

Catalogue of Modules

B. Sc. Business Administration

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Impressum

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Modules of B. Sc. Business Administration

Sem.	Modules						Σ Modules ECTS-Credits
0	Mathematics Propaedeutic (Introductory Course)						
1	External Accounting System	Mathematics/ Statistics	Business English	Fundamentals of Entrepreneurial Actions	Microeconomic Decision Models	Workshop on Academic Work and Writing Skills	6/30
2	Internal Accounting System	Probability concepts, distributions and statistical inference	Law governing the entrepreneurial Business Operations	Operations and Marketing	Macroeconomic foundations of entrepreneurial decision making	Workshop on Communicative Competence	6/30
3	Controlling, Risk evaluation	Tax law and Balance sheets	Internet law	Financing and Investment	Media and Fundamentals of DP	BWL-Workshop: fundamentals of Simultaneous Engineering/ workshop on basics of consulting projects (enactus)/ Workshop on basics of intercultural projects (Euroweek)	6/30
4	Specialization VWL I	Specialization BWL I	Specialization BWL II	Human capital and Organizational Behavior	System Analytical Competences		6/30
5				Elective compact module	International environment for entrepreneurial decision making	Business Plan/workshop on basics of consulting projects (enactus)	6/30
6	Guided Practical project			Bachelor's Thesis			30

Specialization B. Sc. Business Administration

Specialization BWL								
Strategic Controlling	Basics of ERP Systems	Strategic Marketing Management	Business Taxation and Auditing	Business Planning and Product Management for SMEs	Services Management	Basics of Start-up Financing	Strategic Personnel Management	Corporate Logistics
Operative Controlling	Configuration and Implementation of ERP Systems	Market Research	Corporate Taxation and Tax Compliance	Process, Project, Change Management in SMEs	Services Marketing	Financing Competence in the Context of a Start-up Business	Operative Personnel Management	Traffic Logistics
Specialization VWL								
Economic Integration in the EU	Innovation, Market behaviour and Competition policy	Applied Econometrics						
A Single Market for Europe	Innovations, Market power and Technology policy	Applied Econometrics in Practice						
Elective compact modules								
Enterprise Resource Planning	Company succession	Special Topics of Incorporation of an Enterprise	CRM Customer Relationship Management	Online-Marketing & E-Entrepreneurship	Market-oriented Product Development	Industrial Property Rights	Special Topics of Personnel Management	

Brief module label:	Mathematik Propädeutikum
Module description:	Mathematics Propaedeutic (Introductory Course)
Division in teaching sessions, if applicable:	Lecture/Exercise
Duration of module:	Before commencement of the Winter Semester, one semester
Classification in the curriculum:	Compulsory/Optional Compulsory for students whose final grade in Mathematics is less than "Good", and optional for the others
Usability of the module:	BWL BA, 1st semester, required module/elective module (see Allocation to curriculum)
Frequency of offering of modules:	Every academic year
Author:	Dipl.- Kfm. Mirco Schoening
Private lecturer:	Dipl.- Kfm. Mirco Schoening
Language of instruction:	German
Prerequisites:	None, since propaedeutic (introductory course)
ECTS-Credits:	0
Total workload and its composition:	80 hours (40 hours of attendance and 40 hours of self-study)
Form of teaching/semester hours per week:	Total 40 hours (2x 8 hours each in 2 groups, 32 hours all together)
Study and examination achievements:	Proficiency test at the beginning, learning assessment in the last unit and comparison with the proficiency level at the beginning of the course
Weighting of the grade in the overall grade:	0%
Learning outcomes:	Reactivation and consolidation of available knowledge of mathematics with regard to the courses in Bachelor's level
Contents:	Exponents, binomial formulas, Roots, Sum and product symbols, factorials, magnitudes, linear equations, quadratic equations, higher equations, inequations, Equation systems, graphic representations, Functions, logarithms, Euler's number - Number ranges - Functions with a variable - Differential calculus (derivative, derivative rules, curve discussions) - Integral calculus (indefinite and definite integrals, Estimation of definite integrals)
Teaching and learning methods:	Presentation with examples and consolidating exercises
+Literature:	Bosch, K.: Brückenkurs Mathematik [Bridge Course], Munich 2007 Purkert, W.: Brückenkurs Mathematik für

	<p>Wirtschaftswissenschaftler [Bridge Course Mathematics for students of Business Management], Wiesbaden 2007 Tietze: Einführung in die angewandte Wirtschaftsmathematik [Introduction to Applied Business Mathematics], Vieweg Verlag Schoening: Mathematik – Vorbereitung auf ein Studium [Mathematics – Preparation for Studies], HDL 2011</p>
Additional information:	

Brief module label:	Externes Rechnungswesen
Module description:	External Accounting System
Division in teaching sessions, if applicable:	Lecture
Duration of module:	One semester
Classification in the curriculum:	BWL Ba, 1st semester, required module
Usability of the module:	Preparatory course for subsequent advanced courses
Frequency of offering of modules:	Every academic year
Author:	Dipl. Ing. Ök. (FH) Christoph Stein
Private lecturer:	Dipl. Ing. Ök. (FH) Christoph Stein
Language of instruction:	German
Prerequisites:	None
ECTS-Credits:	5 ECTS
Total workload and its composition:	approx. 150 hours of workload: approx. 50 contact hours, approx. 40 hours for preparation and follow-up, approx. 7.5 working days = 60 hours of preparation for examination
Form of teaching/semester hours per week:	4 semester hours per week for lectures
Study and examination achievements:	Written examination
Weighting of the grade in the overall grade:	According to the regulations of studies and examinations
Learning outcomes:	The students acquire knowledge and basic skills in financial accounting. They are enabled to independently carry out book entries and to prepare financial statements. Furthermore, they are able to analyse and evaluate submitted third party statements of accounts in a simple form. They acquire a basic understanding of accounting according to the German Commercial Code (HGB), tax laws and IFRS.
Contents:	Technique of double entry accounting, preparation of simple Annual Statements of Accounts and their evaluation, legal fundamentals of accounting: 1. Bookkeeping (55 %) <ul style="list-style-type: none"> • Introduction • Effect of business transactions on the balance • Non-impacting restructuring of assets • Fluctuations in operational assets • Account opening and book entry methods • Fundamentals

	<ul style="list-style-type: none"> • System of double entry accounting • Book entries in inventory, success and mixed accounts • Book entries in trading operations • Book entries in movement of goods • Book entries for personnel expenditure • Special aspects of industrial accounting • Fundamentals • Methods of estimation of operational results • Book entries for Annual Statement of Accounts • Preparatory closing entries • Preparation of Annual Financial Statements 2. Closure of accounts as per commercial law, tax law and IFRS (10%) 3. Fundamentals of trading and tax law related Annual Statement of Accounts (35%) <ul style="list-style-type: none"> • Introduction • Explanation to contents of Annual Statement of Accounts • Explanation to account balance • Explanation to Profit & Loss accounting • Complete balancing of assets and liabilities • Criteria for activation • Criteria for passivation (recognition of liabilities) • Prohibition of recognition of intangible assets and options in trading and tax balance • Evaluation in trading and tax balance • Principles for the evaluation and determination of accrued profits and their legal foundation (prudence principle, realisation principle, principle of allocation of expenses, imparity principle) • Initial values for assets (acquisition costs, manufacturing costs, partial value; initial values of depreciable assets in planned write-off) • Corrections of excessive initial values • Evaluation of liabilities and reserves
Teaching and learning methods:	Lecture using blackboard and chalk, accompanying exercises
Literature:	<p>Hufnagel, W. & Holdt, W. (2005): Einführung in die Buchführung und Bilanzierung [Introduction to Bookkeeping Account Balancing], 2nd thoroughly revised edition. Herne/Berlin.</p> <p>Coenenberg/Mattner/Schultze (2004): Einführung in das Rechnungswesen [Introduction to Accounting System]. Stuttgart</p> <p>Fröhlich, Gerhard (2004): Schnelleinstieg in die Buchführung [Quick Guide to Bookkeeping], 4th ed. 2004, Freiburg</p>
Additional information:	

Brief module label:	Wirtschaftsmathematik
Module description:	Mathematics/Statistics
Division in teaching sessions, if applicable:	
Duration of module:	One semester
Classification in the curriculum:	BWL Ba, 1st semester, required module
Usability of the module:	Preparatory course for subsequent advanced courses
Frequency of offering of modules:	Every year, Winter Semester
Author:	Dipl.-Kfm. Mirco Schoening
Private lecturer:	Dipl.-Kfm. Mirco Schoening
Language of instruction:	German
Prerequisites:	None
ECTS-Credits:	5
Total workload and its composition:	150 hours = 60 hours of attendance and 90 hours of self-study
Form of teaching/semester hours per week:	Lecture combined with exercises
Study and examination achievements:	Written examination
Weighting of the grade in the overall grade:	According to the regulations of studies and examinations
Learning outcomes:	The students are enabled to understand finance mathematical correlations and to independently carry out calculations. They are able to develop expectations of achievable results and to verify them with the actual results. Furthermore, the students are able to undertake evaluations and analyses of large volumes of data and to interpret the results. They know the basic statistical instruments of descriptive statistics in order to independently apply them in practical work in the enterprise.
Contents:	<p>Financial mathematics:</p> <ul style="list-style-type: none"> • Effective interest of loans • Pension calculation • Annuity in advance and annuity in arrears <ul style="list-style-type: none"> ○ Term calculation ○ Rate calculation ○ Capital consumption and present annuity value <p>Statistics:</p> <ul style="list-style-type: none"> • Measures of central tendency and variation <ul style="list-style-type: none"> ○ Mean values (arithmetic Mean, Median, Modus) ○ Variance, standard deviation • Index numbers <ul style="list-style-type: none"> ○ Indices according to Paasche and Laspeyres

	<ul style="list-style-type: none"> ○ Consumer price index • Trend analysis <ul style="list-style-type: none"> ○ Linear regression ○ Non-linear regression with quadratic and exponential function
Teaching and learning methods:	Lecture and exercises, successive and differentiated use of exemplary solutions
Literature:	Tietze: Einführung in die angewandte Wirtschaftsmathematik [Introduction to Applied Business Mathematics], Vieweg + Teubner Holland/Scharnbacher: Grundlagen der Statistik [Fundamentals of Statistics], Gabler Bleymüller/Gehlert/Gülicher: Statistik für Wirtschaftswissenschaftler [Statistics for students of Business Management], Vahlen Lecturer's script
Additional information:	

Brief module label:	Wirtschaftsenglisch
Module description:	Business English
Division in teaching sessions, if applicable:	Integrated course (seminar)
Duration of module:	One semester
Classification in the curriculum:	BWL BA, 1st semester, required module
Usability of the module:	The module can also be employed in other (Bachelor's) courses according to the regulations of studies and examinations applicable there.
Frequency of offering of modules:	Every academic year
Author:	Dr. Annett Kitsche
Private lecturer:	Dr. Annett Kitsche
Language of instruction:	English
Prerequisites:	None
ECTS-Credits:	5
Total workload and its composition:	150 hours of workload, approx. 60 hours of attendance approx. 90 hours of preparation and follow-up,
Form of teaching/semester hours per week:	Integrated course (seminar)
Study and examination achievements:	Written examination or oral examination
Weighting of the grade in the overall grade:	According to the regulations of studies and examinations
Learning outcomes:	<ul style="list-style-type: none"> • The students acquire special lexical knowledge of the field of Business and of intercultural competence. • They develop study and profession related skills and abilities in listening and speaking in order to successfully participate in technical lectures and seminar discussions in English language. • Furthermore, they develop study and profession related abilities in reading and writing business related texts.
Contents:	<ul style="list-style-type: none"> • Forms of interactive oral and written linguistic activities for the purpose of demonstration, description, discussion and estimation of operations and procedures in Business by utilizing intercultural knowledge. • Dealing with adapted and listening and reading material in original. • Working on the vocabulary to prepare technical lectures in English.
Teaching and learning methods:	Seminar and use of language lab

Literature:	Teaching material Simply Business English (result of the Leonardo Project ADCOESP, current newspapers/magazines like Economist, Guardian Weekly, Business Spotlight, appropriate Websites
Additional information:	Work in language lab, use of Moodle

Brief module label:	Unternehmerisches Handeln
Module description:	Fundamentals of Entrepreneurial Actions
Division in teaching sessions, if applicable:	Lecture
Duration of module:	One semester
Classification in the curriculum:	BWL BA, 1st semester, required module
Usability of the module:	Preparatory course for subsequent advances courses
Frequency of offering of modules:	Every academic year
Author:	Prof. Dr. phil. Anja Lüthy
Private lecturer:	Prof. Dr. phil. Anja Lüthy
Language of instruction:	German
Prerequisites:	None
ECTS-Credits:	5
Total workload and its composition:	150 hours of workload, approx. 50 hours of attendance approx. 40 hours of preparation and follow-up, approx. 60 hours of preparation for examination
Form of teaching/semester hours per week:	4 semester hours per week/lecture
Study and examination achievements:	Written examination, 90 minutes
Weighting of the grade in the overall grade:	According to the regulations of studies and examinations
Learning outcomes:	The students know the basic principles necessary for constitutive decisions in an enterprise. At the subject level, they acquire knowledge about the existing options (e.g. in the field of legal forms, organizational systems etc.) At the methodical level, they possess basic knowledge of the rules of decision making (criteria for selection of legal form etc.)
Contents:	Differentiation of Economics and Business Management Overview of sub-disciplines and structure of organizations: Personnel, Marketing, R&D, EDP, Engineering, Purchase Important indicators: Profitability, productivity, economic feasibility, break-even analysis Location policy/Location theories of trading, the service providers and the production units Legal forms and collaborations Material procurement and warehouse organization
Teaching and learning methods:	Lecture, excursions, external guest speakers
Literature:	Currently available list of reference books will be announced

	during the course at the beginning of the semester.
Additional information:	

Brief module label:	Mikroökonomie
Module description:	Microeconomic Decision Models
Division in teaching sessions, if applicable:	Lecture/Seminar
Duration of module:	One semester
Classification in the curriculum:	BWL BA, 1st semester, required module
Usability of the module:	Preparatory course for subsequent advanced courses
Frequency of offering of modules:	Every academic year
Author:	Prof. Dr. rer. oec. Michael Stobernack
Private lecturer:	Prof. Dr. rer. oec. Michael Stobernack
Language of instruction:	German
Prerequisites:	None
ECTS-Credits:	5
Total workload and its composition:	approx. 150 hours: 50 hours of attendance and 50 hours each for preparation and follow-up including preparation for examination
Form of teaching/semester hours per week:	4 semester hours per week/lecture
Study and examination achievements:	Written examination
Weighting of the grade in the overall grade:	According to the regulations of studies and examinations
Learning outcomes:	The students are able to apply the main principles and analysis methods of microeconomics. They can analyse and evaluate the core principles of economic decisions by individuals as well as enterprises. As a result of targeted promotion of competence, they are able to think systematically, structured and analytically in correlative situations.
Contents:	<ul style="list-style-type: none"> • Objective and method of economics (10%) • Fundamentals of rational decision processes (10%) • Demand-related decision models for individuals (20%) • Supply-related decision models for enterprises (25%) • Explanation models for the determination of prices in markets (25%) • Beginnings of experimental economics (10%)
Teaching and learning methods:	Seminar classes, preparation through self-study
Literature:	Frank, Robert H.; Microeconomics and Behavior, 8 th ed. 2010, Irwin Verlag, Boston Kortmann, Walter; Mikroökonomik [Microeconomics], 4th ed. 2006, Physica-Verlag, Heidelberg Mankiw, N. G.; Grundzüge der Volkswirtschaftslehre

	<p>[Principles of Economics], 5th ed. 2012, Schäffer-Poeschel Verlag, Stuttgart</p> <p>Pindyck, R.S./Rubinfeld, D.L.; Mikroökonomie [Microeconomics], 7th ed. 2009, Pearson Verlag, Munich</p> <p>Stiglitz, J.E./Walsh, C.E.; Mikroökonomie [Microeconomics], 4th ed. 2010, Oldenbourg, Munich and Vienna</p> <p>Varian, H.; Grundzüge der Mikroökonomik [Microeconomics], 8th ed. 2011, R. Oldenbourg Verlag, Munich and Vienna</p>
Additional information:	

Brief module label:	Werkstatt
Module description:	Workshop on Academic Work and Writing Skills
Division in teaching sessions, if applicable:	Lecture/Exercise
Duration of module:	One semester
Classification in the curriculum:	BWL BA, 1st semester, required module
Usability of the module:	Preparatory course for academic requirements during studies
Frequency of offering of modules:	Every academic year
Author:	Dipl.-Betriebswirtin (FH) Nadine Syring
Private lecturer:	Prof. Dr. Katrin Böttcher/ Prof. Dr. Andreas Wilms + staff member of the Language Centre
Language of instruction:	German and English
Prerequisites:	None
ECTS-Credits:	5
Total workload and its composition:	150 hours of workload, approx. 50 hours of attendance approx. 40 hours of preparation and follow-up, approx. 60 hours of preparation for examination
Form of teaching/semester hours per week:	4 semester hours per week/lecture/exercise
Study and examination achievements:	Home assignment and dossier
Weighting of the grade in the overall grade:	According to the regulations of studies and examinations
Learning outcomes:	The students acquire basic abilities in applying academic line of thinking and working methods in the international context. They <ul style="list-style-type: none"> • know the relevant rules of academic thinking and argumentation (theory, forming hypotheses and falsification) • possess thorough knowledge of the English technical terminology • are equipped with the tools and application know-how about reception and production of texts in foreign languages • have knowledge about the structure and composition of academic text – also English language • can confidently apply academic working methods, incl. empirical approaches.
Contents:	Module 1 Aim: to understand the need to develop academic method of working; to acquire the ability to independently formulate questions and to evolve a working plan for their processing; to systematize the question – what does “science” mean? <ul style="list-style-type: none"> • Classification and meaning of academic research • Fundamentals of academic methods

	<ul style="list-style-type: none"> • Origin and significance of (economic) theories • Elements and structure of academic work <p>Formulation of academic questions</p> <p>Modules 2 and 3</p> <p>Aim: to apply the tools for academic work; to prepare for the challenges of team work; to enable effective search for reference works (if necessary, guided tour through the library)</p> <ul style="list-style-type: none"> • Preparation of a MindMap • Group work – success factors • Time management (ALPE(E)N-Method, Eisenhower principle; performance curve; project structure plan) <p>Modules 4 and 5</p> <p>Aim: to enable effective and academic use of reference work, consolidation of content-related and formal aspects of academic work (especially taking into account the techniques and specifications of quoting)</p> <ul style="list-style-type: none"> • Search for / use of reference literature • Classification (formal) and structure (content) • Tables and graphics • Basis for techniques of quoting • Instructions for formatting and design
Teaching and learning methods:	<ul style="list-style-type: none"> - Lecture using transparencies and projector - Exercises in small teams - Writing assignment (document), lecture script, teaching material etc. - E-Learning content in Moodle learning platform or Moodle online platform (as communication platform for the teams) - Blackboard and chalk - Writing an essay on a topic in groups
Literature:	<p>Berger, D. (2011): Wissenschaftliches Arbeiten in den Wirtschafts- und Sozialwissenschaften: Hilfreiche Tipps und praktische Beispiele [Scientific Work in Economic and Social Sciences: helpful Tips and Practical Examples]. Wiesbaden: Gabler, 2011</p> <p>Cottrell, S. (2003): The Study Skills Handbook. New York: Palgrave Macmillan, 2003</p> <p>Franck, N.; Stary, J. (2011): Die Technik wissenschaftlichen Arbeitens: Eine praktische Anleitung [The Technique of Scientific Work: A Practical Guide]. 16th ed. Stuttgart: UTB, 2011</p> <p>Glendinning, E.; Holström, B. (2004): Study Reading. Cambridge: CUP, 2004</p> <p>Karmasin, M.; Ribing, R. (2011): Die Gestaltung wissenschaftlicher Arbeiten: Ein Leitfaden für Seminararbeiten, Bachelor-, Master- und Magisterarbeiten</p>

	<p>sowie Dissertationen [Designing Scientific Work: A Guide for Seminar Theses, Bachelor's, Master's and Magister's Theses and Dissertations]. 6th ed. Stuttgart: UTB, 2011</p> <p>Oshima, A. and Hogue, A. (1999): Writing Academic English. NY: Longman, 1999</p> <p>Ravens, T. (2004): Wissenschaftlich mit Word arbeiten [Working with Word Scientifically]. Munich: Pearson Studium, 2004</p> <p>Stickel-Wolf, Ch.; Wolf, J. (2011): Wissenschaftliches Arbeiten und Lerntechniken: Erfolgreich studieren - gewusst wie [Scientific Working and Learning Techniques: Studying Successfully – Know-how]. 6th ed. Wiesbaden: Gabler, 2011</p> <p>Wallace, M.J. (2004): Study Skills in English. Cambridge: CUP, 1999</p>
Additional information:	The course is held in close cooperation with the Language Centre (Team Teaching).

Brief module label:	Internes Rechnungswesen
Module description:	Internal Accounting System
Division in teaching sessions, if applicable:	Lecture/Seminar
Duration of module:	One semester
Classification in the curriculum:	BWL BA, 2nd semester, required module
Usability of the module:	The module can also be employed in other (Bachelor's) courses according to the regulations of studies and examinations applicable there.
Frequency of offering of modules:	Every academic year
Author:	Dipl. Ing. Ök. (FH) Christoph Stein
Private lecturer:	Dipl. Ing. Ök. (FH) Christoph Stein
Language of instruction:	German
Prerequisites:	External Accounting System
ECTS-Credits:	5
Total workload and its composition:	150 hours of workload, approx. 50 hours of attendance approx. 40 hours of preparation and follow-up, approx. 60 hours of preparation for examination
Form of teaching/semester hours per week:	4 semester hours per week
Study and examination achievements:	Written examination
Weighting of the grade in the overall grade:	According to the regulations of studies and examinations
Learning outcomes:	<ul style="list-style-type: none"> • The students are familiar with the fundamentals of internal accounting system. • They possess the knowledge of the fundamentals related to the subject and methods in order to familiarize themselves with concrete situations of the accounting system of an enterprise. • They identify the different instruments of cost accounting, and are familiar with their characteristics and are able to select the concrete one for use on the basis of known advantaged and disadvantages. • They are able to independently implement cost accounting of average size and to interpret the results effective for a decision. • They can perform calculations. • They possess the basic knowledge of the module "Controlling & Guiding the Enterprise"
Contents:	<ol style="list-style-type: none"> 1. Introduction 2. Basics and basic terminology of cost accounting 3. Organization of cost accounting

	<p>4. Cost acquisition and cost allocation</p> <ul style="list-style-type: none"> • The cost-type accounting <ul style="list-style-type: none"> o Purpose of cost-type accounting o Systematization of cost-types o Classification of cost-types o Acquisition and allocation of cost-type <p>15 %</p> <ul style="list-style-type: none"> • Cost centre accounting <ul style="list-style-type: none"> o Tasks of cost centre accounting o Classification criteria and types of cost centres o Principles of cost centre formation o Implementation of cost centre accounting in the enterprise's cost allocation sheet (BAB) <p>30 %</p> <p>5. Cost unit accounting (calculation)</p> <p style="padding-left: 20px;">Tasks of calculation</p> <p>5.1. Basic principles of calculation</p> <p>5.2. Calculation methods</p> <p>6. Operating results accounting</p> <p>6.1. Tasks of the operating results accounting</p> <p>6.2. Demonstration of total costs and of turnover costing methods</p> <p>6.3. Advantages and disadvantages of the methods</p> <p>6.4. Comparison of total costs and turnover costing methods</p> <p>7. The informational value of systems of full cost accounting</p> <p>25 %</p> <p>8. Systems of partial cost accounting</p> <p>8.1. Methods of cost classification</p> <p>8.2. Break-even analysis</p> <ul style="list-style-type: none"> o One-step break-even analysis o Determination of price lower limits o Calculations for own manufacture vs. external procurement <p>8.3. Stepwise fixed cost break-even analysis</p> <p>8.4. Calculations for program optimization</p> <p>9. The informational value of systems of Partial cost accounting</p> <p>30 %</p>
Teaching and learning methods:	Lecture/Exercise/Seminar
Literature:	Olfert, K. [Hrsg.]: Kostenrechnung [Cost Accounting], Kiehl-Verlag, Other reference literature will be announced during the course.
Additional information:	

Brief module label:	Wahrscheinlichkeitsrechnung
Module description:	Probability concepts, distributions and statistical inference
Division in teaching sessions, if applicable:	Lecture
Duration of module:	One semester
Classification in the curriculum:	BWL BA, 2nd semester, required module
Usability of the module:	The module can also be employed in other (Bachelor's) courses according to the regulations of studies and examinations applicable there.
Frequency of offering of modules:	Every academic year
Author:	Prof. Dr. rer. oec. Michael Stobernack
Private lecturer:	Prof. Dr. rer. oec. Michael Stobernack
Language of instruction:	German
Prerequisites:	Business Mathematics and descriptive statistics
ECTS-Credits:	5
Total workload and its composition:	150 hours of workload = approx. 50 hours of attendance, 100 hours of preparation and follow-up
Form of teaching/semester hours per week:	4 semester hours per week
Study and examination achievements:	Written examination
Weighting of the grade in the overall grade:	According to the regulations of studies and examinations
Learning outcomes:	The students are able to evaluate data and statistics in order to solve economic problems. For an effective application, they possess a clear sensitivity to uncertainties in data and their impact on entrepreneurial decision.
Contents:	<ol style="list-style-type: none"> 1. Probability calculation <ul style="list-style-type: none"> • Basic terminology (5%) • Combinatorics (10%) • Random variable (5%) • Discrete probability distributions (10%) • Continuous probability distributions (10%) 2. Statistical inference <ul style="list-style-type: none"> • Estimation (10%) • Hypothesis testing (30%) 3. Statistical Quality Control/Six Sigma (20%)
Teaching and learning methods:	Seminar classes, processing of exercises, preparation by students through hands-on exercises
Literature:	Bley Müller, J./Gehlert, G./Gülicher, H.: Statistik für Wirtschaftswissenschaftler [Statistics for students of Business Management], 16th ed. 2012, Munich

	<p>Bowerman, B.: Business Statistics in Practice, 6th ed. 2011, Chicago</p> <p>Cano, E.; Six Sigma with R, 2012; New York</p> <p>Montgomery, D. C.: Introduction to Statistical Quality Control, Hoboken, NJ 2005</p> <p>Quatember, A.; Statistik ohne Angst vor Formeln [Statistics without Fear of Formulas], 3rd ed. 2010, Munich</p> <p>Salkind, Statistics for people who (think they) hate statistics, 3. Auflage 2012, Thousand Oaks</p> <p>Schira, J.: Statistische Methoden der VWL und BWL [Statistical Methods of Economics and Business Administration], 3rd ed. 2009, Munich</p>
Additional information:	

Brief module label:	Recht im Geschäftsverkehr
Module description:	Law governing the entrepreneurial Business Operations
Division in teaching sessions, if applicable:	Lecture
Duration of module:	One semester
Classification in the curriculum:	BWL BA, 2nd semester, required module
Usability of the module:	This module can also be employed in other (Bachelor's) courses according to the regulations of studies and examinations applicable there.
Frequency of offering of modules:	Every academic year
Author:	Prof. Dr. jur. Michaela Schröter
Private lecturer:	Prof. Dr. jur. Michaela Schröter
Language of instruction:	German
Prerequisites:	None
ECTS-Credits:	5
Total workload and its composition:	150 hours = 50 hours of attendance and 100 hours of self-study
Form of teaching/semester hours per week:	4 semester hours per week/ lecture
Study and examination achievements:	Written examination
Weighting of the grade in the overall grade:	According to the regulations of studies and examinations
Learning outcomes:	The students develop a generalized technical and methodical understanding of the application of law. Particularly, they acquire: <ul style="list-style-type: none"> • Knowledge of the general section of the German Civil Code (BGB), law of obligations and property law • Knowledge about implementation of claims of civil rights
Contents:	In this module, the students acquire overall knowledge of law concerning the entrepreneurial business transactions in order to identify and apply especially the principles of drafting contracts, claims in regard to obligations and property laws, including the aspects of laws concerning family and inheritance. They are equally enabled to decide over matters on the basis of the knowledge about extrajudicial and judicial implementation of entrepreneurial claims.
Teaching and learning methods:	The students will prepare the most important contents of know-how as much as possible through self-study and under structuring assistance by their lecturer; the same is consolidated through tutorial dialogue and further developed through solutions to the subject and secured. The important aspect here is the interactive and seminar-type of teaching.

