

Course Catalogue

Common Curriculum for all Business Bachelor Programs

Stand: 2016

Table of content

	Page
ABBREVIATIONS	2
FIRST PART OF STUDY	3
<i>SIC1100 – Allgemein Handlungskompetenz</i>	3
<i>GMT 1200 – Principles of General Business Administration I</i>	8
<i>GMT 1210 – Principles of General Business Administration II</i>	11
<i>BIS 1010 – Einführung in die Wirtschaftsinformatik</i>	13
<i>TAX 1010 – Unternehmensbesteuerung</i>	15
<i>ECO 1200 – Foundations of Economics I</i>	17
<i>ECO 1210 – Foundations of Economics II</i>	19
<i>LAW 1010 – Law I</i>	21
<i>LAW2010 – Law II</i>	22
<i>AQM1010 – Foundations in Mathematics</i>	24
<i>AQM1100 – Quantitative Methods I</i>	27
SECOND PART OF STUDY – COMMON CURRICULUM FOR ALL BUSINESS BACHELOR PROGRAMS	30
<i>GMT2100 – Fundamentals of Cost Accounting</i>	30
<i>GMT2110 – Financial Accounting and Finance</i>	32
<i>GMT3100 – Corporate Management</i>	35
<i>GMT3310 – Industry-oriented Business Administration</i>	38
<i>GMT4100 – Betriebswirtschaftliche Zusammenhänge und Vertiefungen</i>	43
<i>ECO2100 – Internationale Wirtschaftsbeziehungen</i>	45
<i>ECO2110 – Vertiefungen und Anwendungen der VWL</i>	47
<i>AQM2100 – Quantitative Methoden 2</i>	50
<i>ESR3100 – Ethik und gesellschaftliche Verantwortung</i>	53
<i>INS3020 – Praxissemester</i>	55
<i>EXA4999 – Abschlussprüfungsleistung</i>	57
<i>THE4999 – Thesis</i>	59

Abbreviations

CR	Credit gemäß ECTS - System
PLH	Prüfungsleistung Hausarbeit
PLK	Prüfungsleistung Klausur
PLL	Prüfungsleistung Laborarbeit
PLM	Prüfungsleistung mündliche Prüfung
PLP	Prüfungsleistung Projektarbeit
PLR	Prüfungsleistung Referat
PLS	Prüfungsleistung Studienarbeit
PLT	Prüfungsleistung Thesis
PVL	Prüfungsvorleistung
PVL-BVP	Prüfungsvorleistung für die Bachelorvorprüfung
PVL-BP	Prüfungsvorleistung für die Bachelorprüfung
PVL-MP	Prüfungsvorleistung für die Masterprüfung
PVL-PLT	Prüfungsvorleistung für die Thesis
SWS	Semesterwochenstunde(n)
UPL	Unbenotete Prüfungsleistung

First Part of Study

SIC1100 – Allgemein Handlungskompetenz

Allgemein Handlungskompetenz	
Kennziffer	SIC1100
Level	Eingangslevel
Credits	5
SWS	3
Studiensemester	1 + 3
Häufigkeit	Jedes Semester
Zugehörige Lehrveranstaltungen	<ul style="list-style-type: none"> • Sozial- und Methodenkompetenz (1. Semester, 3 Credits) • Nachweis Englisch B2 (außer Studiengänge „Betriebswirtschaft / International Business“, „Betriebswirtschaft / „Steuern und Wirtschaftsprüfung“, „Wirtschaftsrecht“) • Nachweis von 12 Credits in englischsprachigen Veranstaltungen (außer Studiengänge „Betriebswirtschaft / International Business“, „Betriebswirtschaft / International Marketing“, „Betriebswirtschaft / „Steuern und Wirtschaftsprüfung“, „Wirtschaftsrecht“) • Interkulturelle Kompetenz (3. Semester, 2 Credits), das Teil-Modul wird für den Studiengang „Betriebswirtschaft / Steuern und Wirtschaftsprüfung“ bereits im 2. Studiensemester angeboten.
Teilnahmevoraussetzungen	Keine
Prüfungsart / Prüfungsdauer	Sozial- und Methodenkompetenz: UPL Interkulturelle Kompetenzen: PLH/PLR
Voraussetzung für die Vergabe von Credits	Sozial- und Methodenkompetenz: Erfolgreiche Teilnahme an allen Teileinheiten (Anwesenheitspflicht) Interkulturelle Kompetenzen: Erfolgreiche Teilnahme (Anwesenheitspflicht)
Stellenwert der Modulnote für die Endnote	Sozial- und Methodenkompetenz: Entfällt, da unbenotete Prüfungsleistung Interkulturelle Kompetenzen: Das Teil-Modul zählt zum 2. Studienabschnitt und geht mit einem Gewicht von 2 Credits in die Bachelor-Endnote ein.
Geplante Gruppengröße	Sozial- und Methodenkompetenz: 14-18 Interkulturelle Kompetenzen: 25
Lehrsprache	Sozial- und Methodenkompetenz: Deutsch

