as a cross-divisional function that is required in all phases of the goods economy transformation process. The task of logistics is to coordinate the material and information flows associated with the exchange of services, which are used to link internal and external stages in the value chain. On the one hand, the areas of procurement logistics, production logistics, distribution logistics and waste disposal logistics are dealt with in accordance with the value chain and based on the goals and tasks of logistics. On the other hand, there is an integrated consideration of company-wide value creation activities within the framework of supply chain management. In this, the basic interrelationships are shown and application-related, selected conceptual and quantitative models are deployed as solution methods for strategic and operational logistics tasks. The contents of the lecture are consolidated and discussed on the basis of exercises.

4 Participation requirements

A basic knowledge of production and logistics is recommended.

5 Form of assessment

Written examination or oral examination

6 Condition for the award of credit points

Module examination pass

7 Application of the module (in the following study programmes)**:**

Business Administration (B.A.), Business Administration (work-integrated) (B.A.), Business Information Systems (B.Sc.)

8 Module coordinator

Prof. Dr. Gerald Oeser

9 Other information

Recommended reading and learning materials will be made available during the module.

Logistics Systems								Module ID 5 P/L 31
No.	**Workload**	**Credit points**	**Study semester**	**Frequency**	**Sem.**	**Duration**	**Type**	**Q-level**
	150 h	**6**	4th or 5th sem.	Bi-annual	Winter/ Summer	1 sem.	Compulsory elective	B.Sc.
1	**Course type**		**Contact time**	**Self-study**	**Forms of teaching (learning methods)**		**Planned group size**	**Language**
	Sem. lessons		4 SCH/60 h	90 h	Lecture, project work		35	German

2 Learning outcomes/competences

After successfully completing the module, students are able to describe and apply the principles of logistics systems.
Students are able to verify the learned principles using practical examples and implement them in practice-oriented projects in companies (e.g. at Miele or Gestamp).
They are then able to justify and defend the solutions they have developed in front of management.
Students have a well-founded understanding of logistical relationships, which is increased by the factory tours. After participating in the module, students are able to evaluate logistical processes.

3 Contents

The tasks and functions of logistics systems are presented during the module. In addition to in the seminar-based tuition, specific projects are carried out in companies. The focus of teaching depends on the relevant project situation. Outcomes must be presented after the project work is completed.
Contents include:

- Principles of logistics systems
- Transport systems
- Warehouse systems
- Picking systems
- Packing systems
- Information systems
- Deployment of logistics systems

4 Participation requirements

A basic knowledge of production and logistics is recommended.

5 Form of assessment

Project work or oral examination or term paper

6 Condition for the award of credit points

Module examination pass

7 Application of the module (in the following study programmes)**:**

Business Administration (B.A.), Business Information Systems (B.Sc.), Business Administration (work-integrated) (B.A.)

8 Module coordinator

Prof. Dr. Thomas Plümer

9 Other information

Project work and presentations usually take the form of group work. In addition, there is a lively exchange of information in technical discussions with the employees of the relevant company.

Production Planning								Module ID 5 P/L 34
No.	**Workload**	**Credit points**	**Study semester**	**Frequency**	**Sem.**	**Duration**	**Type**	**Q-level**
	150 h	**6**	4th or 5th sem.	Bi-annual	Winter/ Summer	1 sem.	Compulsory elective	B.Sc.
1	**Course type**		**Contact time**	**Self-study**	**Forms of teaching (learning methods)**		**Planned group size**	**Language**
	Sem. lessons		4 SCH/60 h	90 h	Lecture, case studies		35	German

2 Learning outcomes/competences

On successful completion of the module, students have the following knowledge and skills:

- They are able to name and outline the basic concepts and methods for the points listed under "Contents."
- They are able to explain and apply the concepts and methods listed.
- They are able to assess the applicability of selected concepts and methods and argue accordingly.

3 Contents

Principles, e.g.

- Manufacturing principles and manufacturing methods
- Production systems and factory automation
- CAX (Computer-aided technologies) concepts
- Order processing procedure

Production planning concepts, e.g.