	Understanding, finding and applying the concrete legal standard to the relevant business case is encouraged.
Literature:	<p>Laws/Basic reference literature:</p> <p>Bürgerliches Gesetzbuch [German Civil code (updated, revised edition)], Beck-Texte im dtv</p> <p>Zivilprozessordnung [Code of Civil Process (updated, revised edition)], Beck-Texte im dtv</p> <p>Metzler-Müller/Wörten: BGB AT [Civil Code], Heymanns, 2012</p> <p>Wörten/Müller-Metzler: BGB Schuldrecht BT [Law of Obligations], Heymanns, 2012</p> <p>Wörten/Kokemoor: Sachenrecht [Propert Law], Heymanns, 2012</p> <p>Schröter: Skript zur Durchsetzung zivilrechtlicher Ansprüche [Script on Implementation of Civil Rights Claims], Brandenburg, 2012</p>
Additional information:	

Brief module label:	Operations und Marketing
Module description:	Operations and Marketing
Division in teaching sessions, if applicable:	Lecture
Duration of module:	One semester
Classification in the curriculum:	BWL BA, 2nd semester, required module
Usability of the module:	This module can also be employed in other (Bachelor's) courses according to the regulations of studies and examinations applicable there.
Frequency of offering of modules:	Every academic year
Author:	Dr. Peter R. Wetzel
Private lecturer:	Dr. Peter R. Wetzel
Language of instruction:	German
Prerequisites:	None
ECTS-Credits:	5
Total workload and its composition:	150 hours of workload, approx. 50 hours of attendance approx. 40 hours of preparation and follow-up, approx. 60 hours of preparation for examination
Form of teaching/semester hours per week:	4 semester hours per week
Study and examination achievements:	Written examination
Weighting of the grade in the overall grade:	According to the regulations of studies and examinations
Learning outcomes:	The students acquire basic knowledge the general Business Administration in the main areas of Operations and Marketing
Contents:	<u>Procurement, Production & Logistics (Operations Management): 50%</u> # Our environment # Material Management # Logistics, waste management # Production <u>Marketing Management: 50%</u> # Marketing in general # Product policy # Contracting policy # Distribution policy # Communications policy
Teaching and learning methods:	Lecture using projector, exercises
Literature:	Operations Corsten, H.: Produktionswirtschaft. Einführung in das industrielle Produktionsmanagement [Production

	<p>Management. Introduction to Industrial Production Management], ed., Munich, Vienna 2003</p> <p>Ebel, B.: Produktionswirtschaft [Production Management], 8th ed., Ludwigshafen (Rhein) 2003</p> <p>Jung, H.: Allgemeine Betriebswirtschaftslehre [General Business Management], 9th revised ed., Munich, Vienna 2004</p> <p>Nebel, T.: Produktionswirtschaft [Production Management], 5th ed., Munich, Vienna 2004</p> <p>Oeldorf, G./Olfert, K.: Materialwirtschaft [Material Management]. 11th reviewed and updated edition, Ludwigshafen 2004</p> <p>Piontek, J.: Produktion [Production], Stuttgart 2002</p> <p>Schierenbeck, H.: Grundzüge der Betriebswirtschaftslehre [Main Features of Business Management], 16th ed., Munich, Vienna 2003</p> <p>Wöhe, G.; Döring, U.: Einführung in die Allgemeine Betriebswirtschaftslehre [Introduction to General Business Management], 22nd ed., Munich 2005</p> <p>Marketing</p> <p>Becker, J.: Marketing-Konzeption. Grundlagen des zielstrategischen und operativen Marketing-Managements [Marketing Concept. Basics of target-strategic and operative marketing management], 8th ed., Munich 2006</p> <p>Bruhn, M.: Marketing. Grundlagen für Studium und Praxis [Marketing- Basics for Study and Practice], 8th ed., Wiesbaden 2007</p> <p>Homburg, C.; Krohmer, H.: Marketingmanagement. Strategie – Instrumente – Umsetzung – Unternehmensführung [Marketing Management. Strategy – Instruments – Implementation – Corporate governance], 2nd ed., Wiesbaden 2006</p> <p>Kotler, P.; Armstrong, G.; Saunders, J.; Wong, V.: Grundlagen des Marketing [Basics of Marketing], 4th ed., Munich 2007</p> <p>Kotler, P.; Bliemel, F.: Marketing-Management. Analyse, Planung und Verwirklichung [Marketing Management. Analysis, Planning and Realization], 10th ed., Stuttgart 2006</p> <p>Meffert, H.; Burmann, C.; Kirchgeorg, M.: Marketing. Grundlagen marktorientierter Unternehmensführung. Konzepte, Instrumente, Praxisbeispiele. Mit neuer Fallstudie VW Golf [Marketing. Basics of market-oriented Corporate Governance. Concepts, Instruments, Practical Examples. Including the New Case Study of VW Golf], 10th ed., Wiesbaden 2007</p>
Additional information:	

Brief module label:	Makroökonomie
Module description:	Macroeconomic foundations of entrepreneurial decision making
Division in teaching sessions, if applicable:	Seminar
Duration of module:	One semester
Classification in the curriculum:	BWL BA, 2nd semester, required module
Usability of the module:	The module is a preparatory course for the subsequent advances courses.
Frequency of offering of modules:	Every academic year
Author:	Prof. Dr. phil. Ulrich Brasche
Private lecturer:	Prof. Dr. phil. Ulrich Brasche
Language of instruction:	German 5% / English 95%
Prerequisites:	None
ECTS-Credits:	5
Total workload and its composition:	150 hours of workload, approx. 50 hours of attendance approx. 40 hours of preparation and follow-up, approx. 60 hours of preparation for examination
Form of teaching/semester hours per week:	4 semester hours per week/ seminar
Study and examination achievements:	Written test, 90 min.
Weighting of the grade in the overall grade:	According to the regulations of studies and examinations
Learning outcomes:	Students <ul style="list-style-type: none"> • know main topics of macro economics • understand the relevance of macroeconomic issues for enterprises • can apply main issues of macroeconomic theory to today's situation • are able to analyse reports and data • learn how to assess different strands of thinking in macro
Contents:	Macroeconomic issues (Inflation, unemployment, business cycles, GDP, growth, etc.), basic model of demand and supply, capital and financial markets, applied macro and the financial crisis
Teaching and learning methods:	Preparation by reading list; Q&A-sessions, students input and short presentations, ad-hoc groups, coaching an autonomous learning process; lecturing.
Literature:	Goodwin, N., J. A. Nelson, et al. (2008). Macroeconomics in Context. Armonk NY, Ch. 1+2; Krugman, P.; Wells, R.. Macroeconomics, 2nd ed., 2010;

	<p>Sections from various sources, like: Stiglitz, J., A. Sen, et al. (2009). Report by the Commission on the Measurement of Economic Performance and Social Progress; Pilbeam, K. (2010): Finance and Financial Markets, Houndsmill; Selected short movies, Economist, Handelsblatt; Sachverständigenrat zur Begutachtung der gesamtwirtschaftlichen Entwicklung [Expert opinion about the entire economic development]</p>
Additional information:	Student and learning centred approach

Brief module label:	Kommunikative Kompetenz
Module description:	Workshop on Communicative Competence
Division in teaching sessions, if applicable:	Lecture / Exercise
Duration of module:	One semester
Classification in the curriculum:	BWL BA, 2nd semester, required module
Usability of the module:	This module lays the foundation for lecture talks, presentations etc. in other modules and in professional practice.
Frequency of offering of modules:	Every academic year
Author:	Prof. Dr. rer. pol. Joachim Tanski
Private lecturer:	Prof. Dr. rer. pol. Joachim Tanski
Language of instruction:	German and English
Prerequisites:	None
ECTS-Credits:	5
Total workload and its composition:	150 hours of workload, approx. 50 hours of attendance approx. 40 hours of preparation and follow-up, approx. 60 hours of preparation for examination
Form of teaching/semester hours per week:	4 semester hours per week
Study and examination achievements:	Evaluation of the processing of a complex assignment based on the tutorial units
Weighting of the grade in the overall grade:	According to the regulations of studies and examinations
Learning outcomes:	<p>The module is divided into 3 units with relevant objectives:</p> <p>Unit 1: Communication The students</p> <ul style="list-style-type: none"> • understand which different personality types influence the communication processes and how, • possess the communication strategy for conflict situations • can effectively give feedback based on the rules they have learnt. <p>Unit 2: Moderation The students</p> <ul style="list-style-type: none"> • are able to effectively assume the role of a moderator, • can arrange an event to be moderated into typical phases, • master the relevant methods of moderation and can use them correctly in the cycle of moderation • understand the principles of visualization during moderation • can apply the important rules of the game of moderation taking off from the rules of communication <p>Unit 3: Presentation The students</p>

	<ul style="list-style-type: none"> • possess the methodology of specifically preparing a presentation, • understand how to overcome stage fright effectively, • can lay the foundation for an effective presentation by demonstrating the structure of a presentation, • can apply the rules of visualization and • can give a presentation using a projector.
<p>Contents:</p>	<p>Communication</p> <ul style="list-style-type: none"> • Basic model of interpersonal communication according to Schulz von Thun • Communication types and styles • Types and functions of communication • Rule of communication • Difficult discussions <p>o Promoting and inhibiting factors in the communication process</p> <p>o Feedback systems and rules</p> <p>Moderation</p> <ul style="list-style-type: none"> • Preparation for a presentation – the public • Stage fright and relaxation techniques • Structure of a presentation • The manuscript • Visualization and practical tips • Special characteristics of projector presentation • Presenting scientific topics –practise – practise – practise (40%) <p>Presentation</p> <ul style="list-style-type: none"> • The method of moderation and of moderation cycle • The moderator’s role • Techniques of questioning • Preparation of a moderation • Dealing with stage fright and difficult situations • Rules of the game of moderation • Moderating group topics – practise – practise – practise (40%)
<p>Teaching and learning methods:</p>	<p>The students will prepare the most important contents of know-how with regard to the communication models and their influencing factors on an effective communication process, as much as possible through self-study and under structuring assistance by their lecturer; the same is consolidated through tutorial dialogue and further developed through overlapping questions and secured. The important aspect here is the interactive and seminar-type of teaching. The main aspect of the module is the training in communicative competences, where at least 50% of teaching is implemented in the form of team teaching with English speaking teachers.</p> <p>Depending on the content, Video feedback sequences are used so as to increase the training effect in the group.</p>
<p>Literature:</p>	<p>Communicating</p>

	<p>Birkenbihl, V.: Kommunikationstraining [Communication Training], Landsberg am Lech 1998.</p> <p>Böhm, I.; Pawellek, I.: Teamentwicklung und Lernen durch Kommunikation [Team Development and Learning through Communication]. In: Verbandsdienst der Lebenshilfe 4/04.</p> <p>Gehm, T.: Kommunikation im Beruf [Communication in Profession], Weinheim/Basel 1994.</p> <p>Farr, J. L. (1991) Leistungsfeedback und Arbeitsverhalten [Performance Feedback and Occupational Behaviour], in Schuler, H. Beurteilung und Förderung beruflicher Leistung [Evaluation and Promotion of Professional Performance], Stuttgart 1991.</p> <p>Schulz von Thun: Miteinander reden: Band 1: Störungen und Klärungen, Psychologie der zwischenmenschlichen Kommunikation [Talking to Each other: Vol 1: Disruptions and Clarifications, Psychology of interpersonal Communication], Reinbek 1981. Band 2: Stile, Werte und Persönlichkeitsentwicklung [Vol 2: Styles, Values and Personality Development], Reinbek 1989. Band 3: Das „Innere Team“ und situationsgerechte Kommunikation [Vol. 3: The Inner Team and situation-appropriate Communication], Reinbek 1998.</p> <p>Watzlawik, P., Beaven, J.H., Jackson, D.D.: Menschliche Kommunikation - Formen, Störungen, Paradoxien [Human Communication – Forms, Disruptions, Paradoxes], Bern, Stuttgart 1980</p> <p>Weisbach, C.; Dachs, U.: Emotionale Intelligenz [Emotional Intelligence], Munich 1997.</p> <p>Weisbach, C.: Professionelle Gesprächsführung [Professional Discussion Management], Munich 1999.</p> <p>Moderieren</p> <p>Dilts, R. B.: Kommunikation in Gruppen & Teams [Communication in Groups & Teams], Paderborn 1997.</p> <p>Motamedi, S.: Präsentation - Ziele, Konzepte, Durchführung [Presentation – Aims, Concepts, Implementation], Heidelberg 1998.</p> <p>Motamedi, S.: Rede und Vortrag [Public Speech and Talk], Weinheim/Basel 1993.</p> <p>Schilling; G.: Angewandte Rhetorik und Präsentationstechnik [Applied Rhetoric and Presentation Technique], Berlin 1998.</p> <p>Müller-Schwarz, U.; Weyer, B.: Präsentationstechnik - Mehr Erfolg durch Visualisierung bei Vortrag und Verkauf [Presentation Technique – More Success through Visualization in Speech and Selling], Wiesbaden 1991.</p> <p>Bernstein, D.: Die Kunst der Präsentation [The Art of Presentation], Frankfurt/M 1992.</p> <p>Hierhold, E.: Sicher präsentieren – wirksam vortragen [Presenting Confidently – Speaking Effectively], Vienna 1994.</p> <p>Landau, K.: Arbeitstechniken für Studierende der Ingenieurwissenschaften [Working Techniques for Students</p>
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	<p>of Engineering Sciences], 2002.</p> <p>Ilg: Fraunhofer IAO, IAT Universität Stuttgart Kratz, H.-J.: Rhetorik, Schlüssel zum Erfolg [Key to Success], Wiesbaden 1989.</p> <p>Presentation</p> <p>Böhm, I.; Pawellek, I.: Kompetenzen stärken - Netzwerkarbeit und Moderation von Gruppenprozessen [Networking and Moderation of Group Processes]. In: Verbandsdienst der Lebenshilfe 1/05.</p> <p>Geißler/Laske/Orthey (Publ.): Handbuch Personalentwicklung. Beraten - Trainieren - Qualifizieren. Konzepte, Methoden und Strategien [Manual of Personnel Development. Consulting – Training – Qualifying. Concepts, Methods and Strategies], Luchterhand.</p> <p>Klebert, K. et al.: Moderationsmethode. Gestaltung der Meinungs- und Willensbildung in Gruppen, die miteinander lernen und leben, arbeiten und spielen [Moderation Method. Shaping the Opinion and Decision Making in Groups that learn and live with each other, work and play together], Hamburg 1991.</p> <p>Seifert, J. W.: Visualisieren, Präsentieren, Moderieren [Visualization, Moderation], Gabal</p> <p>Edmüller, A.; Wilhelm, T.: Moderation: Haufe</p> <p>Langner-Geißler, T.; Lipp, U.: Pinwand, Flipchart und Tafel. Mit den Augen lernen [Pin board, Flipchart and Blackboard. Learning with Eyes] (Publ.: Will, Hermann, Weinheim 1991)</p>
Additional information:	

Brief module label:	Controlling, Risikobewertung
Module description:	Controlling, Risk evaluation
Division in teaching sessions, if applicable:	Lecture/Seminar
Duration of module:	One semester
Classification in the curriculum:	BWL BA, 3rd semester, required module
Usability of the module:	This module can also be employed in other (Bachelor's) courses according to the regulations of studies and examinations applicable there.
Frequency of offering of modules:	Every academic year
Author:	Prof. Dr. rer. oec. Hubertus Sievers Dipl.- Kfm. Mirco Schoening
Private lecturer:	Prof. Dr. rer. oec. Hubertus Sievers Dipl.- Kfm. Mirco Schoening
Language of instruction:	German
Prerequisites:	None
ECTS-Credits:	5
Total workload and its composition:	150 hours of workload, approx. 50 hours of attendance, approx. 40 hours of preparation and follow-up, approx. 60 hours of preparation for examination
Form of teaching/semester hours per week:	4 semester hours per week/lecture
Study and examination achievements:	Written examination
Weighting of the grade in the overall grade:	According to the regulations of studies and examinations
Learning outcomes:	<ul style="list-style-type: none"> • The students have qualified instruments for planning and monitoring an enterprise. • In the operative range they acquire the knowledge and methodical basis of a qualified risk management. • They can analyse an enterprise in regard to various strategic and operative problems. • They are able to generate significant indicators and to interpret them.
Contents:	<ol style="list-style-type: none"> 1. Basics of Controlling, Organization of Controlling and integration with other areas of the enterprise: 20% 2. Strategic Controlling: 40 % <ul style="list-style-type: none"> • Tasks • Instruments <ul style="list-style-type: none"> o Potential analysis o Strengths – Weaknesses analysis etc. 3. Operative Controlling: 40 % <ul style="list-style-type: none"> • Tasks • Instruments

	<ul style="list-style-type: none"> o Indicator systems o Linking with analyses of cost accounting <p>4. Risk management</p> <ul style="list-style-type: none"> • Legal basics • Requirements for a risk management system from the business management perspective, • Components of a risk management system • Introduction of a risk management system
Teaching and learning methods:	The knowledge contents are taught through an interactive and seminar type of course. Besides the classic form of lectures, a series of events is dedicated to joint analysis and processing of case studies. While drafting the ideas jointly importance is given to group discussions and the tutor specifically initiates and moderated the main points.
Literature:	<p>Klenger: Operatives Controlling [Operative Controlling] Preißer: Controlling Bramseman: Handbuch Controlling [Manual of Controlling] Romerke: Erfolgsfaktor Risiko-Management [Success Factor in Risk Management] Permöller: Risikomanagement und Rating [Risk Management and Rating], Wolf, Klaus und Runzheimer, Bodo: Risikomanagement und KonTraG [Risk Management and Corporate Sector Supervision and Transparency Act], Reichling, Peter: Risikomanagement und Rating [Risk Management and Rating]</p>
Additional information:	

Brief module label:	Steuerrecht, Bilanzen
Module description:	Tax law and Balance sheets
Division in teaching sessions, if applicable:	Lecture
Duration of module:	One semester
Classification in the curriculum:	BWL BA, 3rd semester, required module
Usability of the module:	Core lecture for all following Business Management subjects, including for studies relating to Public Finance
Frequency of offering of modules:	Every academic year
Author:	Prof. Dr. rer. pol. Joachim Tanski
Private lecturer:	Prof. Dr. rer. pol. Joachim Tanski
Language of instruction:	German
Prerequisites:	Adequate knowledge of techniques of accounting and financial statements, for example, as exemplified by Engelhardt / Raffée / Wischermann: Grundzüge der doppelten Buchhaltung, Wiesbaden [Main Features of Double Accounting] (Gabler) 8th ed. 2010, and/or Wöhe, Günter / Kußmaul, Heinz: Grundzüge der Buchführung und Bilanztechnik [Main Features of Accounting and Account Balancing Technique], Munich (Vahlen) 8th ed. 2012
ECTS-Credits:	5
Total workload and its composition:	approx. 150 hours of workload: approx. 50 contact hours, approx. 40 hours of preparation and follow-up, approx. 7.5 working days = 60 hours of preparation for examination
Form of teaching/semester hours per week:	4 semester hours per week/ lecture
Study and examination achievements:	Written examination
Weighting of the grade in the overall grade:	According to the regulations of studies and examinations
Learning outcomes:	The students acquire knowledge and skills in external Reporting for various purposes. They can process and evaluate simple tax-related operational tasks. Furthermore, they are able to carry out independent analyses of Annual Statement of Accounts or tax-related data.
Contents:	Tax law (45%) <ul style="list-style-type: none"> • Law governing revenue • Corporate tax law • Law governing occupational tax • Law governing turnover tax • Tax code

	<p>Introduction to Business Tax (5 %)</p> <p>Balance sheets (50 %)</p> <ul style="list-style-type: none"> • Forms and purpose of profit estimation and reporting • Trading balance • Tax balance • IFRS-Balance, short introduction
Teaching and learning methods:	The subject is taught through lecture discussion and independent papers by the students based on texts of legislations, directives, reference literature and verdicts, and consolidation of subject through processing of exercise cases.
Literature:	<p>Tanski, J. S. Steuerrecht [Tax Law], Planegg, 8th ed. 2012, Daumke, Michael, Grundriss des deutschen Steuerrechts [Outlines of German Tax Law], Bielefeld (Erich Schmidt) 6th ed. 2010</p> <p>Stobbe, Thomas, Steuern kompakt [Taxes in Compact form], Sternenfels (Wissensch. & Praxis) 11th ed., 2012</p> <p>Tanski, J.S., Jahresabschluss in der Praxis [Annual Statement of Accounts], Freiburg (Haufe), 2nd ed. 2012, Tanski, J.S., Rechnungslegung und Bilanztheorie [Financial Accounting and Balance Theory], Munich (Oldenbourg) 2012, Federmann, R., Bilanzierung nach Handelsrecht und Steuerrecht [Balance Sheets according to Trading Law and Tax Law], Berlin (Erich Schmidt) 12th ed. 2010</p> <p>Wuttke / Weidner / Fanck, Buchführungstechnik und Bilanzsteuerrecht [Accounting Technique and Balance Taxation Law], Stuttgart (Schäffer-Poeschel) 15th ed. 2009</p>
Additional information:	

Brief module label:	Internetrecht
Module description:	Internet law
Division in teaching sessions, if applicable:	Lecture
Duration of module:	One semester
Classification in the curriculum:	BWL BA, 3rd semester, required module
Usability of the module:	The module can also be employed in other (Bachelor's) courses according to the regulations of studies and examinations applicable there.
Frequency of offering of modules:	Every academic year
Author:	Prof. Dr. jur. Michaela Schröter
Private lecturer:	Prof. Dr. jur. Michaela Schröter, Dipl. Inf. Dipl. BW Mario Tönse
Language of instruction:	German
Prerequisites:	None
ECTS-Credits:	5
Total workload and its composition:	150 hours = 50 hours of attendance and 100 hours of self-study
Form of teaching/semester hours per week:	4 semester hours per week
Study and examination achievements:	Study assignment (50%), written examination (50%)
Weighting of the grade in the overall grade:	According to the regulations of studies and examinations
Learning outcomes:	The students develop an overall technical and methodical understanding of law and legal security in the Internet. In particular, they acquire knowledge about: <ul style="list-style-type: none"> • conclusion of contracts in the Internet, • the requirements for consumer contracts, • legal questions relating to internationality in the Internet.
Contents:	<ul style="list-style-type: none"> • Preparation of E-Commerce presence • Form of legal transactions in the Internet • Principle of country of origin • Conclusion of contracts in the Internet • Online contracts • Requirements for consumer contracts • IT Compliance, legal liability risks • Designing and preservation of digital documents compliant to revision and digital documents as evidence • Domain law (name, competition and trade mark law) • Requirements for payment system in the Internet • Data privacy and data security
Teaching and learning methods:	The subject is taught based on a combination of methods comprising:

	<ul style="list-style-type: none"> • interactive and seminar-type teaching and moderated discussion and • structured simultaneous self-study with the aim of promoting understanding and application of correct legal standards in typical business situations <p>The course content includes:</p> <ul style="list-style-type: none"> • Lectures using transparencies and projector • Exercises, among other things, in the lab, on the computer etc. • Seminar lectures
Literature:	<p>Laws/Basic reference literature: Bürgerliches Gesetzbuch [German Civil Code (updated, revised edition)], Beck-Texte im dtv IT- und Computerrecht [IT and Computer Law (latest edition)], Beck-Texte im dtv Hoeren: IT-Vertragsrecht [IT Contractual Law], Verlag Dr. Otto Schmidt Cologne, 2012 Hoeren: Internet- und Kommunikationsrecht [Internet and Communications Law], Verlag Dr. Otto Schmidt Cologne, 2012</p>
Additional information:	Practical contacts to IT companies

Brief module label:	Finanzierung und Investition
Module description:	Financing and Investment
Division in teaching sessions, if applicable:	Lecture
Duration of module:	One semester
Classification in the curriculum:	BWL BA, 3rd semester, required module
Usability of the module:	The module can also be employed in other (Bachelor's) courses according to the regulations of studies and examinations applicable there.
Frequency of offering of modules:	Every academic year
Author:	Prof. Dr. Andreas Wilms
Private lecturer:	Prof. Dr. Andreas Wilms
Language of instruction:	German
Prerequisites:	None
ECTS-Credits:	5
Total workload and its composition:	150 hours of workload, approx. 50 hours of attendance, approx. 40 hours of preparation and follow-up, approx. 60 hours of preparation for examination 5 ECTS-Credits
Form of teaching/semester hours per week:	4 semester hours per week/ lecture
Study and examination achievements:	Written examination
Weighting of the grade in the overall grade:	According to the regulations of studies and examinations
Learning outcomes:	The students acquire methodical abilities in preparing optimal decisions on the quantitative basis. In the field of investments, the knowledge aimed at covered aspects like evaluation of investment alternatives with commonly used methods of static and dynamic investment appraisal. In the field of financing, this relates to knowledge of financing alternatives (internal financing vs. external financing) and their optimal selection and combination. A focus here are the requirements of medium-sized enterprises. Furthermore, the students are able to plan the central financial variables and to analyse the financial situation of an enterprise.
Contents:	Fundamentals of financial management Financial organization Financial planning and controlling Investment appraisal <ul style="list-style-type: none"> - Static method - Dynamic method