	Interkulturelle Kompetenzen: Englisch
Dauer des Moduls	3 Semester (Nachweis 12 englischsprachiger Credits bis zum 6. Semester)
Modulverantwortliche(r)	Liesegang, Eckart; Burkart, Brigitte; Bacher, Urban; Bender, Gabriele
Dozenten / Dozentinnen	Sozial- und Methodenkompetenz: studentische Tutoren Interkulturelle Kompetenzen: Mitarbeiterinnen des IFS und Lehrbeauftragte
Fachgebiet / Studiengang	Übergreifende Fachgebiete
Verwendbarkeit des Moduls in anderen Studiengängen	identisch für alle BWL-Bachelor und Bachelor Wirtschaftsrecht
Lehrform	Seminaristischer Unterricht
Ziele	<p>Sozial- und Methodenkompetenz</p> <p>1. Training Kommunikation und Teamarbeit: Die Studierenden können...</p> <ul style="list-style-type: none"> • Sachgespräche effektiv führen, • können Konfliktgespräche effektiv führen ohne Verlierer, • erkennen destruktive, eingefahrene Kommunikationsmuster und kennen erfolgreiche Alternativen, • verstehen es, Gruppenprozesse zu beobachten und das eigene Verhalten innerhalb der Gruppe einzuschätzen, • können die eigene Rolle in der Gruppe und die Wirkung ihres Verhaltens bewusst wahrnehmen und • können die Teamarbeit zielorientiert beeinflussen und steuern. <p>2. Unternehmensplanspiel und BWL-Fallstudie Die Studierenden...</p> <ul style="list-style-type: none"> • kennen grundlegende Methoden, um betriebswirtschaftliche Problemstellungen zu analysieren, • kennen betriebswirtschaftliche Entscheidungsprozesse in Zusammenhang mit wesentlichen Unternehmensfunktionen • verfügen über erste Ideen, wie betriebswirtschaftliche Problemstellungen gelöst werden können. <p>3. Präsentationstraining Die Studierenden</p> <ul style="list-style-type: none"> • gewinnen Sicherheit beim Auftreten vor Gruppen • können Präsentationen ziel- und zuhörerorientiert aufbauen und gestalten • können Medien, Stilmittel und Körpersprache zweckdienlich einsetzen <p>Interkulturelle Kommunikation</p> <p>Die Studierenden können</p> <ul style="list-style-type: none"> • mit Kommunikationssituationen in unterschiedlichen kulturellen Kontexten umgehen,

	<ul style="list-style-type: none"> • verfügen über ein grundlegendes Verständnis von anderen Kulturen, • kennen den eigenen kulturellen Hintergrund erkennen und reflektieren ihn kritisch, • erwerben cultural awareness und praktizieren Kommunikation in englischer Sprache <p>Das Modul dient damit primär der Wissensverbreiterung und der Erlangung kommunikativer Kompetenzen.</p>
Inhalt	<p>Sozial- und Methodenkompetenz</p> <p>1. Training Kommunikation und Teamarbeit</p> <ul style="list-style-type: none"> • Wahrnehmungsprozesse • Grundlagen der Kommunikation • Feedback geben und empfangen • Gesprächsführung • Merkmale effektiver Teamarbeit • Teamentwicklung • Rollen in einer Gruppe • Führen einer Gruppe • Anwendung der Teamarbeit in einer BWL-Fallstudie <p>2. Unternehmensplanspiel + BWL-Fallstudie</p> <ul style="list-style-type: none"> • Kennenlernen komplexer Entscheidungsmethoden in betriebswirtschaftlichen Settings • Treffen betriebswirtschaftlicher Entscheidungen in Kleingruppen • Unternehmen als kundenorientierte Wertschöpfungskette • Zusammenarbeit verschiedener Aufgaben- und Entscheidungsträger innerhalb eines Unternehmens <p>3. Präsentationstraining</p> <ul style="list-style-type: none"> • Auftreten vor Gruppen • Einüben von Präsentationssituationen • Medieneinsatz bei Präsentationen • Feedback geben und nehmen • Visualisierung und Zuhörerorientierung <p>Interkulturelle Kommunikation</p> <p>Rahmenbedingungen: Durchführung des Trainings in gemischten Gruppen (ausländische und deutsche Studierende) Kommunikation findet vorzugsweise in englischer bzw. anderer Sprache statt zur Verbesserung der Kommunikationsfähigkeit in der Fremdsprache Arbeitsaufgaben zum interkulturellen Kontext werden in Kleingruppen bearbeitet</p> <p>Themen:</p> <ul style="list-style-type: none"> • kulturell relevante Standardsituationen wie Begrüßung, Verabredungen, Bedanken, Gesprächseröffnung, Gesprächsstrategien u.v.m. • Verständnis von Kommunikationssituationen aus der Business-Welt, z.B. Verhandlungen, Meetings etc
Verbindungen zu anderen Modulen	<p>Sozial- und Methodenkompetenz</p> <ul style="list-style-type: none"> • Unternehmensplanspiel: BWL-Module