- Production scheduling
- Consumption-oriented procurement
- Optimal order quantity
- Scheduling and capacity planning
- Production controlling

4 Participation requirements

A basic knowledge of production and logistics is recommended.

5 Form of assessment

Written examination or oral examination or project work

6 Condition for the award of credit points

Module examination pass

7 Application of the module (in the following study programmes)**:**

Business Administration (B.A.), Business Information Systems (B.Sc.), Business Administration (work-integrated) (B.A.)

8 Module coordinator

Prof. Dr. Thomas Plümer

9 Other information

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Economic Private Law								Module ID 5 RE 23
No.	**Workload**	**Credit points**	**Study semester**	**Frequency**	**Sem.**	**Duration**	**Type**	**Q-level**
	150 h	**6**	4th or 5th sem.	Bi-annual	Winter/ Summer	1 sem.	Compulsory elective	B.Sc.
1	**Course type**		**Contact time**	**Self-study**	**Forms of teaching (learning methods)**		**Planned group size**	**Language**
	Sem. lessons		4 SCH/60 h	90 h	Lecture		35	German
2	**Learning outcomes/competences** By acquiring knowledge of the legal principles of economic private law, especially contract law, at the end of the course students are able to analyse the legal issues of simple case studies from practice and find a reasonable solution using basic resolution techniques.							
3	**Contents** Overview of contract law in the BGB (Bürgerliches Gesetzbuch – German civil code) (formation, content, implementation and termination of contracts) with references to commercial and company law, e.g.: • Representation, including general power of representation and power of attorney • General terms and conditions • Service disruptions • Limitation of claims • Contract types in the BGB • Statutory claims, especially unlawful acts • Overview of company forms							
4	**Participation requirements** None							
5	**Form of assessment** Written examination or oral examination							
6	**Condition for the award of credit points** Module examination pass							
7	**Application of the module** (in the following study programmes)**:** Business Administration (B.A.), Business Information Systems (B.Sc.)							
8	**Module coordinator** Prof. Dr. Jörg-Dieter Oberrath							
9	**Other information** -							

Organisation and Management								Module ID 5 MG 07
No.	**Workload**	**Credit points**	**Study semester**	**Frequency**	**Sem.**	**Duration**	**Type**	**Q-level**
	150 h	**6**	4th or 5th sem.	Bi-annual	Winter/ Summer	1 sem.	Compulsory elective	B.Sc.
1	**Course type**		**Contact time**	**Self-study**	**Forms of teaching (learning methods)**		**Planned group size**	**Language**
	Sem. lessons		4 SCH/60 h	90 h	Lecture, peer learning, case studies		35	German

2 Learning outcomes/competences

After completing the module, students have the following skills and competencies: They are familiar with neo-classical and modern organisation theories and applications. They understand and critically reflect on management roles and objectives. They recognise the relevance of new institutional economics for e.g. business law issues. They have elaborated an authentic management problem that addresses both economic and legal aspects.
In particular, students understand and justify the crucial role of transactions. They are able to assess the impact of human behaviour and risk attitudes on organisational outcomes. They are capable of applying their knowledge to cases from practice. Course-related peer learning and case studies take place in small groups.

3 Contents

- Conceptual framework
- The management approach of the new institutional economics
- Property rights and transaction costs
- Principal-agent approach and incentive systems
- Governance mechanisms and boundaries of the firm
- Sustainability-oriented corporate management

4 Participation requirements

Formal requirements: none
Content requirements: fundamentals in business administration, principles of economics

5 Form of assessment

Written examination or oral examination or written presentation or project work or a combination of several of the aforementioned forms of assessment

6 Condition for the award of credit points

Module examination pass

7 Application of the module (in the following study programmes)**:**

Business Information Systems (B.Sc.), Business Psychology (B.Sc.), Business Law (LL.B.)