	<p>Financing</p> <ul style="list-style-type: none"> - Internal financing - Own financing - Credit financing - Bond financing - Special forms of financing: Factoring and Leasing <p>Financial management analysis of an enterprise Investment and financing in medium-sized enterprises</p>
Teaching and learning methods:	<ul style="list-style-type: none"> - Lecture using a combination of media (transparencies, blackboard work, projector etc.) - Exercises, among other things, in the lab, on the computer etc. - Case studies discussion
Literature:	<p>The following textbooks (according to content, range and affinity to practice):</p> <ul style="list-style-type: none"> - Brealey, R.A.; Myers, S.C.; Marcus, A.: Fundamentals of Corporate Finance. 7th ed., McGraw-Hill 2011. - Zantow, R.; Dinauer, J.: Finanzwirtschaft des Unternehmens [Financial Management of the Enterprise]. 3th ed., Pearson 2011. - Pape, U.: Grundlagen der Finanzierung und Investition [Fundamentals of Financing and Investments]. 2nd ed., Oldenbourg Verlag 2011. - Putnoki, H.; Schwadorf, H.; Then Berg, F.: Investition und Finanzierung [Investments and Financing]. Vahlen 2011. - Perridon, L.; Steiner, M.: Finanzwirtschaft der Unternehmung [Financial Management of an Undertaking]. 15th ed., Vahlen 2009. - Homburg, Chr., Quantitative Betriebswirtschaftslehre [Quantitative Business Management], Wiesbaden 2000.
Additional information:	

Brief module label:	Medien- und DV-Grundlagen
Module description:	Media and Fundamentals of DP
Division in teaching sessions, if applicable:	
Duration of module:	One semester
Classification in the curriculum:	BWL BA, 3rd semester, required module
Usability of the module:	This module can also be used as the basic module in other, including extra-occupational courses like business and economics (e.g. distance studies Bachelor's Business Management).
Frequency of offering of modules:	Every academic year
Author:	Dipl. Wirtschaftsinformatiker (FH) Jan Hannemann
Private lecturer:	Dipl. Wirtschaftsinformatiker (FH) Jan Hannemann
Language of instruction:	German
Prerequisites:	No prerequisites
ECTS-Credits:	5
Total workload and its composition:	150 hours of workload approx. 60 hours of lectures and exercises approx. 40 hours of preparation and follow-up, approx. 50 hours of preparation for examination
Form of teaching/semester hours per week:	4 semester hours per week, of which 2 semester hours per week/lecture and 2 semester hours per week/exercise
Study and examination achievements:	Written examination max. 90 min. Practical examination on EDP systems Oral examination with discussion
Weighting of the grade in the overall grade:	According to the regulations of studies and examinations
Learning outcomes:	<p>The students are able to recognize Business Informatics as one of the subjects of social and communicative sciences having broad-based interfaces to other sciences of Business Administration, Information Engineering.</p> <p>The students can evaluate the use of IT in enterprises from the viewpoint of a decision maker on the basis of economic criteria. They are also able to structure most of the important problems of the management, which result from the use of IT in enterprises, and to design approaches to solutions for eliminating problems. They understand as to how information systems have an effect on the enterprise's organization and what sort of strategic significance information systems have for the enterprise. The students are expected to discuss critically about social changes, resulting from increasing popularity of digital media, while taking into account the social and ethical viewpoints. They know the basic legal</p>

	<p>framework conditions of the use of IT.</p> <p>The students can describe the basic structure of information systems and explain the advantages of IT networking based on typical classes and topologies. They can also communicate and collaborate with IT experts.</p> <p>The students are able to demonstrate typical business processes in an ERP system.</p>
Contents:	<ol style="list-style-type: none"> 1. Business Informatics as an interdisciplinary science <ul style="list-style-type: none"> • Origin of knowledge • Information and Communication • Specialization of Business Informatics 2. Information systems in enterprises <ul style="list-style-type: none"> • Application systems and information systems • Organization, technology, management of Information systems • E-Commerce and E-Business • Networked world of enterprises 3. Value added through information systems <ul style="list-style-type: none"> • Information systems and enterprise organization • Strategic information systems • Software selection , Make or Buy; software introduction 4. Information age as a social challenge <ul style="list-style-type: none"> • Ethics of an Information society • Data privacy and data security • Protection of ownership rights 5. Engineering basics, communication systems, Computer networks <ul style="list-style-type: none"> • Computer architecture John von Neumann • Local networks, Internet 6. Software systems supporting decision making <ul style="list-style-type: none"> • Statistical methods, SPSS • Data-Warehousing, Business Intelligence
Teaching and learning methods:	Lecture, group exercises, practice-related semester paper, interdisciplinary classes with students of Business Informatics
Literature:	<p>Fundamentals of Business Informatics (various authors (Hansen, Stahlknecht etc.))</p> <p>Manuals of operational standard software (various)</p> <p>Current publications in the Internet</p> <p>Technical journals (e.g. Wirtschaftsinformatik)</p> <p>Fundamentals of Information Technology (Merten)</p> <p>Business Informatics – an introduction (Laudon/Laudon/Schoder)</p>
Additional information:	Training in System Microsoft NAV in cooperation with Haveldata GmbH

Brief module label:	Grundl. simult. Engineering
Module description:	BWL-Workshop: Fundamentals of Simultaneous Engineering
Division in teaching sessions, if applicable:	Lecture, exercise
Duration of module:	One semester
Classification in the curriculum:	BWL Ba, 3rd semester, elective module
Usability of the module:	The module can also be employed in other (Bachelor's) courses according to the regulations of studies and examinations applicable there.
Frequency of offering of modules:	Every academic year
Author:	Prof. Dr. Jürgen Schwill
Private lecturer:	Prof. Dr. Jürgen Schwill
Language of instruction:	German
Prerequisites:	None
ECTS-Credits:	5
Total workload and its composition:	approx. 150 hours = 60 hours of attendance and 90 hours of self-study
Form of teaching/semester hours per week:	4 semester hours per week = 2 semester hours per week for lecture + 2 semester hours per week for exercise
Study and examination achievements:	Home assignment, presentation or written examination (90 min.)
Weighting of the grade in the overall grade:	According to the regulations of studies and examinations
Learning outcomes:	The students are able to work on the tasks, especially in regard to the development of new products or designing reorganization processes simultaneously. They can describe the tasks and instruments of innovation management and project management. Furthermore, they can apply techniques of solving problems or creativity and plan tasks in a structured manner.
Contents:	<ul style="list-style-type: none"> • Term, meaning and "tools" of Simultaneous Engineering • Basics of innovation management (from the point of product idea until its commercialization) • Basic of project management (from the point of project objective until the project controlling) • Basics of team management (from the point of forming the team until measurement of the team results) • Techniques of solving problems
Teaching and learning methods:	The core contents of know-how are taught in presentation lecture style, during which specifically and many group exercises are practised.
Literature:	Braehmer, U. (2009): Projektmanagement für kleine und mittlere Unternehmen. Das Praxisbuch für den

	<p>Mittelstand [Project Management for Small and Medium-scale Enterprises. The Practical Manual for the Medium-scale Industry], 2nd ed., Munich, Vienna: Hanser</p> <p>Ehrlenspiel, K.; Kiewert, A.; Lindemann, U. (2007): Kostengünstig Entwickeln und Konstruieren. Kostenmanagement bei der integrierten Produktentwicklung [Developing and Constructing Cost-effectively. Cost Management in the integrated Product Development], 6th ed., Berlin: Springer</p> <p>Haeske, U. (2008): Team- und Konfliktmanagement. Teams erfolgreich leiten, Konflikte konstruktiv lösen [Team and Conflict Management. Lead Teams Successfully, Solve Conflicts Constructively], 3rd ed., Mannheim: Bibliographisches Institut</p> <p>Hauerndinger, M.; Probst, H.-J. (2012): Projektmanagement. Projekte erfolgreich planen, steuern und abschließen [Project Management. Plan, Control and Complete Projects Successfully], Munich: Redline</p> <p>Hauschildt, J.; Salomo, S. (2010): Innovationsmanagement [Innovation Management], 5th ed., Wiesbaden: Vahlen</p> <p>Meier, M. (2007): Projektmanagement. Situationsanalyse, Zielbestimmung, Projektcontrolling, Controllingwerkzeuge, Motivation, Teammanagement [Project Management. Situation Analysis, Determination of Target, Project Controlling, Controlling Tools, Motivation, Team Management], Stuttgart: Schäffer-Poeschel</p> <p>Müller, M. (2011): Ideenfindung, Problemlösen, Innovation. Das Entwickeln und Optimieren von Produkten, Systemen und Strategien [Identifying Ideas, Solving Problems, Innovation. The Development and Optimization of Products, Systems and Strategies], Saarbrücken: Publicis Mcd.</p> <p>Ribbens, J. A. (2000): Simultaneous Engineering for New Product Development. Manufacturing Applications, Hoboken: Wiley & Sons</p> <p>Schuh, G. (Hrsg.) (2012): Innovationsmanagement [Innovation Management], 2nd ed., Berlin: Springer</p> <p>Vahs, D.; Brem, A. (2012): Innovationsmanagement. Von der Produktidee bis zur erfolgreichen Vermarktung [Innovation Management. From the Product Idea until its Commercialization], 4th ed., Stuttgart: Schäffer-Poeschel</p> <p>Völker, R.; Schaaf, H.; Thome, C. (2012): Innovationsmanagement. Bestandteile – Theorien – Methoden [Innovation Management. Constituents – Theories - Methods], Stuttgart: Kohlhammer</p> <p>Weidenmann, B. (2010): Handbuch Kreativität [Manual of Creativity], Landsberg: Beltz</p>
Additional information:	

Brief module label:	Praxis simult. Engineering
Module description:	BWL-Workshop: Practice of Simultaneous Engineering
Division in teaching sessions, if applicable:	-
Duration of module:	One semester
Classification in the curriculum:	BWL Ba, 4th semester, elective module
Usability of the module:	The module can also be employed in other (Bachelor's) courses according to the regulations of studies and examinations applicable there.
Frequency of offering of modules:	Every academic year
Author:	Prof. Dr. Jürgen Schwill
Private lecturer:	Prof. Dr. Jürgen Schwill
Language of instruction:	German
Prerequisites:	BWL-Workshop: Basics of Simultaneous Engineering
ECTS-Credits:	5
Total workload and its composition:	approx. 150 hours = 60 hours of attendance and 90 hours of self-study
Form of teaching/semester hours per week:	4 semester hours per week, problem-based learning
Study and examination achievements:	Project paper and presentation
Weighting of the grade in the overall grade:	According to the regulations of studies and examinations
Learning outcomes:	The students are able to structure and plan projects and practical problems and develop solutions in groups.
Contents:	The contents depend on the tasks of the project chosen from practical life.
Teaching and learning methods:	Problem-based learning
Literature:	<p>Braehmer, U. (2009): Projektmanagement für kleine und mittlere Unternehmen. Das Praxisbuch für den Mittelstand [Project Management for Small and Medium-scale Enterprises. The Practical Guide for the Medium-scale Enterprises], 2nd ed., Munich, Wien: Hanser</p> <p>Ehrlenspiel, K.; Kiewert, A.; Lindemann, U. (2007): Kostengünstig Entwickeln und Konstruieren. Kostenmanagement bei der integrierten Produktentwicklung [Developing and Construction Cost-effectively. Cost Management in the integrated Product Development], 6th ed., Berlin: Springer</p> <p>Haeske, U. (2008): Team- und Konfliktmanagement. Teams erfolgreich leiten, Konflikte konstruktiv lösen [Team and Conflict Management. Leading Teams Successfully, Solving Conflicts Constructively], 3rd ed., Mannheim:</p>

	<p>Bibliographisches Institut</p> <p>Haunerding, M.; Probst, H.-J. (2012): Projektmanagement. Projekte erfolgreich planen, steuern und abschließen [Project Management. Planning, Controlling and Completing Projects Successfully], Munich: Redline</p> <p>Hauschildt, J.; Salomo, S. (2010): Innovationsmanagement [Innovation Management], 5th ed., Wiesbaden: Vahlen</p> <p>Meier, M. (2007): Projektmanagement. Situationsanalyse, Zielbestimmung, Projektcontrolling, Controllingwerkzeuge, Motivation, Teammanagement [Project Management. Situation Analysis, Target Determination, Project Controlling, Controlling Tools, Motivation, Team Management], Stuttgart: Schäffer-Poeschel</p> <p>Müller, M. (2011): Ideenfindung, Problemlösen, Innovation. Das Entwickeln und Optimieren von Produkten, Systemen und Strategien [Finding Ideas, Solving Problems, Innovation. Development and Optimization of Products], Saarbrücken: Publicis Mcd.</p> <p>Ribbens, J. A. (2000): Simultaneous Engineering for New Product Development. Manufacturing Applications, Hoboken: Wiley & Sons</p> <p>Schuh, G. (Publ.) (2012): Innovationsmanagement [Innovation Management], 2nd ed., Berlin: Springer</p> <p>Vahs, D.; Brem, A. (2012): Innovationsmanagement. Von der Produktidee bis zur erfolgreichen Vermarktung [Innovation Management. From the Product Idea until its Commercialization], 4th ed., Stuttgart: Schäffer-Poeschel</p> <p>Völker, R.; Schaaf, H.; Thome, C. (2012): Innovationsmanagement. Bestandteile – Theorien – Methoden [Innovation Management. Constituents – Theories - Methods], Stuttgart: Kohlhammer</p> <p>Weidenmann, B. (2010): Handbuch Kreativität [Manual of Creativity], Landsberg: Beltz</p> <p>(Depending on the project task, supplementary reference literature will be announced)</p>
Additional information:	

Brief module label:	enactus
Module description:	Workshop on Basics of project-related Consulting (enactus)
Division in teaching sessions, if applicable:	
Duration of module:	Two or three semesters
Classification in the curriculum:	BWL BA, 3rd, 4th and, if necessary, 5th semester, elective module
Usability of the module:	The module is intended for practising the acquired knowledge of general Business Administration together with project-dependent varying topics
Frequency of offering of modules:	Every academic year
Author:	Prof. Dr. Bettina Burger-Menzel / Prof. Dr. Cord Siemon
Private lecturer:	Prof. Dr. Siemon / Dipl.-Ök Cornelia Abel
Language of instruction:	German (partly in English in the 4th semester)
Prerequisites:	Basic knowledge of general Business Administration of the first two semesters
ECTS-Credits:	5
Total workload and its composition:	150 hours
Form of teaching/semester hours per week:	4 semester hours per week
Study and examination achievements:	Project presentation and discussion in front of appropriate representatives from the fields of research, business, including the public. Measurable project results will be highly valued.
Weighting of the grade in the overall grade:	According to the regulations of studies and examinations or $0.7 \cdot (1/30) = 2.33\%$
Learning outcomes:	<p>Team formation, project management and initial leadership experience</p> <p>The students go through the processes of team formation and integrate themselves with the team work; they are conversant with the practice-oriented challenges posed by the business, entrepreneurship, financing (e.g. sponsoring) and business-related ethics; they are sensitized about the ethical needs of third parties; they are enabled to independently plan project-related processes, to control and to communicate within and outside the team specific to the objectives; they possess increased linguistic competence and presentation abilities; they familiarize themselves with the leadership competence, widen their knowledge about the topic of leading the employees and convert it into projects; they learn the formalities of handing over a project successfully.</p>

<p>Contents:</p>	<p>The focal point of this module is the entrepreneurial development and implementation of sustainable and economically viable concepts of solutions – also with the aim to improve the situation of the underprivileged in the society (corporate social responsibility). The module offers to the students a platform to integrate their theoretic knowledge in to self-determined practical projects while they are convinced of their significance for the development of 'people in need' and their region. The students pass on their experience and project know-how to other and, thus, open up as entrepreneurs or consultants business perspectives to third parties in the best interest of all. The projects are planned sustainably which also means that they can be pursued by successor student groups and further developed, in case they are not sustainably completed with handing over to the target group ('people in need').</p> <p>Procedure: The student registers for the module from the 3rd – 4th semester (and, if necessary, also in the 5th semester)</p> <p>3rd semester: Team formation and project management Introduction to the Project Management and to the concerns of the enactus initiative; the students will come to know more about the procedure of the main programmes and specifications of enactus; the students form into teams, prepare and present their concepts for their own project ideas or for further development of ongoing projects. For each project, it must be particularly defined as to what the long-term effect of the project would be, who the target group and relevant partners are, which objectives of learning the project team intends achieving and how the achieved results will be documented so as to ensure that they are verifiable. After determining the project structure, the common procedures, capacities and schedules are planned and the first steps for the realization are taken.</p> <p><u>4th semester: Students' management consulting</u> The students examine the stages of project's progress and project plans, check the schedules, costs and quality and agree on the need of reporting system. At the end of the semester, a report on the results is drafted; identification of lessons learned from the project; assessment in terms of defined evaluation criteria.</p> <p><u>5th semester: Leadership and project controlling</u> The students assume the position of team leaders or become active in the guiding team and familiarize themselves with the responsibilities of a manager; instruct the students moving up in their tasks; they support the new coordination of positions in the projects; instruct the future team leaders;</p>
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	<p>formulate their know-how and final results in writing, for example, in the form of a manual, for internal processes and for handing over to the external project partners.</p>
Teaching and learning methods:	<p>On receiving the theoretical basic principles, the students draft project-related articles in teams.</p> <p>They work on special project topics, define and independently regulate the degree of processing intensity. They also control the team process mostly themselves. The lecturers have advising function with regard to the content and take up a coaching function by supporting. By working on individual projects they train the students in social and interdisciplinary competences.</p>
Literature:	<p>Basic reference literature on general Business Management and e.g.</p> <p>Dilts, R. B.: Kommunikation in Gruppen und Teams. Lehren und Lernen effektiver Präsentationstechniken. Angewandtes NLP [Communication in Groups and Teams. Teaching and Learning Effective Presentation Techniques. Applied NLP], Paderborn 1997</p> <p>Eisele, D.; Th. Doyé: Praxisorientierte [Practice-oriented]</p> <p>Faltin, G.: Kopf schlägt Kapital [Capital out of Heads], Munich 2008.</p> <p>Personalwirtschaftslehre [HR Bbusiness Management], 7th ed., Stuttgart 2010.</p> <p>Miner, J.B.: The 4 Routes to Entrepreneurial Success, San Francisco 1996.</p> <p>Radtko, P.; Stocker, S.; Bellabarba, A.: Kommunikationstechniken. 7 Techniken für eine effektive Kommunikation [Communication Techniques. 7 Techniques for Effective Communication], Munich 2002.</p> <p>Röpke, J.: Der lernende Unternehmer [The Learning Entrepreneur], Norderstedt 2002.</p> <p>Thaler, R.; C. Sunstein: Nudge – Wie man kluge Entscheidungen anstoßen kann [Nudge – How Clever Decisions can be initiated], Berlin 2009.</p>
Additional information:	<p>enactus is a non-governmental, non-political and non-profit organization. It operates worldwide in 47 countries in more than 1,800 Universities. enactus provides the students even during their studies a forum at the national as well as at the international level to facilitate personal contacts to decision makers in renowned enterprises. In the course of implementation of the project, the students receive, besides their internal guidance, Coaching from top-class partners from practical life. The students have the opportunity to participate with their projects at the national enactus competition that is held every years and, depending on the outcome, also at an international enactus competition in another country.</p>

Brief module label:	Grundl. interkult. Projekte
Module description:	Workshop on Basics of intercultural Projects
Division in teaching sessions, if applicable:	
Duration of module:	One semester
Classification in the curriculum:	BWL BA, 3rd semester, elective module
Usability of the module:	The module is a preparatory course for subsequent advances courses.
Frequency of offering of modules:	Every academic year
Author:	Dipl.-Betriebswirtin (FH) Nadine Syring
Private lecturer:	Prof. Dr. Andreas Wilms/ Dipl.-Betriebswirtin (FH) Nadine Syring
Language of instruction:	<u>English</u> and German
Prerequisites:	None
ECTS-Credits:	5
Total workload and its composition:	approx. 150 hours of workload: to enable/ as preparation for project work in intercultural teams, simultaneously courses with compulsory attendance
Form of teaching/semester hours per week:	4 semester hours per week
Study and examination achievements:	Presentation and discussion on project results in English language
Weighting of the grade in the overall grade:	According to the regulations of studies and examinations
Learning outcomes:	The students are made aware of the intercultural (team) processes; they know the possibilities of improving the intercultural processes; they possess the "tools of the trade" needed for intercultural team management, intercultural communication and international project managements, as well as enhanced linguistic competence and presentation skills.
Contents:	<p>Theory modules:</p> <ul style="list-style-type: none"> • Cultural basics • Intercultural team management • Intercultural communication • International project management • Virtual working/ virtual communication platforms <p>The individual theoretical models are processed and consolidated through team assignments. The theoretical basics are taught to prepare the students for project-related contributions in intercultural teams, including for discussion on the presented project results in the plenary</p>

	<p>session.</p> <p>The students consolidate their abilities in communication processes in the international context. Situations from the previous team papers or on the basis of conceived role play, their sensitivity to intercultural conflict potential is sharpened and methods are developed to solve conflicts.</p>
Teaching and learning methods:	<ul style="list-style-type: none"> - Lecture using a combination of media (transparencies, blackboard work, demonstrations, etc.) - Lecture using transparencies and projector - Exercises (role plays, team exercises) - Writing assignment (document), lecture script, teaching material etc. - E-Learning content in Moodle learning platform or Moodle online platform - Blackboard and chalk - Write-up on a topic in groups and presentation
Literature:	<p>Blom, H.; Meier, H. (2002): Interkulturelles Management. Interkulturelle Kommunikation, Internationales Personalmanagement, Diversity-Ansätze im Unternehmen [Intercultural Management. Intercultural Communication, International Personnel Management, Approaches to Diversity in the Enterprise]. Berlin: Herne, 2002</p> <p>Bolten, J.; Ehrhardt, C. (Publ.) (2003): Interkulturelle Kommunikation. Texte und Übungen zum interkulturellen Handeln [Intercultural Communication. Texts and Exercises for Intercultural Activity]. Sternenfels, 2003</p> <p>Deresky, H. (2000): International Management – Managing across Borders and Cultures. Upper Saddle River, 2000</p> <p>Herbrand, F. (2002): Fit für fremde Kulturen. Interkulturelles Training für Führungskräfte [Fit for Alien Cultures. Intercultural Training for Managers]. Bern and others, 2002</p> <p>Hoffmann, H.-E.; Schoper, Y.-G.; Fitzsimons, C.J. (Publ.) (2004): Internationales Projektmanagement. Interkulturelle Zusammenarbeit in der Praxis [International Project Management. Intercultural Cooperation in Practice]. Munich, 2004</p> <p>Lewis, R.D. (2000): Handbuch Interkulturelle Kompetenz. Mehr Erfolg durch den richtigen Umgang mit Geschäftspartnern weltweit [Manual of Intercultural Competence. More Success through Correct Interaction with Business Partners]. Frankfurt/M., 2000</p> <p>Reineke, R.-D.; Fussinger, C. (Publ.) (2001): Interkulturelles Management. Konzeption - Beratung – Training [Intercultural Management. Concept – Consulting - Training]. Wiesbaden: Gabler, 2001</p>

	<p>Trompenaars, F.; Hampden-Turner, C. (2004): Managing peoples across cultures, West Sussex, 2004</p> <p>Rentzsch, H.-P. (1999): Erfolgreich verhandeln im weltweiten Business. Verhalten, Taktik und Strategie für internationale Meetings und Präsentationen [Negotiating Successfully in Worldwide Business. Behaviour, Tactics and Strategies for International Meetings and Presentations]. Wiesbaden: Gabler, 1999</p> <p>Sergey, F. (2003): Internationales Business. Präsentieren, Verhandeln, Business English [International Business. Presentation, Negotiation, Business English]. Freiburg i. Br., 2003</p>
Additional information:	This course forms the basis for the workshop "Practice with intercultural Projects"

Brief module label:	Praxis interkult. Projekte
Module description:	Workshop on Practice with intercultural Projects
Division in teaching sessions, if applicable:	
Duration of module:	One semester
Classification in the curriculum:	BWL BA, 4th elective module
Usability of the module:	The module is in continuation of the previous workshop "Basics of intercultural Projects".
Frequency of offering of modules:	Every academic year
Author:	Dipl.-Betriebswirtin (FH) Nadine Syring
Private lecturer:	Prof. Dr. Andreas Wilms/ Dipl.-Betriebswirtin (FH) Nadine Syring
Language of instruction:	<u>English</u> and German
Prerequisites:	None
ECTS-Credits:	5
Total workload and its composition:	approx. 150 hours of workload: Project paper in international teams, simultaneously courses to be attended
Form of teaching/semester hours per week:	4 semester hours per week
Study and examination achievements:	Paper in English language (relating to the project carried out)
Weighting of the grade in the overall grade:	According to the regulations of studies and examinations
Learning outcomes:	The students are made aware of the intercultural (team) processes; they know the possibilities of improving the intercultural processes, which they can implement; they possess the "tools of the trade" needed for intercultural team management, intercultural communication and international project managements, as well as enhanced linguistic competence and presentation skills.
Contents:	In continuation of the theoretical modules from the workshop "Basics of intercultural Projects" work on the project paper begins in various intercultural teams. One of the projects, where different teams operate under its umbrella, is the "Euroweek", an initiative of the PRIME-Network (PROfessional Inter-University Management for Educational Networking). PRIME is a non-profit organization with 21 members (FHB is also one among them) from 20 countries. Every year a general range of topics is formulated related to which internationally represented student teams work on specific projects. The project topics are first discussed and processed by the team members. Since the teams are internationally represented and pursue their studies at different European Universities, the project management in general and the

	communication processes particularly acquire a great significance.
Teaching and learning methods:	<p>Based on the theoretical aspects, the students develop their project-related contributions jointly in intercultural teams and discuss their project results in plenary sessions.</p> <p>They work on special project topics, independently define and regulate the degree of processing intensity. They control even the team process largely themselves. The lecturers from the participating Universities of the international network assume an advisory and supporting function.</p> <ul style="list-style-type: none"> - E-Learning content in Moodle learning platform or Moodle online platform - Blackboard and chalk - Coaching schedules - Work on a topic in groups and presentation
Literature:	<p>Blom, H.; Meier, H. (2002): Interkulturelles Management. Interkulturelle Kommunikation, Internationales Personalmanagement, Diversity-Ansätze im Unternehmen [Intercultural Management. Intercultural Communication, International Personnel Management, Approaches to Diversity in the Enterprise]. Berlin: Herne, 2002</p> <p>Bolten, J.; Ehrhardt, C. (Publ.) (2003): Interkulturelle Kommunikation. Texte und Übungen zum interkulturellen Handeln [Intercultural Communication. Texts and Exercises for Intercultural Activitiy]. Sternenfels, 2003</p> <p>Deresky, H. (2000): International Management – Managing across Borders and Cultures. Upper Saddle River, 2000</p> <p>Herbrand, F. (2002): Fit für fremde Kulturen. Interkulturelles Training für Führungskräfte [Fit for Alien Cultures. Intercultural Training for Managers]. Bern and others, 2002</p> <p>Hoffmann, H.-E.; Schoper, Y.-G.; Fitzsimons, C.J. (Publ.) (2004): Internationales Projektmanagement. Interkulturelle Zusammenarbeit in der Praxis [International Project Management. Intercultural Cooperation in Practice]. Munich, 2004</p> <p>Lewis, R.D. (2000): Handbuch Interkulturelle Kompetenz. Mehr Erfolg durch den richtigen Umgang mit Geschäftspartnern weltweit. [Manual of Intercultural Competence. More Success through Correct Interaction with Business Partners] Frankfurt/M., 2000</p> <p>Reineke, R.-D.; Fussinger, C. (Publ.) (2001): Interkulturelles Management. Konzeption - Beratung – Training [Intercultural Management. Concept – Consulting - Training]. Wiesbaden: Gabler, 2001</p> <p>Trompenaars, F.; Hampden-Turner, C. (2004): Managing peoples across cultures, West Sussex, 2004</p>

	<p>Rentzsch, H.-P. (1999): Erfolgreich verhandeln im weltweiten Business. Verhalten, Taktik und Strategie für internationale Meetings und Präsentationen [Negotiating Successfully in Worldwide Business. Behaviour, Tactics and Strategies for International Meetings and Presentations]. Wiesbaden: Gabler, 1999</p> <p>Sergey, F. (2003): Internationales Business. Präsentieren, Verhandeln, Business English [International Business. Presentation, Negotiation, Business English]. Freiburg i. Br., 2003</p>
Additional information:	The project is carried out in international teams, and the results presented to international audience in partnering universities.