	<ul style="list-style-type: none"> • Training: Seminare des 3., 4. und 6. Semesters – dort eine Evaluation der Teamarbeit • Präsentationstraining: in sämtlichen Seminaren des weiteren Studiums – dort eine Bewertung der Präsentationen anhand der vermittelten Kriterien <p>Interkulturelle Kompetenzen:</p> <ul style="list-style-type: none"> • Vorbereitung auf die Arbeit in internationalen Teams, ein Auslandsstudien- oder – Praxissemester
Literatur	<p>Sozial- und Methodenkompetenz</p> <ul style="list-style-type: none"> • SIK Teilnehmerunterlagen • Schulz von Thun, F.: Miteinander reden: Störungen und Klärungen. Hamburg • Birkenbihl, V.: Kommunikationstraining, Heidelberg • Hartmann, M. et al: Die überzeugende Präsentation, Weinheim • Herbig, A. F.: Vortrags- und Präsentationstechnik, Nordestedt • Krüger, W.: Teams führen. München <p>Interkulturelle Kompetenz</p> <ul style="list-style-type: none"> • Heringer, H.-J.: Interkulturelle Kommunikation; Stuttgart • Tomas, A. u.a.: Handbuch Interkulturelle Kommunikation und Kooperation, Göttingen • Baumer, T.: Handbuch Interkulturelle Kompetenz. Zürich
Literatur	<p>Sozial- und Methodenkompetenz</p> <ul style="list-style-type: none"> • SIK Teilnehmerunterlagen • Schulz von Thun, F.: Miteinander reden: Störungen und Klärungen. Hamburg • Birkenbihl, V.: Kommunikationstraining, Heidelberg • Hartmann, M. et al: Die überzeugende Präsentation, Weinheim • Herbig, A. F.: Vortrags- und Präsentationstechnik, Nordestedt • Krüger, W.: Teams führen. München <p>Interkulturelle Kompetenz</p> <ul style="list-style-type: none"> • Heringer, H.-J.: Interkulturelle Kommunikation; Stuttgart • Tomas, A. u.a.: Handbuch Interkulturelle Kommunikation und Kooperation, Göttingen • Baumer, T.: Handbuch Interkulturelle Kompetenz. Zürich
Workload	Kontaktzeit: 3 SWS x 15 = 45 SWS + Selbststudium 105 Stunden
Sonstiges	<u>Sozial- und Methodenkompetenz</u>

	<p>Der 1. Teil (Training Kommunikation und Teamarbeit) und der 2. Teil (Unternehmensplanspiel) finden in der Einführungswoche des ersten Studiensemesters statt. Sie sind in die Einführungswoche für die Erstsemester eingebettet. Die Arbeit in Kleingruppen dient ebenfalls der Sozialisierung der Studienanfänger. Der 3. Teil (Präsentationstraining) findet am Ende des ersten Studiensemesters statt. Die Trainings werden von studentischen Tutoren durchgeführt, die gleichzeitig ein Peer-Mentoring für die Erstsemester leisten. Zur Vorbereitung für das Präsentationstraining wird das Durcharbeiten des E-Learning-Tools PowerPoint empfohlen.</p> <p><u>Nachweis Englisch B2</u></p> <p>Der Nachweis ist Bestandteil während des ersten Studienabschnitts im 2. Studiensemester zu erbringen und muss damit spätestens im 4. Studiensemester erfolgreich abgelegt werden.</p> <p>Der Nachweis der Englischkenntnisse kann auch mittels hochschulexterner Tests erfolgen (für weitere Informationen siehe die Webseite des Instituts für Fremdsprachen).</p> <p><u>Nachweis von 12 Credits in englischsprachigen Veranstaltungen</u></p> <p>Der Nachweis ist in den betreffenden Studiengängen vor Teilnahme an den Modulen EXA4999 und THE 4999 zu erbringen (ausgenommen Studiengänge „Betriebswirtschaft / International Business“; „Betriebswirtschaft / International Marketing“ sowie Betriebswirtschaft/Steuern und Wirtschaftsprüfung).</p> <p><u>Interkulturelle Kompetenzen</u></p> <p>Das erfolgreiche Bestehen des Teil-Moduls ist eine Prüfungsvorleistung für die Module EXA4999 und THE4999 des siebten Studiensemesters (ausgenommen Studiengänge „Betriebswirtschaft / International Business“ sowie „Betriebswirtschaft / International Marketing“)</p> <p>Der Kurs wird in Englisch und – abhängig von den Kapazitäten der Hochschule in anderen Fremdsprachen angeboten. Das englischsprachige Teil-Modul ist Bestandteil des International Study Program, die in englischer Sprache erzielten Credits werden auf die evtl. bestehende 12-Credit-Anforderung angerechnet.</p> <p>Studierende des Studiengangs „Betriebswirtschaft / International Business“ besuchen statt der englischsprachigen die französisch- bzw. spanischsprachigen Angebote in Interkultureller Kompetenz</p>
Schlagworte	
Letzte Änderung	

GMT 1200 – Principles of General Business Administration I

Principles of General Business Administration I	
ID	GMT1200
Study Semester	1
Level	Entry level
Credits	6
Hours per week	6
Frequency	Every Semester
Courses	Foundations of Accounting (2 Credits) Managerial Processes, Functions and Decisions I (4 Credits)
Conditions for Participation	No
Kind of Examination / Duration of Examination	Foundations of Accounting: PLK – 60 minutes Managerial Processes, Functions and Decisions I: PLK – 60 minutes
Granting of Credits	Foundations of Accounting: successful passing of the examination Managerial Processes, Functions and Decisions I: successful passing of the examination
Significance for Final Grade	The module flows into the mid-term grade of the first study section, weighted by its credits. However, the final grade of the bachelor's degree will not be based on the examination results of the module.
Class Size	Maximum of 80 students
Language	German
Duration of the Module	1 Semester
Responsible Person	Rade, Katja
Lecturers	Professors of the discipline General Business Administration and assistant lecturers
Department	General Business Administration
Usability in other Modules / Courses of Study	Identical for all business administration courses of study
Pedagogical Approach	Lecture with Exercises
Objectives	<p>The students will know the recognition of the essential business transactions of a company in its internal and external accounting. Furthermore, they will understand its significance. The students should be able to evaluate these effects on the components of the financial statements and the internal income statement.</p> <p>The students should be able to understand fundamental business relationships, important objectives of a company and the essential steps related to their pursuit. They will know the fundamental structure of a company and the connections between the business units. They should have a basic understanding of the tasks and economic questions in the operating functions.</p>