8 Module coordinator

Prof. Dr. Vivian Carstensen

9 Other information

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Corporate Entrepreneurship								Module ID 5 MG 32
	Workload	**Credit points**	**Study semester**	**Frequency**	**Sem.**	**Duration**	**Type**	**Q-level**
	150 h	**6**	4th or 5th sem.	Bi-annual	Winter/ Summer	1 sem.	Compulsory elective	B.Sc.
1	**Course type**		**Contact time**	**Self-study**	**Forms of teaching (learning methods)**		**Planned group size**	**Language**
	Seminar		2 SCH/30 h	120 h	Lecture, group work, project work		15	German/ English

2 Learning outcomes/competences

On successful completion of the module, students have the following knowledge and skills:

- They are able to explain the Lean Startup method.
- They are able to apply the Lean Startup method to open up a new business area.
- They are able to assess what it means to start a company or to initiate one's own project in an existing company.
- They are able to describe real company processes, develop approaches to solving problems in a team, contribute their own ideas and present solutions to company representatives.

3 Contents

How can existing companies behave in an entrepreneurial way? How can new growth areas be occupied? How can start-ups' success concepts be applied in large companies?

In the "Corporate Entrepreneurship" module, the participants, in cooperation with employees from existing companies, find out answers to these questions by developing their own project idea in the context of a company.

First, the relevant branch of the cooperating company is presented and introduced to the Lean Startup method. The teams then develop a project idea and the corresponding solution so that they can present it at the end.

4 Participation requirements

None

5 Form of assessment

Project work or term paper

6 Condition for the award of credit points

Module examination pass

7 Application of the module (in the following study programmes):

Business Administration (B.A.), Business Administration (work-integrated) (B.A.), Business Information Systems (B.Sc.)

8 Module coordinator

Prof. Dr. Tim Kampe

9 Other information

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Business Plan								Module ID 5 MG 33
No.	**Workload**	**Credit points**	**Study semester**	**Frequency**	**Sem.**	**Duration**	**Type**	**Q level**
	150 h	**6**	4th or 5th sem.	Bi-annual	Winter/ Summer	1 sem.	Compulsory elective	B.Sc.
1	**Course type**		**Contact time**	**Self-study**	**Teaching forms (learning methods)**		**Planned group size**	**Language**
	Seminar		2 SCH/30 h	120 h	Lecture, group work, project work		15	German/ English

2 Learning outcomes/competences

The overall goal is to impart knowledge and skills in terms of identifying business opportunities as well as to develop and implement own business ideas independently.

After successful completion of the module, students are able to:

- Understand and apply relevant content and methods of a business plan,
- Analyse opportunities, risks, market potential and competitive situations,
- Create new business models, brands and market entry strategies,
- Deal with uncertainty and information overload and evaluate entrepreneurial decisions, as well as
- Work together to develop and adequately present entrepreneurial concepts within the framework of group tasks.

3 Contents

The project work corresponds to the preparation of a business plan for a fictitious or real founding idea. The process includes:

- Identification of a business idea
- Development of a business model
- Application of design thinking & prototyping, if applicable
- Preparation of the business plan based on the requirements of the EXIST start-up scholarship (incl. analysis of the competitive situation and financial planning)

The module starts with a compact course that imparts the theoretical foundations. The assessment consists of a business plan and one or more (oral) presentations in which the founding idea and the final business plan are to be presented.
The business plan is based on the requirements of the EXIST Start-Up Scholarship. The fictitious or real business ideas are developed and presented during the semester in small groups (2–4 students).

4 Participation requirements

None

5 Form of assessment

Project work

6 Condition for the award of credit points

Module examination pass

7 Application of the module

Business Administration (B.A.), Business Administration (work-integrated) (B.A.), Business Information Systems (B.Sc.)

8	**Module coordinator**
	Prof. Dr. Tim Kampe
9	**Other information**
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Entrepreneurship								Module ID 5 MG 34
No.	**Workload**	**Credit points**	**Study semester**	**Frequency**	**Sem.**	**Duration**	**Type**	**Q level**
	150 h	**6**	4th or 5th sem.	Bi-annual	Winter/ Summer	1 sem.	Compulsory elective	B.Sc.
1	**Course type**		**Contact time**	**Self-study**	**Teaching forms (learning methods)**		**Planned group size**	**Language**
	Sem. lessons		4 SCH/60 h	90 h	Lecture, case examples, group work		35	German/ English

2 Learning outcomes/competences

The overarching goal is to impart knowledge and skills with regard to entrepreneurial activities. This basic course presents the foundation of a company as an attractive career choice and promotes awareness of the topic.