Brief module label:	VWLS Economic Integration in the EU
Module description:	Economic Integration in the EU
Division in teaching sessions, if applicable:	Seminar
Duration of module:	One semester
Classification in the curriculum:	BWL BA, 4th semester, specialization VWL
Usability of the module:	Preparatory course for subsequent advanced courses, especially: "Single Market". The module can also be employed in other (Bachelor's) courses according to the regulations of studies and examinations applicable there.
Frequency of offering of modules:	Every academic year
Author:	Prof. Dr. phil. Ulrich Brasche
Private lecturer:	Prof. Dr. phil. Ulrich Brasche
Language of instruction:	English
Prerequisites:	Basic economics
ECTS-Credits:	5
Total workload and its composition:	150 hours of workload, approx. 50 hours of attendance, approx. 40 hours of preparation and follow-up, approx. 60 hours of preparation for examination
Form of teaching/semester hours per week:	4 semester hours per week
Study and examination achievements:	Written test, 90 min.
Weighting of the grade in the overall grade:	According to the regulations of studies and examinations
Learning outcomes:	Students <ul style="list-style-type: none"> • Know and understand institutions and decision making within EU • Know and understand principles of economic and monetary integration • Analyse effects of EMU • Assess the forces and outcomes of integration
Contents:	History, institutions, power Single Market <ul style="list-style-type: none"> • Goods • People • Services <ul style="list-style-type: none"> ○ Networks ○ State owned • Capital, FDI

	<p>EMU (Economic and Monetary Union)</p> <ul style="list-style-type: none"> • Primer: Monetary policy and exchange rates • Pros and cons of a common currency • Pitfalls and problems of the EMU • EMU and convergence • Crisis of Euro?
Teaching and learning methods:	Mix of lectures and group work; presentations by students; case studies; preparation by working through a reading list
Literature:	<p>Baldwin, R. E. and C. Wyplosz (2009). Economics of European Integration. London</p> <p>Baldwin, R. E.: The EURO's trade effects, in: ECB working paper (594) 2006</p> <p>Brasche, U.: Europäische Integration [European Integration], Munich 2012</p> <p>DeGrauwe, P.: The economics of monetary integration, Oxford 2006</p> <p>Dierx, A., F. Ilzkovitz and K. Sekkat, Eds.: European integration and the functioning of product markets. Cheltenham [et al] 2004</p> <p>Pelkmans, J. (2006): European integration – Methods and economic analysis, Harlow et al.</p> <p>Rose, A. K.: One money, one market: The effect of common currencies on trade, in: Economic Policy (April): 9-45, 2000: Recent information on the institutional development of the EU (Constitution, Reform Treaty etc.)</p>
Additional information:	Student and learning centred approach

Brief module label:	VWLS A Single Market for Europe
Module description:	A Single Market for Europe
Division in teaching sessions, if applicable:	//
Duration of module:	One semester
Classification in the curriculum:	BWL BA, 5th semester, specialization VWL
Usability of the module:	The module can also be employed in other (Bachelor's) courses according to the regulations of studies and examinations applicable there.
Frequency of offering of modules:	Every academic year
Author:	Prof. Dr. phil. Ulrich Brasche
Private lecturer:	Prof. Dr. phil. Ulrich Brasche
Language of instruction:	English
Prerequisites:	Basic economics; Economic Integration into the EU
ECTS-Credits:	5
Total workload and its composition:	approx. 150 hours: approx. 50 hours of attendance, approx. 40 hours of preparation and follow-up, approx. 60 hours of preparation for examination
Form of teaching/semester hours per week:	4 semester hours per week
Study and examination achievements:	Written test (90 min.)
Weighting of the grade in the overall grade:	According to the regulations of studies and examinations
Learning outcomes:	<p>Students</p> <ul style="list-style-type: none"> • Understand different strands in the globalisation debate • Apply different concepts of regulation to market building in the EU • Analyse economic and political forces and outcomes in deregulation of services • Analyse the effects of enlargement of the EU on different markets • Assess the likely results of further enlargements on "old" and "new" EU members
Contents:	<p>Changes in market segments by globalisation and European regulation.</p> <p>Markets for production factors (labour, capital) and for output (goods and services).</p> <p>Transfer from state to competition in services.</p> <p>Enlargements of EU, esp. the case of Turkey's application</p> <p>Selected policies, like agricultural policy, regional policy and competition policy</p>

Teaching and learning methods:	Lectures; group work; presentations by students; country studies; preparation by working through a reading list
Literature:	Textbooks on Single Market issues and country studies: Brasche, U.: Europäische Integration [European Integration], Munich 2012 Dervis, K.: The European transformation of modern Turkey, Brussels [and others] 2004 Jovanovic, M. N.: The economics of European integration. Cheltenham, Northampton 2005 OECD: Economic surveys Turkey, Paris, ongoing publ. Sapir, A., Aghion, P., Bertola, P., Hellwig, M., Pisani-Ferry, J., Rosati, D., Vinals, J. and Wallace, H.: An agenda for a growing Europe: Making the EU Economic System Deliver Recent studies of international organisations and research bodies (CEPS; CEPR etc.) on the economic development of the EU
Additional information:	Student and learning centred approach; group work

Brief module label:	VWLS Wettbewerbspolitik
Module description:	Innovation, Market behaviour and Competition policy
Division in teaching sessions, if applicable:	
Duration of module:	One semester
Classification in the curriculum:	BWL BA, 4th semester, specialization VWL
Usability of the module:	Runs simultaneously with consolidating BWL courses and preparatory course for subsequent advanced VWL courses
Frequency of offering of modules:	Every academic year
Author:	Prof. Dr. rer. pol. Bettina Burger-Menzel
Private lecturer:	Prof. Dr. rer. pol. Bettina Burger-Menzel
Language of instruction:	German or English
Prerequisites:	Basic understanding of Economics
ECTS-Credits:	5
Total workload and its composition:	150 hours of workload, approx. 50 hours of attendance; approx. 40 hours of preparation and follow-up, approx. 60 hours of preparation for examination
Form of teaching/semester hours per week:	4 semester hours per week /lecture
Study and examination achievements:	Written examination or seminar paper with presentation
Weighting of the grade in the overall grade:	According to the regulations of studies and examinations
Learning outcomes:	The students have a technical and methodical understanding of the theory of market and competition; they are able to critically discuss about the functions of competition and its economic relevance; they can delimit a market for an analysis of the competition and its structural factors with a view on the market behaviour and results; they understand the motivation behind the governmental intervention and are able to identify and structure the conditions for a competition policy capable of action (especially to check fusions and misuse) as well as name the areas of possible target conflicts with the technology policy.
Contents:	In the module Innovations, Market power and Competition policy the fundamentals of the market and competition theory are taught in order to critically fathom the basic patterns of explanation about competition processes, to understand the functioning of various markets and to find out the intentions in the practices of competition policy in the background of a growing knowledge-based society and an environment that is characterized by technical advancement / technological fusion and globalization. The approach is divided into the following aspects:

	<ul style="list-style-type: none"> • Market and competition theory (20%) • Structures, behaviour and results in the relevant market (30%) • Competition policy related interventions in the relevant market (50%)
Teaching and learning methods:	<p>The most important contents of knowledge are prepared by the students as much as possible and under the structuring guidance of the lecturer through self-study, consolidated through discussions and further developed and secured through overlapping questions. In this, attention is paid as much as possible to interactive and seminar-type teaching methods.</p> <p>In the background of the acquired knowledge or current events, the students are expected to work on individual topics and present the outcome in a plenary session.</p> <p>During the teaching sessions, to supplement the same, reference literature is recommended or files and texts available on the Web are collected as working material, and multimedia applications are expressly desirable. Through the Moodle learning platform, the students have the possibility to obtain (also updated) material at flexible time and place and to work with them in workgroups or jointly.</p>
Literature:	<p>Basic reference literature of Economics in its current editions, e.g.:</p> <p>Antonelli, G.: Economics of structural and technological change: Industrial economic strategies for Europe, Routledge 1997</p> <p>Case, J.: Competition, New York 2007</p> <p>Freeman, C.; Soete, L.: The Economics of Industrial Innovation, Cornwall 2004</p> <p>Götting, H.-P.: Gewerblicher Rechtsschutz und Urheberrecht [Commercial Legal Protection and Copyright], Munich 2005</p> <p>Hotz-Hart, B., et al.: Innovationen: Wirtschaft und Politik im globalen Wettbewerb [Innovations: Economy and Politics in the global Competition], Bern 2001</p> <p>Kling, M.; Thomas, S.: Grundkurs Wettbewerbs- und Kartellrecht [Basic Course in Competition and Cartel Law], Munich 2004</p> <p>Knottenbauer, K.: Theorien des sektoralen Strukturwandels [Theories of Sectoral Structural Changes], Marburg 2000</p> <p>Kurzlechner, W.: Fusionen, Kartelle, Skandale – Das Bundeskartellamt als Wettbewerbshüter und Verbraucherschutz [Fusions, Cartels, Scandals – The Federal Cartel Office as the Protector and Consumer’s Advocate of Competition], Munich 2008</p> <p>Lettl, T.: Das neue UWG [The New Law Against Unfair Competition], Munich 2004</p> <p>Maggioni, M. A.: Clustering Dynamics and the Location of High-tech Firms, Heidelberg 2002</p> <p>Meißner, W.; Fassng, W.: Wirtschaftsstruktur und Strukturpolitik [Economic Structure and Structural Policy],</p>

	<p>Munich 1989</p> <p>Morasch, K.: Industrie- und Wettbewerbspolitik [Industry and Competition Policy], Munich 2003</p> <p>Motta, M.: Competition Policy – Theory and Practice, Cambridge University Press, New York 2004</p> <p>Olson, M.: The Logic of Collective Action, Cambridge, Massachusetts 1971</p> <p>Richter, R.; Furubotn, E.G.: Neue Institutionenökonomik [New Institutional Economics], Tübingen 2003</p> <p>Rogers, E.M.: Diffusion of Innovations, London 2003</p> <p>Schmidt, I.: Wettbewerbspolitik und Kartellrecht [Competition Policy and Cartel Law], Stuttgart 2001</p> <p>Schmidt, I.; Schmidt, A.: Europäische Wettbewerbspolitik und Beihilfekontrolle [European Competition Policy and State Aid Control], Munich 2006</p> <p>Schulz, N. (2003): Wettbewerbspolitik [Competition Policy], Tübingen 2003</p> <p>Scotchmer, S.: Innovation and Incentives, Cambridge, Massachusetts 2004</p> <p>Williamson, O.E.: The Economic Institutions of Capitalism, London 1985</p>
Additional information:	

Brief module label:	VWLS Technologiepolitik
Module description:	Innovations, Market power and Technology policy
Division in teaching sessions, if applicable:	
Duration of module:	One semester
Classification in the curriculum:	BWL BA, 5th semester, specialization VWL
Usability of the module:	Along with the BWL Courses for consolidation
Frequency of offering of modules:	Every academic year
Author:	Prof. Dr. rer. pol. Bettina Burger-Menzel
Private lecturer:	Prof. Dr. rer. pol. Bettina Burger-Menzel
Language of instruction:	German or English
Prerequisites:	Basic knowledge of Economics
ECTS-Credits:	5
Total workload and its composition:	150 hours of workload, approx. 50 hours of attendance; approx. 40 hours of preparation and follow-up, approx. 60 hours of preparation for examination
Form of teaching/semester hours per week:	4 semester hours per week / lecture
Study and examination achievements:	Written examination or seminar paper with presentation
Weighting of the grade in the overall grade:	According to the regulations of studies and examinations
Learning outcomes:	The students have a technical and methodical understanding of innovation processes in the regional, national and global competitive environment; they are able to discuss about the special importance of markets and market structures critically, which are full of technologically intensive; they can to analyze the locational economic effects of research and development activities as well as of innovation activities; they understand the motivation behind governmental interventions and are able to identify and structure the conditions for a technology policy capable of action, as well as name the fields of possible target conflicts with the market-oriented economic order.
Contents:	In the module Innovations, Market power and Technology policy the innovative behaviour is analyzed in a global competition context in order to understand interactive transactions between market, network and hierarchy solutions and to categorize possibilities of intervention by the state into a technologically and internationally dynamic environment and to evaluate the same. This approach is divided into the following aspects: <ul style="list-style-type: none"> • Research and innovation processes (20%)

	<ul style="list-style-type: none"> • Characteristics of technology-intensive markets and options of action for economic units and state (30%) • Research and innovation policy-related intervention in technology-intensive markets and risks of the state's failure (50%)
Teaching and learning methods:	<p>The students prepare the main contents of knowledge as much as possible and under structured guidance of the lecturer in self-study, consolidated through discussions and further developed and secured through overlapping questions. As much as possible, the activity is interactive and in seminar-type teaching.</p> <p>In the background of the acquired knowledge or current events, workgroups work on individual topics and present the results in a plenary session.</p> <p>So as to supplement the teaching session reference literature is recommended or files and texts available on the Web can be used as working material, and multimedia applications are expressly desirable. Through the Moodle learning platform, the students have the opportunity to obtain (updated) material at flexible time and place and to work in workgroups or jointly.</p>
Literature:	<p>Basic reference literature of Economics course in latest editions, e.g.</p> <p>Antonelli, G.: Economics of structural and technological change: Industrial economic strategies for Europe, Routledge 1997</p> <p>Chesbrough, H.; Vanhaverbeke, W.; West, J.: Open Innovation – Researching a New Paradigm, Oxford University Press, New York 2006</p> <p>Conway, S.; Steward, F.: Managing and shaping innovation, Oxford University Press, New York 2009</p> <p>Cross, R.; Parker, A.; Sasson, L.: Networks in the Knowledge Society, Oxford University Press, New York 2003</p> <p>Fagerberg, J.; Mowery, D.; Nelson, R.: The Oxford Handbook of Innovation, Oxford 2005</p> <p>Freeman, C.; Soete, L.: The Economics of Industrial Innovation, Cornwall 2004</p> <p>Hotz-Hart, B., et al.: Innovationen: Wirtschaft und Politik im globalen Wettbewerb [Innovations: Economy and Politics in the Global Competition], Bern 2001</p> <p>Knottenbauer, K.: Theorien des sektoralen Strukturwandels [Theories of Sectoral Structural Change], Marburg 2000</p> <p>Lundvall, B.-A. (ed.): National Systems of Innovation, London 2010</p> <p>Maggioni, M. A.: Clustering Dynamics and the Location of High-tech Firms, Heidelberg 2002</p> <p>Meißner, W.; Fassing, W.: Wirtschaftsstruktur und Strukturpolitik [Economic Structure and Structural Policy], Munich 1989</p> <p>Morasch, K.: Industrie- und Wettbewerbspolitik [Industry and</p>

	<p>Competition Policy], Munich 2003 Olson, M.: The Logic of Collective Action, Cambridge, Massachusetts 1971 Richter, R.; Furubotn, E.G.: Neue Institutionenökonomik [New Institutional Economics], Tübingen 2003 Rogers, E.M.: Diffusion of Innovations, London 2003 Scotchmer, S.: Innovation and Incentives, Cambridge, Massachusetts 2004 Tapscott, D.; Williams, A.D.: Wikinomics, Munich 2009 Williamson, O.E.: The Economic Institutions of Capitalism, London 1985</p>
Additional information:	

Brief module label:	Lineare Regression
Module description:	Applied Econometrics
Division in teaching sessions, if applicable:	
Duration of module:	One semester
Classification in the curriculum:	BWL BA, 4th semester, specialization VWL
Usability of the module:	Preparatory course for subsequent advanced courses
Frequency of offering of modules:	Every academic year
Author:	Prof. Dr. rer. oec. Michael Stobernack
Private lecturer:	Prof. Dr. rer. oec. Michael Stobernack
Language of instruction:	German
Prerequisites:	Business Mathematics and descriptive statistics, including probability concepts, distributions and statistical inference
ECTS-Credits:	5
Total workload and its composition:	150 hours, of which 50 hours for lecture and guided lab work, 100 hours of preparation and follow-up (especially hands-on exercises, preparation for examination)
Form of teaching/semester hours per week:	4 semester hours per week/lecture
Study and examination achievements:	Written examination
Weighting of the grade in the overall grade:	According to the regulations of studies and examinations
Learning outcomes:	<p>The students are able to analyse and evaluate the econometric methods for solving economic problems. They possess the necessary tools to handle the data adequately and to respond to data appropriately and, thus, arrive at improved decisions.</p> <p>They also possess the basic knowledge of linear regression analysis and are, thus, able to test theories and hypotheses, which assume a linear relationship between various variables, empirically for their validity and to evaluate them.</p>
Contents:	<p>The primary aim is to show an adequate use of econometric methods and a suitable interpretation of the outcome resulting from them.</p> <ul style="list-style-type: none"> • Objective and method of applied econometrics (5%) • Introduction to Statistical Software (SPSS) (15%) • Simple linear regression (10%) • Multiple linear regression (30%) <ul style="list-style-type: none"> o Significance test of coefficients o Coefficient of determination o F-Test • Heteroscedasticity (10%) • Multicollinearity (10%)

	<ul style="list-style-type: none"> • Outliers in the data (10%) • Autocorrelation (10%)
Teaching and learning methods:	Seminar-type teaching, processing exercises using statistical software, students' preparation through self-study
Literature:	<p>Auer, L. von: Ökonometrie – Eine Einführung [Econometrics – An Introduction], 5th ed. 2011, Berlin</p> <p>Baltagi, B.: Econometrics, 5th ed. 2011, Berlin</p> <p>Dielman, T. E.: Applied Regression Analysis: a second course in business and economic statistics, 4th ed. 2005, Belmont</p> <p>Gujarati, D.N./Porter, D.: Basic Econometrics, 5th ed. 2009, New York</p> <p>Hackl, P.: Einführung in die Ökonometrie [Introduction to Econometrics], 2008, Munich</p> <p>Seddighi, H.; Introductory Econometrics: A Practical Approach, 2nd ed. 2011, Routledge</p> <p>Studenmund, A.H.: Using Econometrics, 6th ed. 2011, Boston</p> <p>Wooldridge, J.: Introductory econometrics – a modern approach, 4th ed. 2009, Mason</p> <p>Zax, J.; Introductory Econometrics, 2011, Stanford</p>
Additional information:	Intensive work on the computer

Brief module label:	VWLS Ang. Ökonometrie in der Praxis
Module description:	Applied Econometrics in Practice
Division in teaching sessions, if applicable:	
Duration of module:	One semester
Classification in the curriculum:	BWL BA, 5th semester, specialization VWL
Usability of the module:	The module can also be employed in other (Bachelor's) courses according to the regulations of studies and examinations applicable there.
Frequency of offering of modules:	Every academic year
Author:	Prof. Dr. rer. oec. Michael Stobernack
Private lecturer:	Prof. Dr. rer. oec. Michael Stobernack
Language of instruction:	German
Prerequisites:	Linear Regression
ECTS-Credits:	5
Total workload and its composition:	150 hours, of which 50 hours for lecture and guided lab work, 100 hours of preparation and follow-up, especially independent lab work, preparation for examination
Form of teaching/semester hours per week:	4 semester hours per week / lecture
Study and examination achievements:	Written examination
Weighting of the grade in the overall grade:	According to the regulations of studies and examinations
Learning outcomes:	The students can analyse and evaluate econometric methods to solve economic problems. They have the tools to handle data adequately or to respond to data appropriately and, thus, to obtain improved decisions. They also have the basic knowledge of linear regression analysis and are, therefore, able to empirically test and evaluate theories or hypotheses that postulate a linear connection between various variables.
Contents:	Test for functional form (10%) Test for exclusion/inclusion of relevant/irrelevant variables (10%) Use of nominal variables (20%) Normal distribution and parameter tests (20%) Data acquisition (10%) Carrying out an empirical project (30%)
Teaching and learning methods:	Seminar-type teaching, processing of exercises using statistical software, students' preparation through self-study
Literature:	Auer, L. von: Ökonometrie – Eine Einführung [Econometry – An Introduction], 5th ed. 2011, Berlin

	<p>Dielman, T. E.: Applied Regression Analysis: a second course in business and economic statistics, 4th ed. 2005, Belmont</p> <p>Gujarati, D.N.; Econometrics by Example, 2011, New York</p> <p>Gujarati, D.N./Porter, D.: Basic Econometrics, 5. Aufl. 2009, New York</p> <p>Hübler, O.: Einführung in die empirische Wirtschaftsforschung [Introduction to empirical Economic Research], 2005, Munich</p> <p>Kacapyr, E.; Introductory Econometrics for Undergraduates – A Student’s Guide to the Basics, 2011, Armonk</p> <p>Stock, J.H./Watson, M.W.: Introduction to Econometrics, 3rd ed. 2011, Boston</p> <p>Studenmund, A.H.: Using Econometrics –a Practical Guide, 6. Aufl. 2011, Boston</p> <p>Winker, P.: Empirische Wirtschaftsforschung und Ökonometrie [Empirical Economic Research and Econometrics], 3rd ed. 2010, Berlin</p>
Additional information:	

Brief module label:	BWLS Strategisches Controlling
Module description:	Strategic Controlling
Division in teaching sessions, if applicable:	
Duration of module:	Two semesters
Classification in the curriculum:	BWL BA, 4th semester, specialization BWL
Usability of the module:	Preparatory course for subsequent advanced courses
Frequency of offering of modules:	Every academic year
Author:	Prof. Dr. rer. oec. Hubertus Sievers
Private lecturer:	Prof. Dr. rer. oec. Hubertus Sievers
Language of instruction:	German
Prerequisites:	None
ECTS-Credits:	5
Total workload and its composition:	150 hours of workload: approx. 50 hours of attendance, approx. 100 hours in all for preparation, follow-up and preparation for examination (preparation time, for example, for reading the given case studies and discussion thereafter in plenary session), 5 ECTS-Credits
Form of teaching/semester hours per week:	4 semester hours per week /lecture
Study and examination achievements:	Written examination
Weighting of the grade in the overall grade:	According to the regulations of studies and examinations
Learning outcomes:	The students are able to <ul style="list-style-type: none"> • develop entrepreneurial strategies, • assess the chances and risks in markets, • comprehend enterprise structures analytically, • conceptualize new areas of business, build them up and categorize them suitably in terms of organization and legal standing as an enterprise.
Contents:	<ol style="list-style-type: none"> 1. Strategic corporate planning <ul style="list-style-type: none"> • Bearers of Strategic planning • Tasks of Strategic planning • Instruments of Strategic planning • Organization of Strategic planning • Strategic alliances • M&A Strategies • Strategy Implementation and Project Management 2. Strategic Controlling <ul style="list-style-type: none"> • Tasks of Strategic Controlling • Conditions for Strategic Controlling • Instruments of Strategic Controlling

	<ul style="list-style-type: none"> o Competition analysis o Market analysis o Strengths/ Weaknesses Analysis o GAP Analysis, o Product Lifecycle o Market Portfolio Analysis o DB Calculations o Balanced Scorecard
Teaching and learning methods:	
Literature:	<p>Horvath, Peter: Controlling, Munich 2006</p> <p>Liessmann, Konrad: Strategisches Controlling als Aufgabe des Management [Strategic Controlling as a Task of the Management]. In: Handbuch Controlling [Manual of Controlling]. Publ. Mayer, Elmar und Weber, Jürgen, Stuttgart 1990</p> <p>Mann, Rudolf: Strategisches Controlling [Strategic Controlling]. In: Handbuch Controlling [Manual of Controlling]. Publ. Mayer, Elmar und Weber, Jürgen</p> <p>Preis, Albert: Strategisches Controlling [Strategic Controlling], Stuttgart 1990</p> <p>Preißler, Peter: Controlling, Munich 2007</p> <p>Piontek, Jochem: Controlling, Munich 2003</p> <p>Reichmann, Thomas: Controlling mit Kennzahlen und Managementberichten [Controlling with Key Indicators and Management Reports], Munich 2001</p> <p>Weber, Jürgen: Einführung in das Controlling [Introduction to Controlling],, Stuttgart 2006</p> <p>Steinle, Claus et al: Zukunftsgerichtetes Controlling [Future-oriented Controlling], Munich 2006</p> <p>Schierenbeck, Henner und Ister, Michael: Value Controlling, Munich 2002</p> <p>Gleich, R.: Das System des Performance Measurement. Munich 2001</p> <p>Tamm, A.: Kritische Analyse ausgewählter Ansätze des langfristigen Target Costing [Critical Analysis of Selected Approaches of Long-term Target Costing], in Controlling 2007. H.10, S.3-48.</p> <p>BDU (Publ.): Controlling, Berlin 2000</p>
Additional information:	Current case studies from practical field