	<p>They should be able to apply criteria relating to the use of essential operating resources.</p> <p>This module aims to broaden and deepen knowledge.</p>
Content	<p>Foundations of Accounting:</p> <ul style="list-style-type: none"> • Legal obligation to keep records • Stocktaking and inventory • Balance sheet and profit and loss accounts • Accounting of business transactions • Fundamentals of the balance sheet and profit and loss account <p>Managerial Processes, Functions and Decisions I:</p> <ul style="list-style-type: none"> • Basis concepts and principles of business administration • Operating objectives and figures • The company as customer-oriented value-added process • Effects of business decisions on company results • Constitutive decisions of organizations
Connection to other Modules	Preparation of all other business administration modules
Literature	<p>Foundations of Accounting:</p> <ul style="list-style-type: none"> • Horngren, C./Sundem, G./Elliot, J./Philbrick, D.: Introduction to Financial Accounting, Upper Saddle River, NJ • Jones, M. J.: Financial Accounting, Verlag Wiley • Weygandt, J./Kimmel, P./Kieso, D.: Financial Accounting, IFRS Edition, Hoboken, NJ • Heinhold, M.: Buchführung in Fallbeispielen, Schäffer - Poeschel – Verlag • Wedell, H.: Grundlagen des Rechnungswesens, Band 1, Buchführung und Jahresabschluss, Verlag NWB • Wöhe, G.: Grundzüge der Buchführung und Bilanztechnik, Verlag VahlenDäumler, <p>Managerial Processes, Functions and Decisions I:</p> <ul style="list-style-type: none"> • Boddy, D.: Management: An Introduction, FT Prentice Hall • Cole, G.A.: Management Theory and Practice, DP Publications • Daft, R. L.: Management Theory and Practice, DP Publications • Mullins, L. J.: Management and Organisational Behaviour, Pearson Education • Schermerhorn, J. R.: Introduction to Management International Student Version, John Wiley & Sons • Jung, H., Allgemeine BWL, R. Oldenbourg Verlag • Paul, J.: Praxisorientierte Einführung in die Allgemeine Betriebswirtschaftslehre, Gabler Verlag

	<ul style="list-style-type: none"> • Schierenbeck, H.: Grundzüge der Betriebswirtschaftslehre, Oldenburg Verlag • Thommen, J.-P. und Achleitner, A.-K.: Allgemeine BWL - Umfassende Einführung aus management-orientierter Sicht, Gabler Verlag • Wöhe, G.: Einführung in die allgemeine BWL, Vahlen
Workload	It is expected that the students spend 90 h for preparation, independent literature study, exercises and e-learning, in addition to the 6 x 15 = 90 SWS attendance time.
Other	<p>Both related courses will be offered within one semester.</p> <p>An early examination will be offered for participants with previous knowledge in the part-module „Foundations of Accounting“ in the first third of the semester .</p>
Key Words	Accounting annual financial statement accountancy entrepreneurial processes function
Last Edited	May 2015

GMT 1210 – Principles of General Business Administration II

Principles of General Business Administration II	
ID	GMT1210
Study Semester	2
Level	Entry Level
Credits	5
Hours per week	4
Frequency	Every Semester
Courses	Managerial Processes, Functions and Decisions II
Conditions for Participation	No
Kind of Examination / Duration of Examination	PLK – 60 minutes
Granting of Credits	Successful passing of the examination
Significance for the Final Grade	The module flows into the mid-term grade of the first study section, weighted by its credits. However, the final grade of the bachelor's degree will not be based on the examination results of the module.
Class Size	Maximum of 80 students
Language	German
Duration of the Module	1 Semester
Responsible Person	Rade, Katja
Lecturers	Professors of the discipline General Business Administration
Department	General Business Administration
Usability in other Modules / Courses of Study	Identical for all business administration courses of study and for the course of study "Business Law"
Pedagogical Approach	Lecture with Exercises
Objectives	<p>The students should be able to understand fundamental business relationships, important objectives of a company and the essential steps related to their pursuit. They should have a basic understanding of the tasks and economic questions in the operating functions. Furthermore, the students will understand the importance of customer orientation in entrepreneurial activities and the company as a customer-focused value-added process, which can be broken down into a number of operating sub-processes. They will know fundamental problems of the operative corporate governance and be able to analyze these problems as well as to work out appropriate decision criteria and to develop approaches for problem resolution. They should be able to apply criteria relating to the use of essential operating resources.</p> <p>The students should be able to assess the effects of operational business decisions on company results and on the company's social environment.</p> <p>This module aims to broaden and deepen knowledge.</p>