After successful completion of the module, students are able to:

- Understand business contexts, and consider entrepreneurship as a career in particular,
- Apply specific entrepreneurship methods and tools such as Business Model Canvas and analyse markets and competitive situations in particular,
- Evaluate entrepreneurial decisions and gain and assess (market) information, as well as
- Develop an individual attitude towards an entrepreneurial activity and adequately assess the probability of success of one's own founding idea in particular.

3 Contents

How do you develop a business idea? What makes for a successful start-up?

In the "Entrepreneurship" module, participants examine the following issues regarding the creation of a business:

- Entrepreneurship as a career choice,
- Recognising business opportunities,
- Developing business ideas and business models,
- Structure and content of business plans,
- Competitive analysis,
- Founding team composition, as well as
- Start-up financing.

First, basic knowledge is imparted and supplemented by case studies, which the students present to each other. The acquired knowledge will be tested in a written examination.

4 Participation requirements

None

5 Form of assessment

Written examination or oral examination

6 Condition for the award of credit points

Module examination pass

7 Application of the module

Business Administration (B.A.), Business Administration (work-integrated) (B.A.), Business Information Systems (B.Sc.)

8 Module coordinator

Prof. Dr. Tim Kampe

9 Other information

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Corporate and Tax Law Activities for Entrepreneurs								Module ID 5 StU 51
No.	**Workload**	**Credit points**	**Study semester**	**Frequency**	**Sem.**	**Duration**	**Type**	**Q level**
	150 h	**6**	5th or 6th or 7th sem.	Bi-annual	Winter/ Summer	1 sem.	Compulsory elective	B.Sc.
1	**Course type**		**Contact time**	**Self-study**	**Forms of teaching (learning methods)**		**Planned group size**	**Language**
	Sem. lessons		4 SCH/60 h	90 h	Lecture, case examples, group work		35	German/ English

2 Learning outcomes/competences

The overall objective is to impart legal and tax knowledge and skills with a focus on the specificities of companies in the start-up and growth phase.

On successful completion of the module, students have the following knowledge and skills:

- They are familiar with the founding requirements of different legal forms and can assess their advantages and disadvantages under corporate law
- They can explain and assess the tax consequences associated with various legal forms in the formation and day-to-day management of the company
- They can apply their knowledge to legal and tax cases by working out problem solutions and analysing their legal consequences

3 Contents

- Commercial and corporate law/legal framework:
  - Relevant legal forms for business founders
  - Requirements for founding and legal form (in selected examples)
  - Forms of participation for entrepreneurs (undisclosed partnerships, disclosed partnerships, management buy-out)
  - Corporate law characteristics of the company forms (corporate bodies, shareholders and managing directors, power of attorney)
  - Forms of capital raising, corporate financing
  - Drafting of employment contracts
  - Selected legal issues:
    e.g. "Corporate Criminal Law" (OWiG, Act for Strengthening the Integrity of the Economy), executive liability, principles of insolvency law

- Tax law:
  - Tax obligations and compliance with them (principles of the tax code)
  - Income tax consequences of legal forms and taxation of corporate profits
  - Declaration obligations and liability for registration taxes (VAT, income tax)
  - Selected tax issues:
    - e.g. corporate assets vs. private assets, tax consequences of corporate financing, business split-up, loss compensation and loss offsetting, tax support for small and medium-sized enterprises

4 Participation requirements

None

5 Form of assessment

Written examination or oral examination or written presentation or a combination of several of the aforementioned forms of assessment

6 Condition for the award of credit points

Module examination pass

7 Application of the module

Business Administration (B.A.), Business Administration (work-integrated) (B.A.), Business Information Systems (B.Sc.)

8	**Module coordinator**
	Prof. Dr. Kraft
9	**Other information**
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