Brief module label:	BWLS Operatives Controlling
Module description:	Operative Controlling
Division in teaching sessions, if applicable:	
Duration of module:	One semester
Classification in the curriculum:	BWL BA, 5th semester, specialization
Usability of the module:	The module can also be employed in other (Bachelor's) courses according to the regulations of studies and examinations applicable there.
Frequency of offering of modules:	Every academic year
Author:	Prof. Dr. rer. oec. Hubertus Sievers
Private lecturer:	Prof. Dr. rer. oec. Hubertus Sievers
Language of instruction:	German
Prerequisites:	None
ECTS-Credits:	5
Total workload and its composition:	150 hours of workload approx. 50 hours of attendance approx. 40 hours of preparation and follow-up approx. 60 hours of preparation for examination
Form of teaching/semester hours per week:	4 semester hours per week/ lecture
Study and examination achievements:	Written examination
Weighting of the grade in the overall grade:	According to the regulations of studies and examinations
Learning outcomes:	The students <ul style="list-style-type: none"> • master the relevant instruments of operative Controlling and can select them appropriately according to a given situation of an enterprise, • possess trained abilities of analytical thinking, • are qualified to analyse and evaluate especially operative situations of an enterprise.
Contents:	1. Instruments of operative Controlling <ul style="list-style-type: none"> • Operative enterprise planning • Distribution planning • Production planning • R&D planning • Investments planning • General expenses planning • Personnel planning • Financial planning • P&L planning • Balance planning 2. EDP supported Controlling 3. Cost accounting as Controlling Instrument

	<ul style="list-style-type: none"> • DB calculations • Target-Costing • Zero-Base-Budgeting • Process expenses accounting <p>4. Selected Controlling areas</p> <ul style="list-style-type: none"> • Financial controlling o Tasks o Instruments o Investment strategies in financial investments • Investment controlling o Tasks o Instruments • Profit controlling o Tasks o Instruments <p>5. Controlling in the functional areas</p> <ul style="list-style-type: none"> • Distribution/Marketing • R&D • Production and Material management • Personnel
Teaching and learning methods:	
Literature:	<p>Haag, J.: Marketing - Controlling. In: Handbuch Controlling. Publ. Mayer, E. and Weber, J.</p> <p>Horvath, P.: Controlling , Munich 2006</p> <p>Klenger, F.: Operatives Controlling, Munich 2000</p> <p>Preißler, P.: Controlling, Munich 2007</p> <p>Piontek, J.: Controlling, Munich 2003</p> <p>Reichmann, T.: Controlling mit Kennzahlen und Managementberichten [Controlling with Key Indicators and Management Reports], Munich 2001</p> <p>Weber, J.: Einführung in das Controlling [Introduction to Controlling], Stuttgart 2006</p> <p>Schierenbeck, H. and Lister, M.: Value Controlling, Munich 2002</p> <p>Freidank, C./ Mayer, E.: Controlling-Konzepte [Controlling Concepts], Wiesbaden 2001</p> <p>Steinle, K.: Zukunftsgerichtetes Controlling [Future-oriented Controlling], Wiesbaden 1998</p> <p>Lachnit, L.: Unternehmenscontrolling [Enterprise Controlling], Wiesbaden 2006</p>
Additional information:	Processing of current case studies from practical field

Brief module label:	BWLS Grundlagen ERP- Systemen
Module description:	Basics of ERP Systems
Division in teaching sessions, if applicable:	
Duration of module:	One semester
Classification in the curriculum:	BWL BA, 4th semester, specialization BWL
Usability of the module:	Preparatory course for subsequent advanced courses.
Frequency of offering of modules:	Every academic year
Author:	Prof. Dr. Robert U. Franz
Private lecturer:	Prof. Dr. Robert U. Franz
Language of instruction:	German
Prerequisites:	None
ECTS-Credits:	5
Total workload and its composition:	150 hours = 50 hours of attendance and 100 hours of self-study
Form of teaching/semester hours per week:	4 semester hours per week
Study and examination achievements:	Oral examination or written examination
Weighting of the grade in the overall grade:	According to the regulations of studies and examinations
Learning outcomes:	The participants know the main differences between customized software and business-related standard software. They understand the necessary complexity of such application systems and are able to execute simple and typical business processes of enterprises in an ERP system. They analyse the different IT architectures and the implemented authorization concepts.
Contents:	The course provides an introduction to the concepts, architecture and functions of standard software. Today, these integrated business-related application systems play an important role in adding value to enterprises and across the limitations of enterprises. Based on case studies, the participants are shown the significance and benefits, including the structure of these ERP systems. In particular, these are: Software classification <ul style="list-style-type: none"> • Own development vs. Standard software • Purpose of applications and operational range of functions of ERP systems • Industry solutions Requirements for standard systems <ul style="list-style-type: none"> • Introductory projects

	<ul style="list-style-type: none"> • Securing the scope of functionality • Integrability • User friendliness • Maintainability • Collaboration across the limitations of system and enterprise (EDI, Web-Services, Enterprise Application Integration, e-Commerce, Cloud-Computing) • Aspects of security <p>Architecture of ERP systems</p> <ul style="list-style-type: none"> • Organizational structures and elements • Authorization concepts • Data management <p>Executive Information Systems</p> <ul style="list-style-type: none"> • Strategic Enterprise Planning • Business Intelligence • Management-Cockpit • Data warehouse
Teaching and learning methods:	Lecture using a combination of media (projector and transparencies), exercises in the PC auditorium in small groups (up to 15 people)
Literature:	<p>C. Dorrhauer, A. Zlender: Business Software – ERP, CRM, EAI, E-Business – eine Einführung [An Introduction] (Tectum, 2004)</p> <p>N. Gronau: Enterprise Resource Planning and Supply Chain Management (Oldenbourg, 2004)</p> <p>M. Shields: ERP-Systeme und E-Business [ERP Systems and E-Business] (Wiley-VCH, 2002)</p>
Additional information:	Depending on the availability, guest speakers will give lectures on their practical experience; company visits are organized.

Brief module label:	BWLS Konfiguration ERP-Systemen
Module description:	Configuration and Implementation of ERP Systems
Division in teaching sessions, if applicable:	
Duration of module:	One semester
Classification in the curriculum:	BWL BA, 5th semester, specialization
Usability of the module:	The module can also be employed in other (Bachelor's) courses according to the regulations of studies and examinations applicable there.
Frequency of offering of modules:	Every academic year
Author:	Prof. Dr. Robert U. Franz
Private lecturer:	Prof. Dr. Robert U. Franz
Language of instruction:	German
Prerequisites:	Knowledge of the module "Basics of ERP Systems" is necessary for this subject.
ECTS-Credits:	5
Total workload and its composition:	Workload: 150 hours = 50 hours of attendance and 100 hours of self-study
Form of teaching/semester hours per week:	4 semester hours per week 2 semester hours per week for lecture and 2 semester hours per week for exercises in the lab on the ERP System
Study and examination achievements:	Oral examination or written examination
Weighting of the grade in the overall grade:	According to the regulations of studies and examinations
Learning outcomes:	The students are able to analyse and evaluate Business Processes. Applying their special knowledge of ERP Systems, they design the implementation of processes in core areas of an enterprise (e.g. Logistics, Financial system, HR System).
Contents:	The participants analyse and design the business processes for a model enterprise and, then, configure an ERP System so that the processes are implemented and are able to run. They process in groups various functional areas of a company such as the HR system, financial accounting, production and distribution in sub-projects in order to communicate the complexities of introduction of an ERP system. The concrete contents are: Organization and Management of ERP projects Process Reengineering Organizational elements in various functional areas of an ERP System <ul style="list-style-type: none"> • System technically: Clients, Users, Authorization objects • Financial and accounting system: Book entry cycles, Cost centres, Account plans, Credit control areas

	<ul style="list-style-type: none"> • Logistics: Plants, Sales organization, Distribution areas, Distribution routes, Warehouse locations, Categories • HR System: Organizational units, established posts <p>Information systems: Preparing analyses and reports</p>
Teaching and learning methods:	Lecture using a combination of media (projector and transparencies), exercise in PC auditorium in small groups (up to 15 people), project paper
Literature:	<p>S. Magal, J. Word: Integrated Business Processes with ERP Systems (Wiley, 2011)</p> <p>B. Ritter: Enterprise Resource Planning (Mitp-Verlag, 2005)</p> <p>E. Monk, B. Wagner: Concepts in Enterprise Resource Planning (Thomson, 2006)</p> <p>M. Shields: ERP-Systeme und E-Business schnell und erfolgreich einführen [Introduce Successfully ERP Systems and E-Business] (Wiley-VCH, 2002)</p>
Additional information:	Depending on the availability, guest speakers will report on their practical experience and company visits are organized.

Brief module label:	BWLS Strategisches Marketing
Module description:	Strategic Marketing Management
Division in teaching sessions, if applicable:	
Duration of module:	One semester
Classification in the curriculum:	BWL BA, 4th semester, specialization
Usability of the module:	Preparatory course for subsequent advances courses
Frequency of offering of modules:	Every academic year
Author:	Prof. Dr. Bernd J. Schnurrenberger
Private lecturer:	Prof. Dr. Bernd J. Schnurrenberger
Language of instruction:	German; some courses in English
Prerequisites:	None
ECTS-Credits:	5
Total workload and its composition:	approx. 150 hours: approx. 50 hours of attendance, approx. 40 hours of preparation and follow-up, approx. 60 hours of preparation for examination
Form of teaching/semester hours per week:	4 semester hours per week/ lecture
Study and examination achievements:	Normally, written examination (alternatively: any of the examination types indicated the regulations of studies and examinations)
Weighting of the grade in the overall grade:	According to the regulations of studies and examinations
Learning outcomes:	The students learn the basics of strategic marketing planning and analysis. They acquire skills in systematically analysing markets, in selecting relevant markets and in developing strategies for these.
Contents:	<ol style="list-style-type: none"> 1. Basics of strategic marketing planning and analysis 2. Methods of strategic analysis <ul style="list-style-type: none"> • Analysis of an own enterprise (potential analysis) • Competitor analysis/competition analysis • Market analysis • Market environment analysis (Environmental Analysis) • SWOT analysis 3. Definition and selection of markets 4. Strategic alternatives (Business field and marketing strategies): <ul style="list-style-type: none"> • Growth strategies (Product-Market matrix according to Ansoff) • Market stimulation: Preference vs. Price-Volume strategy • Type and range of market coverage (Market parcelling strategy)

	<ul style="list-style-type: none"> • Competition matrix/Strategy types according to Porter • Area strategies; internationalization strategies Timing strategies.
Teaching and learning methods:	Lecture; seminar-type teaching
Literature:	Backhaus, Klaus / Schneider, Helmut: Strategisches Marketing [Strategic Marketing], 2007 Becker, Jochen: Marketing-Konzeption [Marketing Concept], 9th ed., 2009 or more recent editions Höft, Uwe: Lebenszykluskonzept [Lifecycle Concept], 1992 Homburg, C./Krohmer, H.: Marketingmanagement [Marketing Management], 2nd ed., 2006 or more recent editions Hörschgen, Hans u.a.: Marketing-Strategien - Konzepte zur Strategiebildung im Marketing [Marketing Strategies – Concepts for Strategy Formation in Marketing], 1993 Kuß, Alfred/Tomczak, Torsten: Marketingplanung [Marketing Planning], 3rd ed. 2002 or more recent editions Meffert, H./Burmans, C./Kirchgeorg, Manfred: Marketing, 10th ed., 2008 or more recent editions
Additional information:	

Brief module label:	BWLS Marktforschung
Module description:	Market Research
Division in teaching sessions, if applicable:	
Duration of module:	One semester
Classification in the curriculum:	BWL BA, 5th semester, specialization
Usability of the module:	The module can also be employed in other (Bachelor's) courses according to the regulations of studies and examinations applicable there.
Frequency of offering of modules:	Every academic year
Author:	Prof. Dr. Uwe Höft
Private lecturer:	Prof. Dr. Bernd J. Schnurrenberger, N.N.
Language of instruction:	German
Prerequisites:	Setting up enterprises – Operations and Marketing, Strategic Marketing Management; Business Mathematics, descriptive statistics Probability calculus, deductive statistics
ECTS-Credits:	5
Total workload and its composition:	approx. 150 hours = 60 contact hours + 90 hours of self-study
Form of teaching/semester hours per week:	4 semester hours per week/ lecture
Study and examination achievements:	Project paper and presentation (alternatively: the type of examination as mentioned in the regulations of studies and examinations)
Weighting of the grade in the overall grade:	According to the regulations of studies and examinations
Learning outcomes:	The students learn important methods of Market Research. They have broad-based abilities of using analytical methods of Market Research and are able to appropriately select and use them depending on the type of collected data. They acquire knowledge of practical application through a concrete Market Research project.
Contents:	<p>A: Theory of Market Research</p> <ul style="list-style-type: none"> • Application areas and the tasks of Marketing Research (Market Research process) • Methods and sources of secondary research (desk-research) • Methods of primary research (field-research): (interviewing, observation, experiments/tests, special forms of the primary research/Qualitative Market Research; use of the Internet for Market Research)

	<ul style="list-style-type: none"> • Operationalizing of questions • Selection methods • Data evaluation and analysis: simple static evaluation methods (univariate analyses), bivariate analyses methods, multivariate analysis methods • Prognosis methods <p>B: Market Research project Empirical practical application of the Market Research and use of analysis methods. Use of statistics software (SPSS); if necessary also Software ACA Web</p>
Teaching and learning methods:	Seminar-type teaching; project
Literature:	<ul style="list-style-type: none"> • Backhaus, K; Erichson, B; Plinke, R, Weiber, R.: Multivariate Analysemethoden [Multivariate Analysis Methods], 11th ed., 2006 or more recent editions • Berekoven, L. ; Eckert, W. ; Ellenrieder, P.: Marktforschung [Market Research], 11th ed., 2006 or more recent editions; • Herrmann, A./Homburg, C., Klarmann, A. (Publ.), • Handbuch Marktforschung [Market Research], 3rd ed., 2008 • Kestin, Klaus S.: Marktforschung mit einfachen Mitteln [Market Research by Simple Means], 3rd ed. 2008 or more recent ed. <p>Weis, C./Steinmetz, P.: Marktforschung [Market Research], 8th ed. 2012</p>
Additional information:	Market research project, use of statistics software and ACA WEB

Brief module label:	BWLS Steuerlehre_Pruefungswesen
Module description:	Business Taxation and Auditing
Division in teaching sessions, if applicable:	
Duration of module:	Two semesters
Classification in the curriculum:	BWL BA , 4th semester, specialization BWL
Usability of the module:	Preparatory course for subsequent advanced courses
Frequency of offering of modules:	Every academic year
Author:	Prof. Dr. rer. pol. Joachim Tanski
Private lecturer:	Prof. Dr. rer. pol. Joachim Tanski
Language of instruction:	German
Prerequisites:	Good knowledge of financial accounting and tax law, including that of business law and general business law
ECTS-Credits:	5
Total workload and its composition:	150 hours of workload: approx. 50 contact hours, approx. 40 hours of preparation and follow-up, 7.5 working days = 60 hours of preparation for examination
Form of teaching/semester hours per week:	4 semester hours per week
Study and examination achievements:	Written examination or semester paper with presentation
Weighting of the grade in the overall grade:	According to the regulations of studies and examinations
Learning outcomes:	The students are enabled to independently take simpler to medium-level tax liability decisions in the enterprise and to legally implement and to assert the decisions made. They are also enabled to actively and independently conduct simpler audits.
Contents:	Business taxation 1. Embedding the taxation system into enterprise's decision making processes 2. Taxes as costs 3. Types of collection of taxes 4. Taxes in constitutive decisions 5. Taxes in ongoing decisions 6. Taxes in decisions for dissolution or transfer of an enterprise Auditing system 1. Basics of the special field: Terminology: Monitoring, revision, internal control system, Corporate Governance; procedure for auditing (overview), individual questions 2. Business auditing: Organs, reasons for auditing 3. Operational auditing: Organs, legal basis (reasons for

	<p>auditing)</p> <p>4. Internal revision: Organs, reasons for auditing, areas of auditing, professional image of the Internal Chartered Accountant</p> <p>5. Auditing concepts: Auditing techniques, specific auditing, auditing environment, quantitative risk determination in the risk-oriented auditing approach, random checking methods for selecting the audit objects</p>
Teaching and learning methods:	Seminar-type lecture
Literature:	<p>Overview</p> <p>Förschle, G. / Peemöller, V.: Wirtschaftsprüfung und Interne Revision [Business Auditing and Internal Revision], Heidelberg 2004</p> <p>Gray / Manson: The Audit Process, Sheffield 2007</p> <p>v. Wysocki, K.: Grundlagen des betriebswirtschaftlichen Prüfungswesens [Basics of Business Auditing System], Munich 1988</p> <p>Business auditing</p> <p>Buchner, R.: Wirtschaftliches Prüfungswesen [Business Auditing System], Munich 1997</p> <p>v. Wysocki, Klaus: Wirtschaftliches Prüfungswesen [Business Audting System] (in 4 volumes), Munich 2003 – 2005</p> <p>Operational auditing</p> <p>Buchert, B.: Betriebsprüfung [Operational Auditing], Freiburg 2005</p> <p>Feißt, J.: Betriebsprüfung [Operational Auditing], Freiburg 2001</p> <p>Internal Revision</p> <p>Amling/Bantleon: Handbuch der Internen Revision [Manual of Internal Revision], Berlin 2007</p> <p>Chambers / Selim / Vinten: Internal Auditing, London et al. 1987</p> <p>Korber, W.: Interne Revision [Internal Revision], Munich 2002</p> <p>Lück, W. (Hrsg.): Lexikon der Internen Revision [Lexicon of Internal Revision], Munich 2001</p> <p>Tanski, Joachim S.: Interne Revision im Krankenhaus [Internal Revision in the Hospital], Stuttgart 2001</p> <p>Auditing technique</p> <p>See also in the above-mentioned categories</p> <p>Periodicals</p> <p>Die Wirtschaftsprüfung [The Business Auditing] (WPg), IDW-Verlag, Düsseldorf</p> <p>Zeitschrift für Interne Revision [Magazine for Internal Revision] (ZIR), Verlag Erich Schmidt, Berlin</p>

	<p>Business taxation Haberstock / Breithecker: Einführung in die Betriebswirtschaftliche Steuerlehre [Introduction to Business Taxation System], Bielefeld (Erich Schmidt) 15. Aufl. 2009</p> <p>Kaminski, Bert / Strunk, Günther: Einfluss von Steuern auf unternehmerische Entscheidungen [Influence of Taxes on Entrepreneurial Decisions], Wiesbaden (Gabler) 2nd ed. 2012</p> <p>König, Rolf / Wosnitza, Michael: Betriebswirtschaftliche Steuerplanungs- und Steuerwirkungslehre [Business Tax Planning and Effect of Taxes], Heidelberg (Physika) 1st ed. 2004</p> <p>Kusmaul, Heinz: Betriebswirtschaftliche Steuerlehre [Business Taxation], Munich (Oldenbourg), 6. Aufl. 2010</p>
Additional information:	Other guest lecturers, joint visit to subject-related conferences in Germany and, possibly, in Europe

Brief module label:	BWLS Unternehmensbesteuerung_TaxCompliance
Module description:	Corporate Taxation and Tax Compliance
Division in teaching sessions, if applicable:	
Duration of module:	Two semesters
Classification in the curriculum:	BWL BA , 4th semester, specialization BWL
Usability of the module:	Preparatory course for subsequent advanced courses.
Frequency of offering of modules:	Every academic year
Author:	Prof. Dr. rer. pol. Joachim Tanski
Private lecturer:	Prof. Dr. rer. pol. Joachim Tanski
Language of instruction:	German
Prerequisites:	Good knowledge of accounting and tax laws, including business law and general business management
ECTS-Credits:	5
Total workload and its composition:	150 hours of workload: approx. 50 contact hours, approx. 40 hours of preparation and follow-up, 7.5 working days = 60 hours of preparation for examination
Form of teaching/semester hours per week:	4 semester hours per week
Study and examination achievements:	Written examination or seminar paper with presentation
Weighting of the grade in the overall grade:	According to the regulations of studies and examinations
Learning outcomes:	The students are enabled to independently carry out simple tax planning in the enterprise and to legally implement and assert the decisions made.
Contents:	<ol style="list-style-type: none"> 1. Tax planning in the company <ul style="list-style-type: none"> - Areas of tax planning - Method of tax planning - Planning horizons - Planning uncertainties and risks - Tax planning in the context of other operational decisions - Tax Compliance - Organization of tax planning 2. Legal assertion by the companies <ul style="list-style-type: none"> - judicial methodology - Legal protection outside the court - Judicial legal protection - Suspension of enforcement 3. Legal assertion by the financial administration <ul style="list-style-type: none"> - Methods of financial administration - Right of defence of the company

Teaching and learning methods:	Seminar-type lecture
Literature:	<p>Haberstock / Breithecker: Einführung in die Betriebswirtschaftliche Steuerlehre [Introduction to Business Administrative Taxation], Bielefeld (Erich Schmidt) 15th ed. 2009</p> <p>Kaminski, Bert / Strunk, Günther: Einfluss von Steuern auf unternehmerische Entscheidungen [Influence of Taxes on Entrepreneurial Decisions], Wiesbaden (Gabler) 2nd ed. 2012</p> <p>König, Rolf / Wosnitza, Michael: Betriebswirtschaftliche Steuerplanungs- und Steuerwirkungslehre [Business Administrative Tax Planning and Tax Effects], Heidelberg (Physika) 1st ed. 2004</p> <p>Kussmaul, Heinz: Betriebswirtschaftliche Steuerlehre [Business Administrative Taxation], Munich (Oldenbourg), 6th ed. 2010</p>
Additional information:	Other guest lecturers, joint visit to subject-related conferences in Germany and possibly in Europe.