Content	<ul style="list-style-type: none"> • The company as customer-oriented value-added process • Effects of business decisions on company results • Foundations of production and cost theory • Use of company production factors (particularly labour and resources)
Connection to other Modules	Preparation of all other business administration modules of the second study section
Literature	<ul style="list-style-type: none"> • Christopher, M.: Logistics and Supply Chain Management, Financial Times Prent. • Hill, A & Hill, T.: Essential Operations Management, Palgrave. • Kotler, P., Armstrong, G., Wong, V. & Saunders, J.: Principles of Marketing 6th European edn., Prentice Hall • Marchington, M. & Wilkinson, A.: People Management and Development. Human Resource Management at Work, CIPD • Jung, H., Allgemeine BWL, R. Oldenbourg Verlag • Schierenbeck, H.: Grundzüge der Betriebswirtschaftslehre, Oldenbourg Verlag • Thommen, J.-P. und Achleitner, A.-K.: Allgemeine BWL - Umfassende Einführung aus management-orientierter Sicht, Gabler Verlag • Wöhe, G.: Einführung in die allgemeine BWL, Verlag Vahlen
Workload	It is expected that the students spend 90 h for preparation, independent literature study, exercises and e-learning, in addition to the 4 x 15 = 60 SWS attendance time.
Other	<p>Both related courses will be offered within one semester.</p> <p>An early examination will be offered for participants with previous knowledge in the part-module „Foundations of Accounting“ in the first third of the semester .</p>
Key Words	Entrepreneurial processes functions corporate governance management decisions
Last Edited	May 2015

BIS 1010 – Einführung in die Wirtschaftsinformatik

Einführung in die Wirtschaftsinformatik	
Kennziffer	BIS1010
Studiensemester	1
Level	Eingangslevel
Credits	5
SWS	4
Häufigkeit	Jedes Semester
Zugehörige Lehrveranstaltungen	Einführung in die Wirtschaftsinformatik (2 Credits) Übungen am Rechner (2 Credits) IT-Lernmodule der E-learning-Plattform der Hochschule (1 Credit)
Teilnahmevoraussetzungen	Keine
Prüfungsart / Prüfungsdauer	Einführung in die Wirtschaftsinformatik: PLK – 60 Minuten Übungen am Rechner: PLL IT-Lernmodule der E-Learning-Plattform der Hochschule: PVL
Voraussetzung für die Vergabe von Credits	Die Vergabe von Credits für das Modul setzt das erfolgreiche Bestehen der Prüfungsvorleistung voraus. Die Credits für die Einführung in die Wirtschaftsinformatik und die Übungen am Rechner: setzen das erfolgreiche Bestehen der jeweiligen Prüfungsleistung voraus.
Stellenwert der Modulnote für die Endnote	Die Prüfungsvorleistung geht in keine Note ein. Der Rest des Moduls geht mit einer Gewichtung von jeweils 2 Credits in die Vornote des ersten Studienabschnitts, nicht jedoch in die Bachelor-Abschlussnote ein
Geplante Gruppengröße	Einführung in die Wirtschaftsinformatik: max. 80 Studierende Übung und E-Learning: Kleingruppen
Lehrsprache	Deutsch
Dauer des Moduls	1 Semester
Modulverantwortlicher	Burkard, Werner
Dozenten / Dozentinnen	Professoren des Studiengangs Wirtschaftsinformatik
Fachgebiet	Wirtschaftsinformatik
Verwendbarkeit in anderen Modulen/Studiengängen	Identisch für alle betriebswirtschaftlichen Studiengänge
Lehrform	Vorlesung + Übung + E-Learning
Ziele	Studierende ... <ul style="list-style-type: none"> • kennen Kategorien von Informationssystemen, deren Funktionen und Einsatzgebiet. • können Methoden zur Modellierung der Organisations-, Funktions-, Daten und Steuerungssicht anwenden. • kennen Grundlagen des Managements von Informationssystem-Projekten.

	<ul style="list-style-type: none"> • kennen ausgewählte technische Grundlagen von Informations- und Kommunikationssystemen. • haben ein grundlegendes Verständnis für sicherheitstechnische Maßnahmen beim Betrieb von Informationssystemen. • können Tabellenkalkulation auf einfache betriebswirtschaftliche Fragestellungen anwenden. • können einfache Datenstrukturen in einer Datenbank abbilden und Auswertungen erstellen. <p>Das Modul dient primär der Wissensverbreiterung und –vertiefung.</p>
Inhalt	<ul style="list-style-type: none"> • Informationstechnik in Wirtschaft und Gesellschaft • Einführung in zentrale Begriffe der Informationsverarbeitung mit Computern • Aufbau, Funktionsweise und Klassifizierung von Rechnern • Überblick über betriebliche Informationssysteme • Management und Betrieb von Informationssystemen • Modellierung von betrieblichen Informationssystemen • Entstehungsprozess eines Informationssystems: Planung//Entwurf/Entwicklung • Büroinformationssysteme im Überblick • Teamarbeit: Kommunikationsformen, Groupware, Workflow, Wissensmanagement • ERP-Systeme im Überblick: Verwaltung betriebsweiter Ressourcen und Abläufe • Komponenten von ERP-Systemen • Grundlagen der Vernetzung für Betriebswirte: Netzwerkökonomie und Portale • Konsumenteninformationssysteme und CRM (Kundenbeziehungsmanagement) • Informationssysteme zwischen Betrieben und Zulieferern: von EDI zu EAI • Informationssysteme zur Unterstützung des Managements • Datenverwaltung und –Auswertung mit Data Warehouse, OLAP und Data Mining • Ausgewählte Übungen / Diskussion von Aufgabenstellungen / E-Learning-Module
Verbindung zu anderen Modulen	
Literatur	Hansen, H. R. / Neumann, G.: Wirtschaftsinformatik 1, Bd.1 Grundlagen und Anwendungen, Stuttgart
Workload	LV, Übungen und E-Learning erfordern 4 x 15 = 60 SWS Präsenzzeit. Zusätzlich sind ca. 90 h für Vorbereitung, selbständiges Literaturstudium, eigene Ergänzungsübungen und E-Learning erforderlich.
Sonstiges	
Schlagworte	
Letzte Änderung	

TAX 1010 – Unternehmensbesteuerung

Unternehmensbesteuerung	
Kennziffer	TAX1010
Studiensemester	2
Level	Eingangslevel
Credits	5
SWS	4
Häufigkeit	Jedes Semester
Zugehörige Lehrveranstaltungen	Unternehmensbesteuerung
Teilnahmevoraussetzungen	Keine
Prüfungsart / Prüfungsdauer	PLK – 90 Minuten
Voraussetzung für die Vergabe von Credits	erfolgreiches Bestehen der Prüfungsleistung
Stellenwert der Modulnote für die Endnote	Das Modul geht gewichtet mit seinen Credits in die Vornote des ersten Studienabschnitts, nicht jedoch in die Bachelor-Abschlussnote ein.
Geplante Gruppengröße	Max. 80 Studierende
Lehrsprache	Deutsch
Dauer des Moduls	1 Semester
Modulverantwortlicher	Häfele, Markus
Dozenten / Dozentinnen	Professoren des Studiengangs „Steuer- und Wirtschaftsprüfung“ sowie Lehrbeauftragte mit StB-Qualifikation
Fachgebiet	Steuer- und Revisionswesen
Verwendbarkeit in anderen Modulen/Studiengängen	Identisch für alle betriebswirtschaftlichen Studiengänge sowie für den Studiengang „Wirtschaftsrecht“
Lehrform	Vorlesung mit Übungen
Ziele	<ul style="list-style-type: none"> • Die Studierenden verstehen die unterschiedlichen Aufgaben der Steuerrechtswissenschaft, Finanzwissenschaft und betriebswirtschaftlichen Steuerlehre. • Sie ermitteln anhand der Gesetzestexte die steuerpflichtigen Tatbestände und deren Bemessungsgrundlagen in verschiedenen Steuerarten. • Sie erkennen die Auswirkungen des Umsatzsteuersystems (Umsatzsteuer als durchlaufender Posten oder als Kostenbestandteil). • Sie können die ertragsteuerlichen Belastungen (einschl. der steuerlichen Bemessungsgrundlage) von Individualpersonen (einschließlich Fallbeispiele zur Einkommensteuerveranlagung) sowie Unternehmen (insbes. Personen- und Kapitalgesellschaften) und Unternehmern (Gesellschaftern) ermitteln. • Sie erkennen die Auswirkungen der Steuern auf betriebswirtschaftliche Entscheidungen (Option zur USt-

	<p>Pflicht bei Kleinunternehmern, Rechtsformwahl, Ausschüttungspolitik, Eigen- oder Fremdkapital)</p> <p>Das Modul dient damit primär der Wissensverbreiterung und -vertiefung.</p>
Inhalt	<ul style="list-style-type: none"> • Grundlagen des Besteuerungssystems • Umsatzsteuer (Steuerpflicht, EU-Binnenmarkt, Ausweis der Umsatzsteuer, abziehbare Vorsteuer, USt als Kosten, Optionen, Deklarationspflichten) • Einkommensteuer (Steuerpflicht, Einkunftsarten, steuerliche Gewinnermittlung, Lohnsteuer, Kapitalertragsteuer, Ermittlung der einkommensteuerlichen Belastung, Veranlagungsfälle) • Gewerbesteuer (Steuerpflicht, Ermittlung) und Gewerbesteuer-Anrechnung und deren ökonomische Wirkungen • Körperschaftsteuer (Steuerpflicht, Bemessungsgrundlage u.a.) • Ermittlung der ertragsteuerlichen Gesamtbelastung mit diversen Fallbeispielen und Übungen • Rechtsformvergleich (Personen- und Kapitalgesellschaften)
Verbindung zu anderen Modulen	<ul style="list-style-type: none"> • Es werden fundierte Kenntnisse aus RW I (Buchhaltung) erwartet und bei der steuerlichen Gewinnermittlung angewandt. • Die Rechtsformwahl (Grundlagen der BWL I) wird detailliert unter steuerlichen Gesichtspunkten analysiert; dabei werden die Steuerbelastungen verglichen. • Querverbindungen zur Bilanzierung (Bilanzierung und Finanzwirtschaft); behandelt werden hier primär die Differenzen zwischen handels- und steuerrechtlicher Gewinnermittlung.
Workload	<p>Die LV erfordert 4 x 15 = 60 h Präsenzzeit. Zusätzlich sind ca. 90 h für Vorbereitung, selbständiges Literaturstudium, Durcharbeiten der Gesetzestexte und Übungen erforderlich.</p>
Literatur	<ul style="list-style-type: none"> • Stobbe, Thomas: Steuern Kompakt, Sternenfels • Grefe, Cord: Unternehmenssteuern, Ludwigshafen • Wichtige Steuergesetze (NWB oder Beck-Texte)
Sonstiges	
Schlagworte	
Letzte Änderung	