Brief module label:	KMU
Module description:	Business Planning and Product Management for SMEs
Division in teaching sessions, if applicable:	//
Duration of module:	One semester
Classification in the curriculum:	BWL BA, 4th semester, specialization
Usability of the module:	Preparatory course for subsequent advanced courses.
Frequency of offering of modules:	Every academic year
Author:	Prof. Dr. Bernd J. Schnurrenberger
Private lecturer:	Prof. Dr. Bernd J. Schnurrenberger
Language of instruction:	German (partly in English)
Prerequisites:	Basics of business planning and product management in Business Managements
ECTS-Credits:	5
Total workload and its composition:	approx. 150 hours: approx. 50 hours of attendance, approx. 40 hours of preparation and follow-up, approx. 60 hours of preparation for examination
Form of teaching/semester hours per week:	4 semester hours per week/lecture
Study and examination achievements:	Written examination and presentation of results of research
Weighting of the grade in the overall grade:	According to the regulations of studies and examinations
Learning outcomes:	The students are expected to acquire knowledge of methods: They will understand and apply the characteristics and instruments of the (operative) management of small and medium-scale enterprises. In particular, they must master and apply the main challenges and techniques of business planning and product management as well as design sub-concepts.
Contents:	<ul style="list-style-type: none"> • Overall economic and social significance of small and medium-sized enterprises, special characteristics of small and medium-sized enterprises • Tasks and methods of business planning (product concept, organization, market analysis, marketing, financial plan) incl. policy of promotion of small and medium-sized enterprises • Special tasks and methods of product management • Practical research on current topics concerning the management in medium-scale industries
Teaching and learning methods:	Lectures, exercises, case studies, practical work
+Literature:	Aumayr, K.: Erfolgreiches Produktmanagement [Successful Product Management], 2nd ed. Wiesbaden 2009 Becker, W., Ulrich, P.: Mittelstandsforschung in Deutschland:

	<p>Begriffe, Relevanz und Konsequenzen [Research on Medium-scale Enterprises in Germany], Stuttgart, 2011</p> <p>v. Collrepp, F.: Handbuch Existenzgründung [Manual of Start-up Businesses], 6th ed., Stuttgart 2011</p> <p>Herrmann, A.; Huber, F.: Produktmanagement – Grundlagen, Methoden, Beispiele [Product Management – Basics, Methods, Examples], 2nd ed. Wiesbaden 2009</p> <p>Hundt, I.; Neitz, B.: Businesspläne für kleine und mittlere Unternehmen [Business Plans for Small and Medium-sized Enterprises], Munich 2001</p> <p>Klandt, H.: Gründungsmanagement. Der integrierte Unternehmensplan. Business Plan als zentrales Instrument für die Gründungsplanung [Stat-up Business Management. The Integrated Business Plan. Business Plan as a Core Instrument for Planning Start-up Businesses], 2nd ed., Munich, Vienna 2006</p> <p>Koch, L.T.; Zacharias, C. (Publ.): Gründungsmanagement. Mit Aufgaben und Lösungen [Start-up Business Management], Munich, Vienna 2001</p> <p>Reinemann, H.: Mittelstandsmanagement [Management of medium-scale Enterprises], Stuttgart 2011</p> <p>Russo, P. et al.: Von der Idee zum Markt [From the Idea to the Market], Munich 2008</p> <p>Struck, U.: Geschäftspläne für erfolgreiche Expansions- und Gründungsfinanzierung [Business Plans for Successful Expansion and Start-up Business Financing], 3rd ed. Stuttgart 2001</p> <p>Vahs, D.; Burmester, R.: Innovations-Management [Innovation Management], 3rd ed., Stuttgart 2005</p> <p>Wegmann, J.: Betriebswirtschaftslehre mittelständischer Unternehmen [Business Management for Medium-scale Enterprises], Munich 2006</p> <p>About other reference literature during the course</p>
Additional information:	<p>Practical contacts to SMEs, guest lectures by SMEs, software supported exercises (MS Office, MS Project and others)</p>

Brief module label:	BWLS Prozessmanagement
Module description:	Process, Project, Change Management in SMEs
Division in teaching sessions, if applicable:	Lecture/Exercise
Duration of module:	One semester
Classification in the curriculum:	BWL BA, 5th semester, specialization
Usability of the module:	The module can also be employed in other (Bachelor's) courses according to the regulations of studies and examinations applicable there.
Frequency of offering of modules:	Every academic year
Author:	Prof. Dr. Bernd J. Schnurrenberger
Private lecturer:	Prof. Dr. Bernd J. Schnurrenberger
Language of instruction:	German (some sections, as the case may be, in English)
Prerequisites:	See module SME Management: Business Planning/ Product Management
ECTS-Credits:	5
Total workload and its composition:	150 hours of workload, approx. 50 hours of attendance, approx. 40 hours of preparation and follow-up, approx. 60 hours of preparation for examination
Form of teaching/semester hours per week:	4 semester hours per week/lecture
Study and examination achievements:	Emphasis on papers and presentations, written tests
Weighting of the grade in the overall grade:	According to the regulations of studies and examinations
Learning outcomes:	The students are expected to know, evaluate and analyse recommendations for action and approach to solutions in (other) main areas of operative management in SMEs. On the one hand, they must define and optimize operative processes and, on the other hand, they must specifically draw up and implement operative plans of the project and Change Management. The students generate solutions for relevant problems.
Contents:	<ul style="list-style-type: none"> • Techniques of preparations for decision making and decision • Management of business processes • Management of projects • Management of entrepreneurial change (changes, constructive changes, restructuring) • Current special topics of Management in SMES
Teaching and learning methods:	Lectures, exercises, case studies
Literature:	Allweyer, T.: Geschäftsprozessmanagement. Strategie, Entwurf, Implementierung, Controlling [Business Process

	<p>Management. Strategy, Design, Implementation, Controlling], Herdecke, Bochum 2005</p> <p>Dillerup, R., Stoi, R.: Unternehmensführung [Corporate Governance], 3rd ed., Munich 2011</p> <p>Dillerup, R., Stoi, R.: Praxis der Unternehmensführung – Fallstudien und Firmenbeispiele [Practice of Corporate Governance – Case Studies and Enterprise Examples], Munich 2008</p> <p>Doppler, K.; Lauterburg, C.: Change Management. Den Unternehmenswandel gestalten [Change Management. Shaping the Change of Enterprise], 12th ed., Frankfurt/M., New York 2008</p> <p>Gaitanides, M.: Prozessorganisation. Entwicklung, Ansätze und Programme des Managements von Geschäftsprozessen [Process Organization. Development, Approaches and Programmes of Management of Business Processes], 2nd ed., Munich 2007</p> <p>Green, M.: Change Management Masterclass: A Step-By-Step Guide to Successful Change Management, London 2007</p> <p>Freiling, J.: Entrepreneurship. Theoretische Grundlagen und unternehmerische Praxis [Theoretical Basics and Entrepreneurial Practics], Munich 2006</p> <p>Hesseler, M.: Projektmanagement [Project Management], Munich 2007</p> <p>Kraus, G.; Becker-Kolle, C.; Fischer, T.: Handbuch Change-Management. Steuerung von Veränderungsprozessen in Organisationen. Einflussfaktoren und Beteiligte. Konzepte, Instrumente und Methoden [Manual of Change Management. Controlling Change Processes in Organizations. Influencing Factors and Partipants. Concepts, Instruments and Methods], 2nd ed., Berlin 2006</p> <p>Rahn, H.-J.: Unternehmensführung [Corporate Governance], 7th ed., Ludwigshafen 2008</p> <p>Reinemann, H.: Mittelstandsmanagement [Medium-scale Industry Management], Stuttgart 2011</p> <p>Vahs, D., Weiand, A.: Workbook Change Management – Methoden und Techniken [Methods and Techniques], Stuttgart 2010</p> <p>List of other reference literature during the course</p>
Additional information:	<p>Guest lecture on SME, excursion to SME trade fair or conference, software supported exercises (MS Project, Visio and others)</p>

Brief module label:	BWLS Dienstleistungsmanagement
Module description:	Services Management
Division in teaching sessions, if applicable:	//
Duration of module:	Two semesters
Classification in the curriculum:	BWL BA, 4th semester, specialization BWL
Usability of the module:	Preparatory course for subsequent advanced courses.
Frequency of offering of modules:	Every academic year
Author:	Prof. Dr. phil. Anja Lüthy
Private lecturer:	Prof. Dr. phil. Anja Lüthy
Language of instruction:	German
Prerequisites:	None
ECTS-Credits:	5
Total workload and its composition:	approx. 150 hours: 45 contact hours, 45 hours of follow-up, 60 hours of preparation for examination
Form of teaching/semester hours per week:	4 semester hours per week/ lecture
Study and examination achievements:	Seminar paper or project paper or written examination (90 minutes)
Weighting of the grade in the overall grade:	According to the regulations of studies and examinations
Learning outcomes:	The students possess specialized management competences needed for services sector. They have knowledge and instruments especially of Quality Management in services sector. They are able to argue to the extent that Quality Management is quantitatively measurable in enterprises, namely by lowering the costs and receding time resources.
Contents:	Quality Management in services sector What is Quality Management? Why there must be Quality Management? Lean Management as the reason for QM Employee orientation, customer orientation and CIP as the pillars of QM Worldwide valid Quality Management model: The DIN EN ISO 9000:2008 William Deming and the Total Quality Management The model of the European Foundation of Quality Management (EFQM) International quality awards: The Deming award and the Malcolm Baldrige National Quality Award. The Ludwig Erhard award as excellence of German Quality Award. Quality Management in the establishments of the health

	<p>care: The KTQ model and its sector-overlapping implementation</p> <p>Successful services sector and the quantification of the positive consequences of Quality Management (e.g. 20% profit increase) based on case studies.</p>
Teaching and learning methods:	Lecture, excursions, educational videos, guest lectures, group work, discussions in plenary session, presentations by the students, Case Studies
Literature:	Current reference literature will be announced at the beginning of the semester during the course.
Additional information:	Excursions, educational videos, guest lectures, group work, discussions in plenary session, presentations by the students, Case Studies

Brief module label:	BWLS Dienstleistungsmarketing
Module description:	Services Marketing
Division in teaching sessions, if applicable:	//
Duration of module:	One semester
Classification in the curriculum:	BWL BA, 5th semester, specialization
Usability of the module:	The module can also be employed in other (Bachelor's) courses according to the regulations of studies and examinations applicable there.
Frequency of offering of modules:	Every academic year
Author:	Prof. Dr. phil. Anja Lüthy
Private lecturer:	Prof. Dr. phil. Anja Lüthy
Language of instruction:	German
Prerequisites:	None
ECTS-Credits:	5
Total workload and its composition:	100 contact hours and empirical project 50 hours of preparation for examination
Form of teaching/semester hours per week:	4 semester hours per week/ lecture
Study and examination achievements:	Seminar paper or project paper or written examination
Weighting of the grade in the overall grade:	According to the regulations of studies and examinations
Learning outcomes:	The students learn to develop specialized marketing concepts for service enterprises. They are familiar with suitable marketing instruments and are able to assign them to the type of enterprise. After attending the lectures, based on their ability to carry out quantitative scientifically founded empirical investigations, they are equipped with special know-how in quantitatively measurable areas of service marketing (e.g. employee satisfaction, customer satisfaction and management competence).
Contents:	Part A: The service-specific marketing mix 1. Communication policy for services <ul style="list-style-type: none"> • Delimitation of communication policy for consumer goods • Sub-areas of communication policy Corporate Identity <ul style="list-style-type: none"> • The term and objectives, instruments • Corporate Design, Corporate Communications • Corporate Behaviour Classic advertising (media advertising) <ul style="list-style-type: none"> • The term and appearance forms, process of advertising planning, objectives and target groups • Determination of advertising strategies:

	<p>Sales promotion</p> <ul style="list-style-type: none"> • The term, tasks, forms, • Objectives and target groups, determination of strategies and measures <p>Public Relations</p> <ul style="list-style-type: none"> • The term, tasks, forms, objectives and target groups, determination of strategies and measures <p>Personal communication and special forms/instruments</p> <ul style="list-style-type: none"> • Direct marketing, sponsoring • Product Placement, Event marketing <p>2. Distribution policy</p> <ul style="list-style-type: none"> • How are services distributed or sold? <p>3. Price policy</p> <ul style="list-style-type: none"> • Possibilities of pricing in service enterprises <p>4. Performance policy</p> <ul style="list-style-type: none"> • The significance of services offer in service enterprises and value added services <p>5. Personnel policy</p> <ul style="list-style-type: none"> • Influence of employee orientation on the sale of services <p>6. Periphery policy</p> <ul style="list-style-type: none"> • Influence of ambience on the sale of services <p>7. Process and customer policy</p> <p>Part B: Empirical investigations in services enterprises In the lecture, the students are taught how the question of scientific investigation is formulated, how a questionnaire is conceived and how an empirical investigation is conducted on-site in the enterprise. They are confronted with the planning, implementation, evaluation and analysis of empirical data. They are guided to conduct independently scientific investigations, for example, on the topics of customer satisfaction / employee satisfactions/management competence in services enterprises. To collect empirical data, they alone must look for an enterprise where they would collect their empirical data. Furthermore, they are guided as to how a 40 page report of results is prepared according to the international guidelines of the APA.</p>
Teaching and learning methods:	Lecture, group work, discussions in plenary session, empirical work, data collection and evaluation, guest speakers, excursions
Literature:	List of current reference literature will be announced at the beginning of the semesters during the course.
Additional information:	

Brief module label:	BWLS Gründungsfinanzierung
Module description:	Basics of Start-up Financing
Division in teaching sessions, if applicable:	Lecture
Duration of module:	One semester
Classification in the curriculum:	BWL BA, 4th semester, specialization BWL
Usability of the module:	The module is a preparatory course for "Financing competence in the context of starting up an enterprise" (Specialization in BWL BA, 5th semester) and can also be employed in other (Bachelor's) courses according to the regulations of studies and examinations applicable there.
Frequency of offering of modules:	Every academic year
Author:	Prof. Dr. Cord Siemon
Private lecturer:	Prof. Dr. Cord Siemon
Language of instruction:	German
Prerequisites:	Knowledge of "Fundamentals of Entrepreneurial Actions" and "Fundamentals of Investment and Financings Theory" (required modules in BWL BA, 1st and 3rd semesters)
ECTS-Credits:	5
Total workload and its composition:	approx. 150 hours = 60 contact hours + 90 hours of self-study
Form of teaching/semester hours per week:	4 semester hours per week for lectures
Study and examination achievements:	Grading of seminar paper and presentation <u>or</u> written final examination (90 min.)
Weighting of the grade in the overall grade:	According to the regulations of studies and examinations
Learning outcomes:	The students are expected to understand the fundamentals of start-up financing and also prepare evaluations based on small case studies. In this context, the students must particularly understand the significance of formal and informal financing structures (Bootstrapping, Business Angels, Venture Capital companies, Banks), including the theoretical principles, for example, as envisaged in the developmental theory by Joseph A. Schumpeter. In this background, the course aims to communicate consolidated know-how of the areas of investment accounting and financing in the context of starting up an enterprise.
Contents:	<ol style="list-style-type: none"> 1 What is the subject? 2 Terminology, facts and problems 3. Innovation, start-up and financing according to Schumpeter

	4. Business Plan and financial entrepreneurship
Teaching and learning methods:	<ul style="list-style-type: none"> - Lecture using a combination of media (transparencies, projector, blackboard work, etc.) - Written essay (document), lecture script, teaching material etc. - E-Learning content in Moodle learning platform - Essays on topics in groups and presentation
Literature:	<p>Bygrave, W./Timmons, J.: Venture Capital at the Crossroads, 1992.</p> <p>Faltin, G.: Kopf schlägt Kapital [Capital out of Heads], 6th ed., 2008.</p> <p>Nagl, A.: Der Businessplan [The Business Plan], 1st ed., 2003.</p> <p>Schumpeter, J.: Theorie der wirtschaftlichen Entwicklung [Theory of Economic Development], New edition of the first print, 2006.</p> <p>Siemon, C.: Unternehmertum in der Finanzwirtschaft [Entrepreneurship in Financial Management], 2006.</p> <p>Van Osnabrugge, M./Robinson, R.: Angel Investing, 2000.</p>
Additional information:	Depending on the availability, guest speakers are invited from the professional field.

Brief module label:	BWLS Finanzierungskompetenz
Module description:	Financing Competence in the Context of a Start-up Business
Division in teaching sessions, if applicable:	Lecture
Duration of module:	One semester
Classification in the curriculum:	BWL BA, 5th semester, BWL- Specialization
Usability of the module:	The module is in continuation of the course Basics of Start-up Financing (Specialization in BWL BA, 4th semester) und can also be employed in other (Bachelor's) courses according to the regulations of studies and examinations applicable there.
Frequency of offering of modules:	Every academic year
Author:	Prof. Dr. Cord Siemon
Private lecturer:	Prof. Dr. Cord Siemon
Language of instruction:	German
Prerequisites:	Knowledge of "Fundamentals of Entrepreneurial Action" and "Fundamentals of Investment and Financing Theory" (compulsory modules in BWL BA, 1st and 3rd semesters)
ECTS-Credits:	5
Total workload and its composition:	approx. 150 hours = 60 contact hours + 90 hours of self-study
Form of teaching/semester hours per week:	4 semester hours per week for lectures
Study and examination achievements:	Grading of seminar paper and presentation <u>or</u> a written final examination (90 min.)
Weighting of the grade in the overall grade:	According to the regulations of studies and examinations
Learning outcomes:	<p>The students understand the basic problems and principles of enterprise evaluation and the drafting of contracts for credit and participation in the context of a start-up business and are also able to evaluate them on the basis of smaller case studies. In this context, the students understand the significance of financial entrepreneurial competence as well as the basics and application fields of public promotional schemes.</p> <p>In this background, the course aims to impart consolidating knowledge in the areas of investment accounting and enterprise financing in the context of a start-up business. The financial requirements related to an investment plan are highlighted in terms of theory and practice (capital market theory, institutional theory, Behavioural Finance etc.) so as to derive practical recommendations for action for own and borrowed capital financing. The main focus is, therefore, on the development of financial entrepreneurial competences in the context of start-up business and innovation.</p>

<p>Contents:</p>	<ol style="list-style-type: none"> 1. Investment and financing theory in the context of start-up business <ol style="list-style-type: none"> 1.1 Capital market theory and Enterprise evaluation 1.2 Institutional theory and drafting of contracts 1.3 Behavioural Finance and Financial entrepreneurship 2. Financial entrepreneurship and development of financing competence <ol style="list-style-type: none"> 2.1 Action variables and (financial) entrepreneurial behaviour 2.2 Role of entrepreneurial functions 2.3 Implications for the business planning 3. Public promotional schemes: Theory and Practice <ol style="list-style-type: none"> 3.1 Theory of public goods in the context of start-up business 3.2 Promotional schemes in overview 3.3 Academic entrepreneurship: a special case?
<p>Teaching and learning methods:</p>	<ul style="list-style-type: none"> - Lecture using a combination of media (transparencies, projector, blackboard work, etc.) - Writing assignment (document), lecture script, teaching material etc. - E-Learning content in Moodle learning platform - Assignments on topics in groups and presentation
<p>Literature:</p>	<p>Bygrave, W./Timmons, J.: Venture Capital at the Crossroads, 1992.</p> <p>Faltin, G.: Kopf schlägt Kapital [Capital out of Heads], 6th ed., 2008.</p> <p>Hemer, J. et al.: Beteiligungen von Hochschulen an Ausgründungen [Participation of Universities in Founding of Enterprises], 2010.</p> <p>Nagl, A.: Der Businessplan [The Business Plan], 1st ed., 2003.</p> <p>Rassidakis, P.: Wege der Selbstevolution [Ways of Self Evolution], 2001.</p> <p>Röpke, J.: Der lernende Unternehmer [The Learning Entrepreneur], 2002.</p> <p>Schumpeter, J.: Theorie der wirtschaftlichen Entwicklung [Theory of Economic Development], new edition of the first print, 2006.</p> <p>Siemon, C.: Unternehmertum in der Finanzwirtschaft [Entrepreneurship in Financial Management], 2006.</p> <p>Siemon, C.: Die Holländische Krankheit in der Finanzintermediation: Zur Evolution und Involution finanzunternehmerischer Basiskompetenz [The Dutch Disease in the Financial Intermediation], in: Wirtschaftspolitische Blätter, 2009, S. 407-428.</p> <p>Van Osnabrugge, M./Robinson, R.: Angel Investing, 2000.</p>
<p>Additional information:</p>	<p>Depending on the availability, guest speakers from practical field are invited.</p>

Brief module label:	BWLS Strategisches Personalmanagement
Module description:	Strategic Personnel Management
Division in teaching sessions, if applicable:	Lecture/Seminar
Duration of module:	One semester
Classification in the curriculum:	BWL Ba, 4th semester, specialization
Usability of the module:	The module can also be employed in other (Bachelor's) courses according to the regulations of studies and examinations applicable there.
Frequency of offering of modules:	Every academic year
Author:	Prof. Dr. Katharina Frosch
Private lecturer:	Prof. Dr. Katharina Frosch
Language of instruction:	German
Prerequisites:	None
ECTS-Credits:	5
Total workload and its composition:	approx. 150 hours = 60 contact hours + 90 hours of self-study
Form of teaching/semester hours per week:	4 semester hours per week
Study and examination achievements:	Written final examination (90 min.) <u>or</u> grading of seminar paper and presentation
Weighting of the grade in the overall grade:	According to the regulations of studies and examinations or $0.7 \cdot (1/30) = 2.33\%$
Learning outcomes:	<p>Students acquire competencies in strategic aspects of personnel management, e.g. they</p> <ul style="list-style-type: none"> • gain insight in the interplay between corporate strategy and HR strategy. • are able to discuss strategic human resource issues at professional level, • learn how to critically address and integrate conflicting stakeholder perspectives <p>Based on this, students are able to develop recommendations for a variety of strategic HR issues arising in companies.</p>
Contents:	<p>Topics are for example</p> <ul style="list-style-type: none"> • personnel management and strategy (e.g. interaction with corporate strategy, strategic personnel planning and talent management, personnel management in times of demographic change) • Strategic perspective on the core functions of personnel management (e.g. recruiting, development, benefits & compensation, performance management) • Selected aspects of industrial relations (e.g. employee participation, work councils, human resource

	management in times of crisis).
Teaching and learning methods:	Lecture with business examples, group work, independent work on selected topics (analysis and presentation of case studies by students), and accompanying eLearning module.
Literature:	<p>Baron, J. N., & Kreps, D. M. (1999). Strategic human resources: Frameworks for general managers. New York: Wiley.</p> <p>Bartscher, T., Stöckl, J., Träger, T. (2012). Personalmanagement: Grundlagen, Handlungsfelder, Praxis. München: Pearson.</p> <p>Boselie, P. (2014). Strategic human resource management: A balanced approach. Columbus: Tata McGraw-Hill Education.</p> <p>Boxall, P., Purcell, J. (2011). Strategy and Human Resource Management (3rd edition). Basingstoke: Palgrave.</p> <p>Holtbrügge, D. (2013). Personalmanagement. Berlin: Springer.</p> <p>Stock-Homburg, R., Alewell, D. (2013, Hrsg.). Handbuch Strategisches Personalmanagement. Wiesbaden: Springer Gabler.</p> <p>Marcus, B. (2011). Personalpsychologie. Wiesbaden: VS Verlag.</p> <p>Rowold, J. (2013). Human Resource Management: Lehrbuch für Bachelor und Master. Berlin [u.a.]: Springer Gabler.</p> <p>Schuler, R. S., Jackson, S. E. (2008). Strategic human resource management. New York: Wiley.</p> <p>Storey, John (ed.) (2009). The Routledge companion to strategic human resource management. London: Routledge</p> <p>Wilton, N. (2013). An Introduction to Human Resource Management. London: Sage Publications.</p>
Additional information:	Strong focus on case studies

Brief module label:	BWLS Operatives Personalm.
Module description:	Operative Personnel Management
Division in teaching sessions, if applicable:	Lecture/Seminar
Duration of module:	One semester
Classification in the curriculum:	BWL Ba, 5th semester, specialization
Usability of the module:	The module can also be employed in other (Bachelor's) courses according to the regulations of studies and examinations applicable there.
Frequency of offering of modules:	Every academic year
Author:	Prof. Dr. Katharina Frosch
Private lecturer:	Prof. Dr. Katharina Frosch
Language of instruction:	German
Prerequisites:	Basic knowledge of personnel management
ECTS-Credits:	5
Total workload and its composition:	approx. 150 hours = 60 contact hours + 90 hours of self-study
Form of teaching/semester hours per week:	4 semester hours per week
Study and examination achievements:	Grading of seminar paper and presentation <u>or</u> a written final examination (90 min.)
Weighting of the grade in the overall grade:	According to the regulations of studies and examinations
Learning outcomes:	<p>Students acquire competencies in operative aspects of personnel management, e.g. they</p> <ul style="list-style-type: none"> • learn how to apply classical HR instruments in companies • build up a sound knowledge base in labour law • practice communication skills for standard situations in personnel management (e.g. employee appraisals, performance reviews, employment or dismissal interviews) • work independently on own and deployable solutions for companies' challenges related to personnel management • develop consciousness how to tailor these solutions to the special concerns of small and medium sized companies
Contents:	<p>Topics are for example</p> <ul style="list-style-type: none"> • sustainable personnel planning • professional use of personnel selection methods • planning, designing and implementing training and development measures

	<ul style="list-style-type: none"> • vocational training • Staff deployment and working time-management • Determine pay levels and design incentive systems • Measures to cope with fluctuation and absence • Staff reductions and layoffs • Handling difficult employees (from dialogue of criticism to warning and separation) • Personnel controlling and HR software • Personnel management in times of demographic change
Teaching and learning methods:	Seminar-type lecture with exercises, case studies, simulations, independent work on special project topics, student presentations and accompanying eLearning module.
Literature:	<p>Arbeitsgesetze ArbG, aktuellste Auflage, Beck-Texte dtv.</p> <p>Becker, M. (2013). Personalentwicklung: Bildung, Förderung und Organisationsentwicklung in Theorie und Praxis (6. Auflage). Stuttgart: Schäffer-Poeschel.</p> <p>Berthel, J., & Becker, F. G. (2013). Personal-Management: Grundzüge für Konzeptionen betrieblicher Personalarbeit (10., überarb. und aktualisierte Aufl). Stuttgart: Schäffer-Poeschel.</p> <p>Boden, M. (2013). Mitarbeitergespräche führen: situativ, typgerecht und lösungsorientiert. Wiesbaden: Springer Gabler.</p> <p>Bröckermann, R. (2012). Personalwirtschaft: Lehr- und Übungsbuch für Human Resource Management. Schäffer-Poeschel Verlag für Wirtschaft Steuern Recht GmbH.</p> <p>Holtbrügge, D. (2013). Personalmanagement (5. Aufl. 2013). Berlin [u.a.]: Springer Gabler.</p> <p>Mentzel, W., Grotzfeld, S., & Haub, C. (2012). Mitarbeitergespräche erfolgreich führen, Einzelgespräche, Meetings, Zielvereinbarungen und Mitarbeiterbeurteilungen, 10. Auflage. Freiburg: Haufe-Lexware GmbH & Co. KG.</p> <p>Mondy, R.W. (2013). Human Resource Management (13th edition). Boston [u.a.]: Pearson.</p> <p>Rowold, J. (2013). Human Resource Management: Lehrbuch für Bachelor und Master. Berlin [u.a.]: Springer Gabler.</p> <p>Sakowski, K. (2014). Arbeitsrecht: Eine Einführung für Wirtschaftswissenschaftler. BA KOMPAKT. Berlin: Gabler</p>
Additional information:	Depending on the availability: involvement of guest speakers, excursions.