ECO 1200 – Foundations of Economics I

Foundations of Economics I	
Module Code	ECO1200
Semester	1
Level	Entry level
Credits	5
Weekly Contact Time	4 x 45min
Offered	Every semester
Related Module/s	Introduction and Microeconomics
Pre-requisites	none
Assessment Method/length	Written examination of 90 Minutes
Requirement/s for the awarding of credits	A pass mark in the examination
Influence of Module on Final Grade	The credits accorded to this module make up part of the preliminary grade, but do not affect the final degree grade.
Planned Group Size	Max. 80 students
Language of Instruction	German and English (optional) Participation in the English-language version of this module is compulsory for students on the International Business and International Marketing degree courses.
Module Length	1 semester
Convenor	Beck, Hanno
Lecturer/s	Professors and lecturers from the Economics Faculty.
Subject Area	Economics
Relation to other modules/degree courses	Identical for all degree courses offered by the Business School and for the degree course Business Law
Course Format	Lecture series
Learning Outcomes	<p>Macroeconomic changes and economic changes significantly influence the success of individual economic entities. The purpose of the economics modules is to equip students with the ability to independently evaluate the macroeconomic conditions in which an economic entity trades. Such knowledge is invaluable for decision-making in many business situations. This is particularly true when making investment decisions, which in turn influence other business situations. This module covers legal principles and competitive forces, and draws on microeconomic approaches to enable analysis of economic problem areas in a closed economy. At the end of the course, students should be able to:</p> <ul style="list-style-type: none"> • recognise the main elements which determine the success of the economic policy and competitive ability in a particular area. • Evaluate the micro and macroeconomic consequences of legal and political decisions on competition.

	<ul style="list-style-type: none"> Use microeconomic analysis techniques to understand how different types of market function, including when the state intervenes. <p>The purpose of this module is to impart and deepen knowledge.</p>
Content	<ul style="list-style-type: none"> Introduction to the methods, key terms and subject of economics. Economic policy (ideal and real), ordoliberalism and social market economy Supply and demand on goods markets, elasticity, production and costs. Pricing: perfect and imperfect competition, pricing in a monopoly, oligopolies State intervention in market pricing: ceiling & floor prices, taxes, influence of external factors competition concepts and policies
Relevance to other modules/degree courses	<ul style="list-style-type: none"> This course provides a foundation in economic methods, which will be applied to foreign trade situations in the module <i>International Economic Relations</i> and then applied independently in the module <i>Economics tutorials</i> Through its application to goods, this subject relates to general business administration (production and costing theory). The demand for goods, pricing for various market types and competition policy touches on marketing issues. Competition theory and policy enhance business administration teaching on pricing and law teaching on competition and cartel law.
Literature	<ul style="list-style-type: none"> Beck, Hanno, Volkswirtschaftslehre. Mikro- und Makroökonomie Krugman, Paul/Wells, Robin, Volkswirtschaftslehre Mankiw, Nicholas G./Taylor, Mark P., Grundzüge der Volkswirtschaftslehre Pindyck, Robert S./Rubinfeld, Daniel L., Mikroökonomie Samuelson, Paul A./Nordhaus, William D., Volkswirtschaftslehre. Das internationale Standardwerk der Makro- und Mikroökonomie Stiglitz, Joseph E./Walsh, Carl E., Mikroökonomie, Band I zur Volkswirtschaftslehre Varian, Hal R., Grundzüge der Mikroökonomik Wienert, Helmut, Grundzüge der Volkswirtschaftslehre, Bd. 1: Einführung und Mikroökonomie
Workload	This module comprises weekly contact time of 60 x 45mins and self-study (reading, practice and exam preparation) of a further 60 x 45mins.
Further Details	This module is also offered in English as part of the International Study Program. Credits from the English-language module will count towards the required 12 credits for this program.
Keywords	introduction, microeconomics, economics, foundations
Last Updated	

ECO 1210 – Foundations of Economics II

Foundations of Economics II	
Module Code	ECO1210
Semester	2
Level	Entry level
Credits	5
Weekly Contact Time	4 x 45mins
Offered	Every semester
Related Module/s	Macroeconomics
Pre-requisites	None
Assessment Method/length	Written examination – 90 Minutes
Requirement/s for the awarding of credits	A pass mark in the examination
Influence of Module on Final Grade	The credits accorded to this module make up part of the preliminary grade, but do not affect the final degree grade.
Planned Group Size	Max. 80 students
Language of Instruction	German and English (optional) This module is compulsory for students of the degree courses International Business and International Marketing.
Module Length	1 semester
Convenor	Beck, Hanno
Lecturer/s	Professors and lecturers from the Economics Faculty.
Faculty	Economics
Relation to other modules/degree courses	Identical for all business administration degree courses, including <i>Business Law</i>
Course Format	Lectures
Learning Outcomes	<p>Macroeconomic changes and economic changes significantly influence the success of individual economic entities. The purpose of the economics modules is to equip students with the ability to independently evaluate the macroeconomic conditions in which an economic entity trades. Such knowledge is invaluable for decision-making in many business situations. This is particularly true when making investment decisions, which in turn influence other business situations. This module draws on macroeconomic approaches to enable analysis of economic problem areas in a closed economy. At the end of the course, students should be able to:</p> <ul style="list-style-type: none"> • recognise the main elements which determine the success of the economic policy and competitive ability in a particular area. • Macroeconomic analysis enables students to understand the most significant external factors on business activity: unemployment, inflation and cyclical fluctuations. They shall be able to explain these phenomena and evaluate various courses of action for correcting