Brief module label:	BWLS Unternehmenslogistik
Module description:	Corporate Logistics
Division in teaching sessions, if applicable:	The module includes lecture and seminar-type contents or case study processing
Duration of module:	One semester
Classification in the curriculum:	BWL BA, 4th semester, specialization
Usability of the module:	As specialization
Frequency of offering of modules:	Every academic year
Author:	Prof. Dr.-Ing. Wolf-Christian Hildebrand
Private lecturer:	Prof. Dr.-Ing. Wolf-Christian Hildebrand
Language of instruction:	German
Prerequisites:	Basic knowledge of business operations recommendable
ECTS-Credits:	5
Total workload and its composition:	approx. 150 hours: approx. 45 hours of attendance, approx. 80 hours of case study processing/projects, approx. 25 hours of preparation for examination
Form of teaching/semester hours per week:	4 semester hours per week
Study and examination achievements:	30% Case Study processing/Projects incl. Presentation; 70% written examination
Weighting of the grade in the overall grade:	According to the regulations of studies and examinations
Learning outcomes:	In this module, the students acquire first extensive knowledge of the tasks, contents and challenges concerning logistics; they understand the dependencies and interdependencies with other corporate functions. They also understand the different phases of the logistic process chain through procurement, production, distribution, and disposal logistics. On this foundation, the students are able to analyse on the one hand the logistic Best Practice solutions, and on the other hand, to develop and design corporate logistic systems, i.e. to undertake the technical and methodical designing and planning of logistic systems.
Contents:	<p>General Logistics</p> <ul style="list-style-type: none"> • Basic aspect like content, definition and tasks • Trends and developments • Process chain management <p>Procurement logistics</p> <p>Production logistics</p> <ul style="list-style-type: none"> • Material flow systems/calculation • Commissioning systems • Storage systems and logistics

	<ul style="list-style-type: none"> • Inventory management Distribution logistics Disposal logistics Location and network planning
Teaching and learning methods:	Lecture and seminar-type contents/Case Studies (especially case study processing and presentation of results)
Literature:	<p>Pfohl, Hans-Christian: Logistiksysteme: Betriebswirtschaftliche Grundlagen [Logistic Systems: Basics of Business Management] (2009)</p> <p>Gudehus, Timm: Logistik: Grundlagen - Strategien – Anwendungen [Logistics: Basics – Strategies - Applications] (2010)</p> <p>Chopra, Sunil: Supply Chain Management (2009)</p>
Additional information:	

Brief module label:	BWLS Verkehrslogistik
Module description:	Traffic Logistics
Division in teaching sessions, if applicable:	The module includes lectures and seminar content an/or case study processing
Duration of module:	One semester
Classification in the curriculum:	BWL BA, 5th semester, specialization
Usability of the module:	This module can also be employed in other (Bachelor's) courses according to the regulations of studies and examinations applicable there.
Frequency of offering of modules:	Every academic year
Author:	Prof. Dr.-Ing. Wolf-Christian Hildebrand
Private lecturer:	Prof. Dr.-Ing. Wolf-Christian Hildebrand
Language of instruction:	German
Prerequisites:	Basic knowledge of Business Management is recommended.
ECTS-Credits:	5
Total workload and its composition:	approx. 150 hours: approx. 45 hours of attendance, approx. 80 hours of case study processing/projects, approx. 25 hours of preparation for examination
Form of teaching/semester hours per week:	4 semester hours per week
Study and examination achievements:	30% case study processing/projects incl. presentation; 70% written examination
Weighting of the grade in the overall grade:	According to the regulations of studies and examinations
Learning outcomes:	In this module, the students acquire first thorough knowledge of the tasks, contents and challenges seen in the Traffic Logistics. They understand the advantages and disadvantages of various traffic media, including the meaningful linking of combined traffic systems and designing of intermodal transport chains. They also understand the special role played by the macro-logistic nodal points and the analysis of the worldwide intercontinental flow of goods as well as the associated players and processes. They are also enabled to design intermodal transport chains economically and environment-friendly (green logistics).
Contents:	Worldwide flow of goods Means of transportation • Emergence <ul style="list-style-type: none"> • Infrastructure • Modal-Splits • Strengths-Weaknesses Profiles • Transport networks • Cost structures and price formation

	<p>Macro-logistic nodal points</p> <ul style="list-style-type: none"> • Sea ports • Airports • Goods transport centres <p>Combined traffic systems and intermodal transport chains</p> <ul style="list-style-type: none"> • Structuring and technology CTS • Promotion of CTS in Germany • Organization of CTS at international level • Players and processes of intercontinental-modal transport chains • Follow-up with focus on hinterland transport systems <p>Loading accessories and handling</p>
Teaching and learning methods:	Lecture and seminar content/Case Studies (especially case study processing/projects) and presentation of results)
Literature:	<p>Aberle, Gerd: Transportwirtschaft - einzelwirtschaftliche und gesamtwirtschaftliche Grundlagen [Transport Management – basics of individual and overall management] (2009)</p> <p>Kummer, Sebastian: Einführung in die Verkehrswirtschaft [Introduction to Transport Management] (2010)</p> <p>Rodrigue, Jean-Paul: The Geography of Transport Systems (2009)</p> <p>Schubert, Werner: Verkehrslogistik. Technik und Wirtschaft [Traffic Logistics. Technology and Management] (2000)</p> <p>Woitschütke, Claus-Peter: Verkehrsgeographie [Traffic Geography] (2006)</p> <p>Nuhn, H., Hesse, M.: Verkehrsgeographie: Grundriss, Allgemeine, Geographie [Traffic Geography: Outlines, General Geography]</p>
Additional information:	

Brief module label:	Humankapital
Module description:	Human capital and Organizational Behaviour
Division in teaching sessions, if applicable:	
Duration of module:	One semester
Classification in the curriculum:	BWL BA, 4th semester, required module
Usability of the module:	The module can also be employed in other (Bachelor's) courses according to the regulations of studies and examinations applicable there.
Frequency of offering of modules:	Every academic year
Author:	Prof. Dr. Anja Lüthy, Dipl. Psych. Dipl. Kauffrau/ FH
Private lecturer:	Prof. Dr. Anja Lüthy, Dipl. Psych. Dipl. Kauffrau/ FH
Language of instruction:	German/English
Prerequisites:	BWL lecture in the first semester
ECTS-Credits:	5
Total workload and its composition:	150 hours of workload, 50 contact hours, 50 hours of follow-up, 50 hours of preparation for examination 5 ECTS-Credits
Form of teaching/semester hours per week:	4 semester hours per week
Study and examination achievements:	Semester paper or project paper or 90 min written examination
Weighting of the grade in the overall grade:	According to the regulations of studies and examinations
Learning outcomes:	The students acquire knowledge of how Personnel Departments in German companies function.
Contents:	Search for personnel/ Recruitment: Differences between the past and today Personnel employment: the process Job interviews: Assessment Center and psychological tests Introduction of new employees Personnel development: Yesterday, today and tomorrow Personnel interviews on different occasions Personnel assessment, the Annual Performance Review and Target Agreements Difference between Personnel Administration and Personnel Management Basics of labour law Conflict management The termination The qualified employment reference letter The Outplacement counselling

Teaching and learning methods:	Lecture, excursion, external guests, visit to Industrial Court in Brandenburg
Literature:	Current reference literature will be announced at the beginning of the semester during the course.
Additional information:	

Brief module label:	Systemanalyse
Module description:	System Analytical Competences
Division in teaching sessions, if applicable:	
Duration of module:	One semester
Classification in the curriculum:	BWL BA, 4th semester, required module
Usability of the module:	The module can also be employed in other (Bachelor's) courses according to the regulations of studies and examinations applicable there.
Frequency of offering of modules:	Every academic year
Author:	Prof. Dr. Andreas Johannsen
Private lecturer:	Prof. Dr. Andreas Johannsen
Language of instruction:	German
Prerequisites:	None
ECTS-Credits:	5
Total workload and its composition:	approx. 150 hours: approx. each 25 hours of lectures and exercises; approx. 50 hours of preparation and follow-up, independent work in EDP-Lab, approx. 50 hours of preparation for examination
Form of teaching/semester hours per week:	4 semester hours per week
Study and examination achievements:	<ul style="list-style-type: none"> • practical examination on EDP systems • Written examination • Oral examination with discussion
Weighting of the grade in the overall grade:	According to the regulations of studies and examinations
Learning outcomes:	<p>The students are enabled to follow the planning, introduction and the running operations of the IT technology in enterprises while taking into consideration the social standards and rules from the economic point of view. Starting from the planned areas of use, they must be able to analyse and describe the basic requirements for DP systems (hardware and software) based on standardized methods. They possess thorough knowledge of operational standard solutions (Navision or similar products). They will have the opportunity to acquire interdisciplinary competences through jointly held courses with students of Business Informatics.</p>
Contents:	<p>Lecture portion (approx. 50%) complex application systems in the trade, business, administration Business decision criteria in the selection of hardware and software System analytical procedure models from Business</p>

	<p>Informatics Preparation, implementation and follow-up of IT projects</p> <p>Exercise portion (approx. 50%) Spreadsheet analysis and databases Data Warehousing Mapping simple business processes across EDV solutions (in cooperation with students of Business Informatics)</p>
Teaching and learning methods:	Lecture, group exercises, interdisciplinary teaching together with students of Business Informatics
Literature:	
Additional information:	Practical assignments in the EDP Lab, interdisciplinary teaching

Brief module label:	ERP
Module description:	Enterprise Resource Planning
Division in teaching sessions, if applicable:	
Duration of module:	One semester
Classification in the curriculum:	BWL BA, 5th semester, elective compact module
Usability of the module:	
Frequency of offering of modules:	Every academic year
Author:	Prof. Dr. Bernd J. Schnurrenberger
Private lecturer:	N.N.
Language of instruction:	German
Prerequisites:	None
ECTS-Credits:	5
Total workload and its composition:	150 hours of workload, approx. 50 contact hours, approx. 50 hours of follow-up, approx. 50 hours of preparation for examination
Form of teaching/semester hours per week:	4 semester hours per week
Study and examination achievements:	Written examination, project paper with/without presentation
Weighting of the grade in the overall grade:	According to the regulations of studies and examinations
Learning outcomes:	The students acquire knowledge and skills in integrated information processing in the enterprise utilizing ERP systems
Contents:	<ul style="list-style-type: none"> • Trends and developments in the field of operational application systems • Applying the know-how about the functioning of integrated standard software • Functioning of SAP ERP (software and system architecture, structure, modules) • Processing concrete operational processes with an ERP system (SAP ERP)
Teaching and learning methods:	Seminar-type lecture
Literature:	
Additional information:	

Brief module label:	Unternehmensnachfolge
Module description:	Company succession
Division in teaching sessions, if applicable:	
Duration of module:	One semester
Classification in the curriculum:	BWL BA, 5th semester, elective compact module
Usability of the module:	The module can also be employed in other (Bachelor's) courses according to the regulations of studies and examinations applicable there.
Frequency of offering of modules:	Every academic year
Author:	Prof. Dr. jur. Michaela Schröter
Private lecturer:	Prof. Dr. jur. Michaela Schröter Prof. Dr. rer. oec. Hubertus Sievers
Language of instruction:	German
Prerequisites:	None
ECTS-Credits:	5
Total workload and its composition:	Workload: 150 hours = 48 hours of attendance and 90 hours of self-study, 12 hours of soft skills training in Succession + Assessment
Form of teaching/semester hours per week:	4 semester hours per week/lecture
Study and examination achievements:	Project paper
Weighting of the grade in the overall grade:	According to the regulations of studies and examinations
Learning outcomes:	The aim is to enable the students to evaluate and solve business administrative and legal problems in the matters of safeguarding a company, its continuation and succession. The students understand succession and takeover as instances of business administrative and legal applications; they acquire knowledge and ability in its implementation. The acquired competence in execution is based on abilities of development and application of succession and takeover concepts as well as on a specially trained, meditative sensitivity that is balanced with relevant practical situations.
Contents:	Business administrative contents (45%) <ul style="list-style-type: none"> • Value estimation of a company, • Turnover and profit outlook, • Basics of price estimation, • Financing, • Suitable forms of enterprise Legal contents (45%) <ul style="list-style-type: none"> • Contractual principles in the national context, • Aspects of family and inheritance law,

	<ul style="list-style-type: none"> • Suitable forms of enterprise and liability aspects in the case of takeover of operations • Taxation law, • Insurance issues, • Types of contracts for takeover or continuation • Aspects concerning labour legislation in transfer of employees <p>Development of social competences for meditative process facilitation through training with AC for company succession (10%)</p>
Teaching and learning methods:	<ul style="list-style-type: none"> • Discussion, interactive and seminar-type teaching • Case studies: jointly finding out, understanding and applying concrete legal standards • Role play, practical preparation of succession negotiations, evaluation using innovative media, group discussions • Self-study
Literature:	<p>In view of constant new publications at the moment, a list of reference literature will be announced at the beginning of the course.</p> <p>Beisel, Andreas: Due Diligence, Beck, 2007</p> <p>Degenhardt: Das neue GmbH-Recht ab 2008 [The New GmbH (Corporations with Limited Liability) Law], VWEW, 2007</p> <p>Erhardt, M.: Nachfolge in Familienunternehmen [Succession in Family Enterprises], Kornwestheim 2001</p> <p>Hermann: Unternehmensnachfolge mittelständischer Unternehmen [Company Succession among Medium-scale Enterprises], VWEW, 2007</p> <p>Hörger, H.: Unternehmens. Und Vermögensnachfolge [Company and Asset Succession], Stuttgart 2002</p> <p>Meyer, A.: Familienmanagement [Family Management], Stuttgart 2007-11-28</p> <p>Mueller-Harju, D. Generationswechsel im Familienunternehmen [Change of Generation in Family Enterprises], Stuttgart 2002</p> <p>Nagl, A.: Wie regle ich meine Nachfolge? [How to Organize My Succession?] Stuttgart 2005</p> <p>Schackmann, V.: Unternehmensnachfolge im Familienbetrieb [Company Succession in Family Enterprises], Stuttgart 2003</p>
Additional information:	

Brief module label:	Unternehmensgründung
Module description:	Special Topics of Incorporation of an Enterprise
Division in teaching sessions, if applicable:	Lecture
Duration of module:	One semester
Classification in the curriculum:	BWL BA, 5th semester, elective compact module
Usability of the module:	The module supplements business set-up related courses and can also be employed in other (Bachelor's) courses according to the regulations of studies and examinations applicable there.
Frequency of offering of modules:	Every academic year
Author:	Prof. Dr. Cord Siemon
Private lecturer:	Prof. Dr. Cord Siemon
Language of instruction:	German
Prerequisites:	Knowledge of "Fundamentals of Entrepreneurial Actions"
ECTS-Credits:	5
Total workload and its composition:	approx. 150 hours = 60 contact hours + 90 hours of self-study
Form of teaching/semester hours per week:	4 semester hours per week for lectures
Study and examination achievements:	Grading for seminar paper and presentation <u>or</u> a written final examination (90 min.)
Weighting of the grade in the overall grade:	According to the regulations of studies and examinations
Learning outcomes:	<p>The students are expected to understand the special topics of a business set-up and also evaluate them based on smaller case studies.</p> <p>In this context, the students should apply the core meaning of evolutionary competence in learning in the context of business set-up and apply it in smaller exercises. The theory of enterprise functions and of activity variables of entrepreneurial actions form the background.</p> <p>Pursuing the same, the students should identify and evaluate the basic differences between Counselling and Coaching in the context of a business set-up (together with the interconnected support structure).</p> <p>In addition, the students should understand the meaning of special issues related to a business set-up (legal form of the undertaking, enterprise takeover, franchising etc.).</p>
Contents:	1 The learning entrepreneur – Evolution competence in the business set-up process

	<p>1.1 Entrepreneur's functions, activity variables and learning levels</p> <p>1.2 Visionary and reflexion competence (Learning 3): from vision to set-up</p> <p>1.3 Implementation competence (Learning 2): Time management, Mind Mapping in entrepreneur's routine</p> <p>2 Business set-up promotion through Counselling and Coaching</p> <p>2.1 Coaching vs. Counselling – a systemic perspective</p> <p>2.2 Support structures in the context of counselling and coaching</p> <p>3 Special problems in the business set-up process</p> <p>3.1 Setting up individual and capital companies</p> <p>3.2 Special forms of business set-up (franchising etc.)</p>
Teaching and learning methods:	<ul style="list-style-type: none"> - Lecture using a combination of media (transparencies, projector, blackboard work, etc.) - Writing assignment (document), lecture script, teaching material etc. - E-Learning content in Moodle learning platform - Work on topics in groups and presentation
Literature:	<p>Bleicher, K.: Das Konzept Integriertes Management [The Concept of Integrated Management], 8th ed., 2011.</p> <p>Faltin, G.: Kopf schlägt Kapital [Capital out of Heads], 6th ed., 2008.</p> <p>Hinterhuber, H.: Strategische Unternehmensführung I und II [Strategic Corporate Governance], latest editions.</p> <p>Nagl, A.: Der Businessplan [The Business Plan], 1st ed., 2003.</p> <p>Rassidakis, P.: Wege der Selbstevolution [Ways of Self Evolution], 1998.</p> <p>Röpke, J.: Der lernende Unternehmer [The Learning Entrepreneur], 2002.</p> <p>Schumpeter, J.: Theorie der wirtschaftlichen Entwicklung, Neuauflage der ersten Ausgabe [Theory of Economic Development], 2006.</p> <p>Siemon, C.: Unternehmertum in der Finanzwirtschaft [Entrepreneurship in the Financial Management], 2006.</p> <p>Siemon, C.: Entrepreneurship Education aus systemischer Sicht [Entrepreneurship Education from a Systemic Point of View], in: Wirtschaftspolitische Blätter, 2010, S. 293-314.</p>
Additional information:	Depending on the availability, guest speakers from practical sphere will be invited.

Brief module label:	CRM
Module description:	Customer Relationship Management
Division in teaching sessions, if applicable:	Lecture, exercise
Duration of module:	One semester
Classification in the curriculum:	BWL Ba, 5th semester, elective compact module
Usability of the module:	The module can also be employed in other (Bachelor's) courses according to the regulations of studies and examinations applicable there. It can also be used for courses leading to Master's studies, especially with focus on Marketing.
Frequency of offering of modules:	Every academic year
Author:	Prof. Dr. Jürgen Schwill
Private lecturer:	Prof. Dr. Jürgen Schwill
Language of instruction:	German
Prerequisites:	Building up an enterprise - Operations and Marketing
ECTS-Credits:	5
Total workload and its composition:	approx. 150 hours = 60 hours of attendance and 90 hours of self-study
Form of teaching/semester hours per week:	4 semester hours per week = 3 semester hours per week for lecture + 1 semester hours per week for exercise
Study and examination achievements:	Seminar paper, presentation or written examination (90 min.)
Weighting of the grade in the overall grade:	According to the regulations of studies and examinations
Learning outcomes:	The students are able to recognize CRM as a significant option of actions for securing the existence of an enterprise on a long-term basis. They know the different methods of assessing the customer satisfaction; they can apply them and interpret the assessed results. The students know the strategic and operative instruments of CRM and are able to develop a CRM concept and to implement it in the enterprise.
Contents:	<ul style="list-style-type: none"> • Basics of CRM <ul style="list-style-type: none"> ○ Meaning and development of CRM ○ The term and objectives of CRM ○ Customer relationship lifecycle ○ Components of CRM systems ○ Customer orientation as basic building block of successful CRM • Analysis of initial situation of CRM <ul style="list-style-type: none"> ○ External and internal situation analysis ○ Customer segmentation ○ Customer evaluation • Strategic CRM

	<ul style="list-style-type: none"> ○ Phase-related strategies ○ Market field-related strategies ○ Market participant-related strategies • Operative CRM <ul style="list-style-type: none"> ○ Instruments of CRM in the course of customer acquisition ○ Instruments of CRM in customer retention ○ Instruments of CRM in customer acquisition ○ After-sales marketing as phase-overlapping possibility of action • Customer retention programmes in practice • Implementation of CRM
Teaching and learning methods:	Lecture using a combination of media, case discussions, exercises
Literature:	<p>Bernd, G.; Helm, S. (Publ.) (2011): Kundenwert. Grundlagen, innovative Konzepte, praktische Umsetzungen [Customer Value. Basics of Innovative Concepts, Practical Implementations], 3rd ed, Wiesbaden: Gabler</p> <p>Bruhn, M. (2007): Kundenorientierung. Bausteine für exzellentes Customer Relationship Management (CRM) [Customer Orientation. Building Block for Excellent CRM], 3rd ed, Munich: Beck-Wirtschaftsberater</p> <p>Bruhn, M. (2009): Relationship Marketing. Das Management von Kundenbeziehungen [The Management of Customer Relationships], 2nd ed, Munich: Vahlen</p> <p>Bruhn, M.; Homburg, C. (Publ.): (2010): Handbuch Kundenbindungsmanagement. Strategien und Instrumente für ein erfolgreiches CRM [Manual of Customer Retention Management. Strategies and Instruments for a Successful CRM], 7th ed, Wiesbaden: Gabler</p> <p>Hadwich, K.; Georgi, D. (Publ.) (2010): Management von Kundenbeziehungen. Perspektiven – Analysen – Strategien – Instrumente. Manfred Bruhn on 60th birthday [Management of Customer Relationships. Perspective – Analyses – Strategies - Instruments], Wiesbaden: Gabler</p> <p>Hippner, H.; Wilde, K. D. (Publ.) (2006): Grundlagen des CRM. Konzepte und Gestaltung [Basics of CRM. Concepts and Designing], 2nd ed, Wiesbaden: Gabler</p> <p>Kenzelmann, P. (2008): Kundenbindung. Kunden begeistern und nachhaltig binden [Customer Retention. Enthusiasing and Sustainably Retaining Customers], 3rd ed, Berlin: Cornelsen</p> <p>Kumar, V.; Reinartz, W. (2012): Customer Relationship Management. Concept, Strategy, and Tools, 2nd ed., Berlin: Springer</p> <p>Raab, G.; Werner, N. (2009): Customer Relationship Management. Aufbau dauerhafter und profitabler Kundenbeziehungen [Promoting Lasting and Profitable Customer Relationships], 3rd ed, Frankfurt/M.: Recht und Wirtschaft</p>

	<p>Ranzinger, A. (2011): Praxiswissen Kundenbindungsprogramme. Konzeption und operative Umsetzung [Practical Know-how of Customer Retention Programmes. Concepts and Operative Implementation], Wiesbaden: Gabler</p> <p>Schwill, J. (2009): Customer Relationship Management (CRM). Schriftlicher Lehrgang Vertriebsmanagement [Written Course in Distribution Management]. In 9 Lektionen zum Zertifikat [In 9 Lessons to Certificate], Freiburg/Breisgau: Haufe Akademie</p> <p>Töpfer, A. (Publ.) (2008): Handbuch Kundenmanagement. Anforderungen, Prozesse, Zufriedenheit, Bindung und Wert von Kunden [Manual of Customer Management. Requirements, Processes, Satisfaction, Retention and Value of Customers], 3rd ed., Berlin: Springer</p>
Additional information:	

Brief module label:	Online-Marketing
Module description:	Online-Marketing & E-Entrepreneurship
Division in teaching sessions, if applicable:	Lecture/ Project paper
Duration of module:	One semester
Classification in the curriculum:	BWL BA, 5th semester, elective compact module
Usability of the module:	The module can also be employed in other (Bachelor's) courses according to the regulations of studies and examinations applicable there.
Frequency of offering of modules:	Every academic year
Author:	Prof. Dr. Bernd J. Schnurrenberger
Private lecturer:	Prof. Dr. Bernd J. Schnurrenberger
Language of instruction:	German (as the case may be, some sections in English)
Prerequisites:	Basics of Marketing Management
ECTS-Credits:	5
Total workload and its composition:	approx. 150 hours = 60 contact hours + 90 hours of self-study
Form of teaching/semester hours per week:	4 semester hours per week / lecture
Study and examination achievements:	Emphasis on assignments and presentations
Weighting of the grade in the overall grade:	According to the regulations of studies and examinations
Learning outcomes:	The students can evaluate the approaches of Online Marketing and of the establishment or building up of internet-based business fields or enterprises. The students apply and implement this know-how based on selectable case studies and practical tasks where they design their own solutions.
Contents:	<ul style="list-style-type: none"> • Concept / building Web presences • Promotion of Web presences: Content, networking, SEO, advertising etc. • Conversion: CRM, E-Commerce, Online-Shops, Data Mining • Business models on the Internet • Establishment and building up business fields or enterprises with Internet orientation
Teaching and learning methods:	Lecture, case studies, project paper
Literature:	<p>Albers, S. et al. (Publ.): Die eCommerce-Gewinner [The eCommerce Winners], Frankfurt/M. 2002</p> <p>Heinemann, G.: Der neue Online-Handel: Erfolgsfaktoren und Best Practices [The New Online Trade: Success Factors and Best Practices], 3rd ed., Wiesbaden 2010</p> <p>Kollmann, T.: Online-Marketing: Grundlagen der Absatzpolitik</p>

	<p>in der Net Economy [Online Marketing: Basics of Sales Policy in the Net Economy], Stuttgart 2007</p> <p>Kollmann, T.: E-Entrepreneurship: Grundlagen der Unternehmensgründung in der Net Economy [E-Entrepreneurship: Basics of Founding Enterprises in the Net Economy], 4th ed., 2011</p> <p>Krause, J.: E-Commerce und Online-Marketing. Chancen, Risiken und Strategien [E-Commerce and Online Marketing. Opportunities, Risks and Strategies], 2nd ed., Munich 2000</p> <p>Kreutzer, R.: Praxisorientiertes Online-Marketing: Konzepte – Instrumente – Checklisten [Practice-oriented Online Marketing: Concepts – Instruments - Checklists], Wiesbaden 2012</p> <p>Lampe, F.(Publ.): Marketing and Electronic Commerce, Wiesbaden 1999</p> <p>Lammenett, E.: Praxiswissen Online-Marketing [Practical Know-how of Online Marketing], 2nd ed., Wiesbaden 2009</p> <p>Schwarz, T.: Leitfaden Online-Marketing: Das kompakte Wissen der Branche [Guide to Online Marketing: The Compact Know-how of the Industry], 2nd ed., Waghäusel 2007</p> <p>Sigler, Constanze: Online-Medienmanagement - Grundlagen - Konzepte – Herausforderungen [Online Media Management – Basics – Concepts - Challenges]. Wiesbaden 2010.</p> <p>Wirtz, B.: Medien- und Internetmanagement [Media and Internet Management], 7th ed., Wiesbaden 2010</p> <p>Other reference literature and various Internet sources will be announced during the course, see also: http://www.fh-brandenburg.de/innovativinbrandenburg.html http://www.gruendung-fhb.de/innovativ-in-brandenburg/</p>
Additional information:	Guest lectures, practice contacts, integration of practical projects, working with relevant software

Brief module label:	Marktorient. Produktentwicklung
Module description:	Market-oriented Product Development
Division in teaching sessions, if applicable:	Module, lecture, exercise
Duration of module:	One semester
Classification in the curriculum:	BWL BA, 5th semester, elective compact module
Usability of the module:	The module can also be employed in other (Bachelor's) courses according to the regulations of studies and examinations applicable there.
Frequency of offering of modules:	Every academic year
Author:	Dr. Peter Wetzel
Private lecturer:	Dr. Peter Wetzel
Language of instruction:	German
Prerequisites:	None
ECTS-Credits:	5
Total workload and its composition:	approx. 150 hours = 60 contact hours + 90 hours of self-study
Form of teaching/semester hours per week:	4 semester hours per week
Study and examination achievements:	Written examination, 90 min. (or, as the case may be seminar paper/presentation)
Weighting of the grade in the overall grade:	According to the regulations of studies and examinations
Learning outcomes:	The students know the most important steps in the Marketing Innovation Process of product development from the point of idea till the finished product; they can transfer and apply them to a concrete case; they have the ability to think and act in market oriented way in the professional practice in the case of new product developments; they also possess know-how about the models and methods in the Marketing Innovation Management so as to work with specific methods in the professional practice and to interpret their results.
Contents:	<ul style="list-style-type: none"> Our environment War around new products Cruxes and pitfalls Winners against losers Stage-Gate 'playing schedule' Search for resounding ideas From discovery to development Quality Function Deployment Selection of the Best (Portfolio Management) Development, Testing, Confirmation

	<p>Market introduction</p> <p>Implementation of the Stage Gate processes</p> <p>Product Innovation strategies</p>
Teaching and learning methods:	Lectures using projector, seminars, exercises, case studies
Literature:	Robert G. Cooper "Top oder Flop in der Produktentwicklung – Erfolgsstrategien: Von der Idee zum Launch" [Top or Flop in the Product Development – Success Strategies: From the Idea to Launching], Wiley-VCH Verlag Weinheim, 2002
Additional information:	

Brief module label:	Gewerblicher Rechtsschutz
Module description:	Industrial Property Rights
Division in teaching sessions, if applicable:	//
Duration of module:	One semester
Classification in the curriculum:	BWL BA, 5th semester, elective compact module
Usability of the module:	The module can also be employed in other (Bachelor's) courses according to the regulations of studies and examinations applicable there.
Frequency of offering of modules:	Every academic year
Author:	Prof. Dr. jur. Michaela Schröter
Private lecturer:	Prof. Dr. jur. Michaela Schröter
Language of instruction:	German
Prerequisites:	None
ECTS-Credits:	5
Total workload and its composition:	150 hours = 50 hours of attendance and 100 hours of self-study + preparation for examination
Form of teaching/semester hours per week:	4 semester hours per week / lecture
Study and examination achievements:	Seminar paper
Weighting of the grade in the overall grade:	According to the regulations of studies and examinations
Learning outcomes:	<ul style="list-style-type: none"> • Generalist development of a legal and methodical understanding of the legal domains of the Industrial Property Rights, • Knowledge of law governing competition, • Knowledge of copyright and licensing • Protection and spread of software products
Contents:	Supplementing and consolidating the knowledge acquired in the module Internet law, the legal aspects of Industrial Property Rights, especially also from the viewpoint of copyright and trade mark laws, including laws governing patents and licences are the core topics.
Teaching and learning methods:	The students prepare the primary know-how contents as much as possible and under structured guidance in self-study, consolidate through discussion and further develop and secure by solving legal issues. The teaching is in interactive and seminar form. High importance is given to finding, understanding and applying concrete legal standards to business incidences.
Literature:	Laws/Basic reference literature: Telekommunikations- und Multimediarecht

	<p>[Telecommunications and Multimedia Law] (current issue), Beck-Texte im dtv Urheber- und Verlagsrecht [Copyright and Law governing Publishing] (current issue), Beck-Texte im dtv Eisenmann/Jautz: Grundriss gewerblicher Rechtsschutz und Urheberrecht [Outlines of Industrial Property Rights and Copyright], Müller Jur.Vlg.C.F., 2012</p>
Additional information:	

Brief module label:	Personal Spezialthemen
Module description:	Special Topics of Personnel Management
Division in teaching sessions, if applicable:	Lecture/Seminar
Duration of module:	One semester
Classification in the curriculum:	BWL BA, 5th semester, elective compact module
Usability of the module:	The module can also be employed in other (Bachelor's) courses according to the regulations of studies and examinations applicable there.
Frequency of offering of modules:	Every academic year
Author:	Prof. Dr. Katrin Böttcher
Private lecturer:	
Language of instruction:	German
Prerequisites:	Basics of Personnel Management
ECTS-Credits:	5
Total workload and its composition:	150 hours of workload, approx. 50 contact hours, approx. 50 hours of follow-up, approx. 50 hours of preparation for examination, 5 ECTS-Credits
Form of teaching/semester hours per week:	4 semester hours per week / lecture
Study and examination achievements:	Written examination, 90 min; graded presentation
Weighting of the grade in the overall grade:	According to the regulations of studies and examinations
Learning outcomes:	On completing this course successfully, the students are able to: <ul style="list-style-type: none"> • apply their knowledge of selected topics of the personnel system, • recall their knowledge about the influencing factors of individual behaviour and behaviour in groups, • name the organizational change processes and dynamics • identify and evaluate the interrelationship between duties and responsibilities of the management enterprises.
Contents:	Selected concepts of Personnel Management <ul style="list-style-type: none"> • Basic concepts and basic conditions of behaviour in organizations (individual behaviour and behaviour in groups) • Contents, forms and methods/instruments of personnel and organizational development • Procedure models and practical experience concerning change management • Best Practice – examples as case studies
Teaching and learning methods:	Seminar-type lecture

Literature:	<p>Ballreich, R.; Fröse, M.; Piber, H. (Publ.): Organisationsentwicklung und Konfliktmanagement. Innovative Konzepte und Methoden [Organizational Development and Conflict Management. Innovative Concepts and Methods]. Bern 2007.</p> <p>Hofstede, Geert & Hofstede, Gert (2007). Cultures and Organizations - Software of the Mind. Intercultural Cooperation and Its Importance for Survival: Software for the Mind. (2nd ed.). McGraw-Hill Professional</p> <p>Martin, A. (Publ): Organizational Behavior - Verhalten in Organisationen [Behaviour in Organizations], Stuttgart 2003.</p> <p>Ott, J. S., Parkes, S. J., & Simpson, R. B. (2003). Classic readings in organizational behavior (3rd ed.). Belmont CA: Thomson/Wadsworth.</p> <p>Paauwe, Jaap (2004). HRM and Performance. Oxford University Press.</p> <p>Robbins, S. P., & Judge, T. A. (2009). Organizational behavior (13th ed., Internat. ed.). Upper Saddle River, N.J.: Pearson Prentice Hall.</p> <p>Scholz, Ch.: Personalmanagement [Personnel Management], Cologne 2000.</p> <p>Sprenger, R. K.: Das Prinzip Selbstverantwortung: Wege zur Motivation [The Principle of Self-responsibility: Ways of Motivation], Frankfurt/Main - New York 1996.</p>
Additional information:	

Brief module label:	Intl Environm
Module description:	International environment for entrepreneurial decision making
Division in teaching sessions, if applicable:	Seminar
Duration of module:	One semester
Classification in the curriculum:	BWL BA, 5th semester, required module
Usability of the module:	This module can also be employed in other (Bachelor's) courses according to the regulations of studies and examinations applicable there.
Frequency of offering of modules:	Every academic year
Author:	Prof. Dr. phil. Ulrich Brasche
Private lecturer:	Prof. Dr. phil. Ulrich Brasche
Language of instruction:	German/English
Prerequisites:	Macroeconomic foundations of entrepreneurial decision making
ECTS-Credits:	5
Total workload and its composition:	approx. 150 hours = 60 contact hours + 90 hours of self-study
Form of teaching/semester hours per week:	4 semester hours per week
Study and examination achievements:	Written test, 90 min.
Weighting of the grade in the overall grade:	According to the regulations of studies and examinations
Learning outcomes:	<p>Students</p> <ul style="list-style-type: none"> • Know the main strands of economic policy and the main organisations of international regulation • Understand the tools and limits of fiscal and monetary policy • Understand behavioural concepts in decision making • Analyse the influence of finance on the macro economy as well as the roots of the crisis • Analyse the impact of macroeconomic turbulences on businesses • Analyse self-enforcing and pro-cyclical effects in the economy • Critically assess the proposals for solving the crisis
Contents:	Standard economic policy approaches (fiscal, monetary); Financial markets and the evolution of the crisis; economic policy in the crisis; debt-deleveraging; breaking-up the Euro; conflicts between austerity and growth
Teaching and learning methods:	Preparation by reading list; Q&A-sessions, students input and short presentations, ad-hoc groups, coaching an autonomous

	learning process; lecturing.
Literature:	<p>Sections from various sources plus most recent material, like: Lloyd, P. E. (2010). "Global economic integration." Pacific Economic Review 15(1): 71–86; Krugman, P.; Wells, R.. Macroeconomics, 2nd ed., 2010; European Central Bank ECB (2008): The implementation of monetary policy in the Euro area, Frankfurt/M.; Wilkinson, N. and Klaes, M. (2012): An Introduction to Behavioral Economics; Akerlof, G. A. and R. Shiller, J. (2009). Animal spirits: how human psychology drives the economy, and why it matters for global capitalism. Princeton u.a.; Blinder, A. Six Errors on the Path to the Financial Crisis (2009), in: New York Times, Jan 24; Minsky, H. P. (1992). "The Financial Instability Hypothesis"; Williams, J. C. (2011). "Economics Instruction and the Brave New World of Monetary Policy." FRBSF ECONOMIC LETTER(17)</p> <p>Selected short movies, Economist, Handelsblatt; Council of experts for certification of overall business development</p>
Additional information:	Student and learning centred approach

Brief module label:	Businessplan
Module description:	Business Plan
Division in teaching sessions, if applicable:	Project paper/Lecture
Duration of module:	One semester
Classification in the curriculum:	BWL BA, 5th semester, required module
Usability of the module:	The module can also be employed in other (Bachelor's) courses according to the regulations of studies and examinations applicable there.
Frequency of offering of modules:	Every academic year
Author:	Prof. Dr. rer. pol. Cord Siemon Dipl.-Betriebswirtin (FH) Nina Maria Krech
Private lecturer:	Prof. Dr. rer. pol. Cord Siemon Dipl.-Betriebswirtin (FH) Nina Maria Krech
Language of instruction:	German
Prerequisites:	None
ECTS-Credits:	5
Total workload and its composition:	150 hours of workload, comprising period of attendance: lecture and project paper
Form of teaching/semester hours per week:	4 semester hours per week Lecture/Project assistance
Study and examination achievements:	Preparation of Business Plan and presentation/oral examination
Weighting of the grade in the overall grade:	According to the regulations of studies and examinations
Learning outcomes:	<p>The students</p> <ul style="list-style-type: none"> • acquire knowledge about the soft factors needed for start-up business plans, and they can characterize these appropriately with hard facts, • can recognize and evaluate the success factors and hurdles encountered in the start-up process, • can derive strategies of action for a start-up plan and the development of network structures, • possess summarily the technical and methodical competence for evolving an implementable business in team while taking into consideration all relevant areas of planning; they also master particularly the quantitative evaluation methods in order to become a competent negotiating partner in the acquisition of capital.
Contents:	<p>The team will prepare a start-up plan:</p> <ul style="list-style-type: none"> • Team formation, task sharing • Search for ideas, assessment, development of the product / the service • Market analysis: Market size and segments, customers, other competitors, partners

	<ul style="list-style-type: none"> • Development of marketing strategy and marketing mix • Selection of legal form, analysis taxation conditions • Planning of organization and individual steps of building up an enterprise • Capital requirement estimation and financing planning • Analysis of liquidity, result and profitability
Teaching and learning methods:	<p>The development of a Business Plan has 3-stages:</p> <ol style="list-style-type: none"> 1. Generation of ideas 2. Marketing concept 3. Organizational and financing concept <p>The above points are worked out mostly on the basis of cases with brief introduction to each section of the business plan. The groups consist of 3 – 5 participants. The method of primary and secondary researching points to a case. The plans are drafted in the lab, using a Business Plan software application. If possible, the plans are placed in a regional or nationwide competition.</p>
Literature:	<p>Birley, S., Muzyka, D. F., Mastering Entrepreneurship, Harlow 2000</p> <p>De, D.: Entrepreneurship - Gründung und Wachstum von kleinen und mittleren Unternehmen [Entrepreneurship – Establishment and Growth of Small and Medium-scale Enterprises], Pearson-Studium (Pearson-Education), Boston, San Francisco, Sydney, Madrid, Amsterdam, Munich 2005.</p> <p>Nagl, A., Der Businessplan [The New Business Plan], Wiesbaden 2005.</p> <p>Fueglistaller, U. et al., Entrepreneurship, Wiesbaden 2004.</p> <p>Schefczyk, M., Pankotsch, F., Betriebswirtschaftslehre junger Unternehmen [Business Management for Young Entrepreneurs], Stuttgart 2003.</p> <p>Kuratko, D. F., Hodgetts, R. M., Entrepreneurship - Theory, Process, Practice, Mason 2004.</p>
Additional information:	Working with Business Plan software, e.g. UGS, interdisciplinary groups

Brief module label:	Bachelorarbeit
Module description:	Bachelor's Thesis
Division in teaching sessions, if applicable:	//
Duration of module:	One semester
Classification in the curriculum:	BWL BA, 6th semester, required module
Usability of the module:	//
Frequency of offering of modules:	Every academic year
Author:	Studiendekan
Private lecturer:	Any lecturer in the department of Economics authorized accordingly as per the basic regulations of examinations.
Language of instruction:	German
Prerequisites:	Only those candidates may receive the topic for the Bachelor's Thesis who have successfully completed all examinations and studies by including the 5th semester as prescribed in the regular curriculum.
ECTS-Credits:	12
Total workload and its composition:	The processing time for the Bachelor's Thesis is 360 working hours within a period of 3 months.
Form of teaching/semester hours per week:	Self-study
Study and examination achievements:	Candidate's own scientific paper
Weighting of the grade in the overall grade:	According to the regulations of studies and examinations
Learning outcomes:	The Bachelor's Thesis is expected to establish the fact that the candidate is able to independently assess, within a period of three months and using scientific methods, a topic that is typical for the practice of a particular profession, and to summarize the findings.
Contents:	<p>The Bachelor's Thesis cohesively deals with a comprehensive topic and the resulting solution for practical or theoretical problem. The task includes, for example:</p> <ul style="list-style-type: none"> • Identification of practical problems and gaps in the research • Selection of topic, derivation of objectives for the work • Analysis of scientific sources, their comparison, evaluation and assessment of usability for the concrete questions • Empirical investigations, data collection and evaluation • Development of practical solutions for the problem • Derivation and generalization of practical and Scientific findings <p>The thesis should especially demonstrate the eligibility for the</p>

	profession.
Teaching and learning methods:	Candidate's own scientific paper
Literature:	<p>Balzer, W. (1997): Die Wissenschaft und ihre Methoden: Grundsätze der Wissenschaftstheorie [The Science and its Methods: Principles of Scientific Theory]; a textbook, Freiburg/Brsg. [and others], Alber,</p> <p>Bartel, J. (1997): Wissenschaftliche Arbeiten schreiben in den Wirtschaftswissenschaften [Writing Scientific Theses in Business Management Sciences], Berlin-Verlag Spitz</p> <p>Ravens, T. (2003): Wissenschaftlich mit Word arbeiten [Working with Word Scientifically],</p> <p>114 Modulkatalog Bachelor Betriebswirtschaftslehre [114 Module Catalogue Bachelor's Business Administration], Munich, Pearson Studium</p> <p>Theisen, M. R. (2000): Wissenschaftliches Arbeiten: Technik - Methodik – Form [Scientific Work: Technique – Methods - Form], Munich, Vahlen</p> <p>Zobel, J. (1997): Writing for computer science: the art of effective communication, Singapore [and others], Springer</p> <p>Zur empirischen Sozialforschung [On Empirical Social Research]: Kromrey, H. (1998):</p> <p>Empirische Sozialforschung: Modelle und Methoden der Datenerhebung und Datenauswertung [Models and Methods of Data Collection and Data Evaluation], Opladen, Leske + Budrich</p> <p>Oshima, A. and Hogue, A. (1999) <i>Writing Academic English</i>. NY: Longman</p> <p>Schlepütz, V.: Anleitung zum Lesen eines wirtschaftswissenschaftlichen Journal-Beitrags [Guide for Reading a Journal Contribution related to Business Administration], in: WiST, May 2003, S. 305-310</p> <p>Internet:</p> <p>Wege zur Wissenschaftstheorie - Karl R. Popper - Induktions- und Abgrenzungsproblem [Ways to Scientific Theory – Karl Popper – Induction and Problem of Delimitation] http://www.fb12.unidortmund.de/wtheorie/JPEG/POPPER1.HTM</p> <p>Use of additional reference literature depends on the topic in question.</p>
Additional information:	

Brief module label:	Bachelor-Seminar
Module description:	Bachelor-Seminar
Division in teaching sessions, if applicable:	//
Duration of module:	One semester
Classification in the curriculum:	BWL BA, 6th semester, required module
Usability of the module:	//
Frequency of offering of modules:	Every academic year
Author:	Studiendekan
Private lecturer:	Any professor of the department
Language of instruction:	German or English
Prerequisites:	//
ECTS-Credits:	2
Total workload and its composition:	30 hours: 15 hours of self-study, Preparation for presentation, 15 hours participation in the seminar
Form of teaching/semester hours per week:	Seminar
Study and examination achievements:	Presentation, discussion
Weighting of the grade in the overall grade:	According to the regulations of studies and examinations or 0%
Learning outcomes:	The Bachelor-Seminar is intended for consolidating the students' competence to present and discuss scientific papers and to sensitize them about quality aspects in this field. The seminar enables the students to actively and independently analyse their perception and knowledge and to reflect on them critically, instead of largely absorb t them receptively.
Contents:	During the seminar for the Bachelor's course, the students present and discuss about their approach to solutions based on the problems; they consolidate their knowledge by independently engaging themselves with scientific reference literature and through oral and written presentation of problem-specific contents. In discussions, they practise their ability of critical reflection.
Teaching and learning methods:	Lectures using selected media (projector, OHP etc.); Expected activity of the students: independent analysis of scientific texts and presentation and discussion of their results
Literature:	Chalmers, A.F.: Wege der Wissenschaft. Einführung in die Wissenschaftstheorie [Ways of Science. Introduction to Scientific Theory], 5th ed., Berlin, Heidelberg, New

	<p>York 2001</p> <p>Eco, U.: Wie man eine wissenschaftliche Abschlußarbeit Schreibt [How to Write a Scientific Thesis], Bern, Stuttgart 2005</p> <p>Kornmeier, M.: Wissenschaftstheorie und wissenschaftliches Arbeiten: Eine Einführung für Wirtschaftswissenschaftler [Scientific Theory and Scientific Work: An Introduction to students of Business Management], Berlin 2007</p> <p>Kromrey, H.: Empirische Sozialforschung: Modelle und Methoden der standardisierten Datenerhebung und Datenauswertung [Empirical Social Reseach: Models and Methods of standardized Data Collection and Data Evaluation], 11th ed., Stuttgart 2006</p> <p>Popper, K.R.: Vermutungen und Widerlegungen [Presumptions and Refutations], Tübingen 2000</p> <p>Ravens, T. Wissenschaftlich mit Word arbeiten [Working Scinetifically with Work], Munich 2003</p> <p>Schlepütz, V.: Anleitung zum Lesen eines wirtschaftswissenschaftlichen Journal-Beitrags [Guide for Reading a Scientific Journal Contribution], in: WiST, May 2003, S. 305-310</p> <p>Schülein, J.A.; Reitze, S.: Wissenschaftstheorie für Einsteiger [Scientific Theory for Beginners], Vienna 2002</p> <p>112 Modulkatalog Bachelor Betriebswirtschaftslehre [112 Module Catalogue Bachelor's Business Administration]</p> <p>Theisen, M.R.: Wissenschaftliches Arbeiten. Technik, Methodik, Form [Scientific Work. Technique, Methods, Form], 13th ed., Munich 2006</p> <p>Use of further reference literature is based on the relevant topic to be processed.</p>
Additional information:	

Brief module label:	Betreutes Praxisprojekt
Module description:	Guided Practical project
Division in teaching sessions, if applicable:	//
Duration of module:	One semester
Classification in the curriculum:	BWL BA, 6th semester, required module
Usability of the module:	//
Frequency of offering of modules:	Every academic year
Author:	Studiendekan
Private lecturer:	Any of the professors involved in this course may teach in this module, but the person in-charge of the training in any case.
Language of instruction:	German or English depending on the project
Prerequisites:	The guided practical project can only be recognized if, before commencement of the training, the training institution has been approved by the responsible person in-charge of the training and an examiner as the guide has been named.
ECTS-Credits:	13
Total workload and its composition:	Project work and project report: 390 clock hours
Form of teaching/semester hours per week:	
Study and examination achievements:	<p>The students must prepare a report of the guided practical project which should be about 20 pages (without appendices). In the case group work, the writing assignment should be accordingly longer. Preparation of the report is an integral part of the project.</p> <p>The overall performance will be graded, which is equivalent to a module examination. A summary of the report must be submitted to the person in-charge of the practical project as a data file.</p> <p>The students will coordinate with the professional practice of a business economist.</p>
Weighting of the grade in the overall grade:	According to the regulations of studies and examinations or 0%
Learning outcomes:	<p>The students acquire the abilities to link scientific knowledge and practical questions, as well as to manage practical management problems in a qualified manner.</p> <p>The project is also a preparation for the Bachelor's thesis and enablement for the profession.</p>
Contents:	The guided practical project is a segment of training integrated with the studies, regulated by the University of Brandenburg and guided and determined in terms of content. Normally, it will be conducted in an organization or in any other establishment of professional practice. The students

	<p>will have the option to pursue their project within the country or in another country.</p> <p>Possible assignments and areas of topics are derived, for example, from the selected specialization and may relate to:</p> <ul style="list-style-type: none"> • Market surveys, market share and competition analyses • Consumer research • Feasibility analyses • Data collection and evaluation concerning Balanced Scorecards • Influence analyses of International Accounting Standards • Research on economic indicators using raw data <p>Every project will be assisted by a professor and a representative of the selected organization/institution. A scientific thesis will be prepared simultaneously with the project, and a follow-up seminar will be held.</p> <p>Course along with practical work for consolidation of professional practice</p> <ul style="list-style-type: none"> • Working techniques • Structuring the problems • Development of solution to problems • Presentation and discussion on the results
Teaching and learning methods:	Project work, preparing a writing assignment independently; Presentation and group discussions
Literature:	<p>Bartel, J. (1997): Wissenschaftliche Arbeiten schreiben in den Wirtschaftswissenschaften [Writing Scientific Papers in Business Management Sciences], Berlin-Verlag Spitz.</p> <p>Ravens, T. (2003): Wissenschaftlich mit Word arbeiten [Working with Word Scientifically], Munich, Pearson Studium.</p> <p>Theisen, M. R. (2000): Wissenschaftliches Arbeiten: Technik - Methodik – Form [Scientific Work: Technique –Methods - Form], Munich, Vahlen.</p> <p>Oshima, A. and Hogue, A. (1999) Writing Academic English. NY: Longman.</p> <p>Including reference literature for processing the relevant project topic.</p> <p>Bischof, A.; Bischof, K.: Selbstmanagement. Effektiv und Effizient [Self-management. Effectvely and Efficiently], 5th ed., Freiburg i. Br. 2006</p> <p>Eckeberg, P.: Zeit- und Selbstmanagement. Situationsanalyse, Zielfindung, Maßnahmen- und Zeitplanung [Time and Self-management. Situation Analysis, Aims, Measures and Time planning], Munich, Vienna 2004</p> <p>Jäger, R.: Selbstmanagement und persönliche Arbeitstechniken [Self-management and Personal Working Techniques], 4th ed., Wettenberg 2007</p> <p>Kromrey, H.: Empirische Sozialforschung: Modelle und Methoden der standardisierten Datenerhebung und Datenauswertung [Empirical Social Research: Models and</p>

	<p>Methods of standardized Data Collection], 11th ed., Stuttgart 2006</p> <p>Litke, H.-D.: Projektmanagement. Methoden, Techniken, Verhaltensweisen. Evolutionäres Projektmanagement [Project Management. Methods, Techniques, Type of Behaviour, Evolutionary Project Management], 5th ed., Munich 2007</p> <p>Meier, M.: Projektmanagement. Situationsanalyse, Zielbestimmung, Projektcontrolling, Controllingwerkzeuge, Motivation, Teammanagement [Project Mangement. Situation Analysis, Target Definition, Project Controlling, Controlling Tools. Motivation, Team Management], Stuttgart 2007</p> <p>Ravens, T. Wissenschaftlich mit Word arbeiten [Working with Word Scientifically], Munich 2003</p> <p>Including reference literature for processing the relevant assignments for the practical phase.</p>
Additional information:	

Brief module label:	Bachelor´s- Colloquium
Module description:	Colloquium
Division in teaching sessions, if applicable:	//
Duration of module:	One semester
Classification in the curriculum:	BWL BA, 6th semester, required module
Usability of the module:	//
Frequency of offering of modules:	Every academic year
Author:	Prof. Dr. Bernd J. Schnurrenberger
Private lecturer:	Any of the professors involved in this course may teach this module.
Language of instruction:	German or English
Prerequisites:	A colloquium on Bachelor´s Thesis can only take place, if the candidate has no backlog of examinations or credits and the Bachelor´s thesis has been submitted according to the regulations of studies and examinations.
ECTS-Credits:	3
Total workload and its composition:	Towards preparation for examination and compilation of presentation documents, the candidate will have 90 working hours.
Form of teaching/semester hours per week:	//
Study and examination achievements:	<p>The colloquium is the University's public oral examination at which the candidate is expected to give a presentation on a prescribed topic and at which accessories normally used for lectures can be utilized and a following discussion in which problems related to the topic can be addressed. Usually the duration of the examination is 60 minutes.</p> <p>The preparation of the candidate includes the following points:</p> <ul style="list-style-type: none"> - thorough re- examination of the Bachelor's thesis , also check for any weaknesses - preparation of a professional presentation on the contents of the the Bachelor's thesis (preparation of lecture material and training of the lecture) - preparation of content for possible discussion points and criticisms, regarding the presentation and the Bachelor's thesis, by primary and secondary reviewer considering those specialized sections - preparation for questions that go beyond the field of the Bachelor's thesis and touch adjoining or other subjects of study

Weighting of the grade in the overall grade:	According to the regulations of studies and examinations
Learning outcomes:	Together with the foregoing Bachelor's thesis, the colloquium should particularly demonstrate the candidate's eligibility for a professional qualification. The colloquium is intended for the presentation of the Bachelor's thesis, as a primary basis for the aspired completion of studies by the student. In the colloquium, the student shall prove that he or she is able to present the results of the Bachelor's thesis, their subject-related and methodical foundation, their interrelationship overlapping the subject and the references beyond the subject, to explain verbally and to independently justify and to estimate their significance for the practical life or the science and to defend own theses in a scientific discourse.
Contents:	Oral examination and discussion, questioning of the candidate, interdisciplinary and problem-oriented discussion, preparation for examination, drafting of presentation material
Teaching and learning methods:	Candidate's own scientific paper, creative work by utilizing presentation techniques
Literature:	<p>Birkenbihl, V.: Kommunikationstraining [Communication Training], Landsberg am Lech 1998.</p> <p>Motamedi, S.: Präsentation - Ziele, Konzepte, Durchführung [Presentation – Aims, Concepts, Implementation], Heidelberg 1998.</p> <p>Motamedi, S.: Rede und Vortrag [Public Speech and Talk], Weinheim/Basel 1993.</p> <p>Schilling, G.: Angewandte Rhetorik und Präsentationstechnik [Applied Rhetoric and Presentation Technique], Berlin 1998.</p> <p>Müller-Schwarz, U.; Weyer, B.: Präsentationstechnik - Mehr Erfolg durch Visualisierung bei Vortrag und Verkauf [Presentation Technique – More Success through Visualization in Speech and Selling], Wiesbaden 1991.</p> <p>Bernstein, D.: Die Kunst der Präsentation [The Art of Presentation], Frankfurt/M 1992.</p> <p>Hierhold, E.: Sicher präsentieren – wirksam vortragen [Presenting Confidently – Speaking Effectively], Vienna 1994.</p> <p>Seifert, J. W.: Visualisieren, Präsentieren, Moderieren [Visualization, Presentation, Moderation], Gabal; Edmüller, A.; Wilhelm, T.: Moderation: Haufe</p>
Additional information:	