	<p>macroeconomic imbalances and their effects on business decisions.</p> <p>The purpose of this module is to impart and deepen knowledge.</p>
Content	<ul style="list-style-type: none"> • Introduction to the methods, key terms and subject of economics. • Classic macroeconomic approach (full employment, flexible prices) • Keynesian macroeconomic approach (underemployment, price stickiness) • Monetary theory and policy, explanation of interest and inflation • Causes of and cyclical fluctuations and how the state can influence these. • Economic growth: determining factors and limits • Structural change: Cause and effect
Relevance to other modules/degree courses	<ul style="list-style-type: none"> • This course provides a foundation in economic methods, which will be applied to foreign trade situations in the module <i>International Economic Relations</i> and then applied independently in the module <i>Economics tutorials</i>. • Macroeconomic development and the factors which determine it are relevant to many aspects of business administration, including the development of prices and interest rates, or when decisions are made regarding a location. Certain areas of the module are particularly relevant for individual degree courses, for example cyclical fluctuations on purchasing and sales decisions.
Literature	<ul style="list-style-type: none"> • Beck, Hanno, Volkswirtschaftslehre. Mikro- und Makroökonomie • Blanchard, Olivier/Illing, Gerhard, Makroökonomie • Krugman, Paul/Wells, Robin, Volkswirtschaftslehre • Mankiw, Nicholas G./Taylor, Mark P., Grundzüge der Volkswirtschaftslehre • Mankiw, Nicholas G., Makroökonomik • Samuelson, Paul A./Nordhaus, William D., Volkswirtschaftslehre. Das internationale Standardwerk der Makro- und Mikroökonomie • Wienert, Helmut, Grundzüge der Volkswirtschaftslehre, Bd. 2: Makroökonomie
Workload	Each course requires contact time of 60 x 45mins and a further 60x 45mins for self-study (independent reading, practice and exam preparation)
Further Details	This module is also offered in English as part of the International Study Program. Credits from the English-language module will count towards the required 12 credits for this program.
Keywords	macroeconomics, macro economics, economics, foundations
Last Updated	

LAW 1010 – Law I

LAW2031 – Law I - Contract Management	
ID	LAW2031
Level	Entry Level
Study semester	
Credits	2 Credits
Hours per week	2
Frequency	
Kind of Examination	PLK
Duration of Examination	90 minutes (module examination LAW 2031 + 2032)
Language	German
Category	Course
Discipline	Business Law
Pedagogical Approach	Lecture
Key words	formation of contracts
Responsible	Schmitt, Ralph
Objectives	The students have a good grasp of the legal basics of contract completion.
Content	This course covers civil law basics and key issues of the law of contract (e.g. contract formation, agency, general conditions).
Class size	
Links to other modules	Necessary for many subsequent business modules and courses
Usability in other modules	Can be applied to business and engineering study programs
Workload	60 hours, thereof Contact time 30 hours (2 hours per week x 15) Self-study 30 hours (for preparation of course and exam)
Literature	<ul style="list-style-type: none">• Bürgerliches Gesetzbuch (e.g. edited by dtv-Verlag, this edition also contains ProdukthaftungsG), Handelsgesetzbuch• Enders/Hetger, Grundzüge der betrieblichen Rechtsfragen• Führich, Wirtschaftsprivatrecht• Gildeggen et al., Wirtschaftsprivatrecht• Kaiser, Bürgerliches Recht• Müssig, Wirtschaftsprivatrecht

	- latest edition -
--	--------------------

LAW2010 – Law II

LAW2032 – Law II	
ID	LAW2032
Level	Entry Level
Study semester	
Credits	2 Credits
Hours per week	2
Frequency	
Kind of Examination	PLK
Duration of Examination	90 minutes (module examination LAW 2031 + 2032)
Language	German
Category	Course
Discipline	Business Law
Pedagogical Approach	Lecture
Key words	law of obligations
Responsible	Schmitt, Ralph
Objectives	The students acquire basic knowledge of the law of obligations and of the law of companies and corporations.
Content	<ul style="list-style-type: none"> • Overview of the German legal system • BGB • Trade and company law • Contract types, completion of contracts, performance and breach of contract • Torts, Product liability
Class size	
Links to other modules	Necessary for many subsequent business modules and courses
Usability in other modules	Can be applied to business and engineering study programs
Workload	60 hours, thereof Contact time 30 hours (2 hours per week x 15) Self-study 30 hours (for preparation of course and exam)
Literature	<ul style="list-style-type: none"> • Bürgerliches Gesetzbuch (e.g. edited by dtv-Verlag, this edition also contains ProdukthaftungsG), Handelsgesetzbuch

- | | |
|--|--|
| | <ul style="list-style-type: none">• Enders/Hetger, Grundzüge der betrieblichen Rechtsfragen• Führich, Wirtschaftsprivatrecht• Gildeggen et al., Wirtschaftsprivatrecht• Kaiser, Bürgerliches Recht• Müssig, Wirtschaftsprivatrecht <p>- latest edition -</p> |
|--|--|

AQM1010 – Foundations in Mathematics

Foundations in Mathematics	
ID	AQM1010
Study semester	1
Credits	5 Credits
Hours per week	4
Frequency	Each semester
Courses	Foundations in Analysis and Linear Algebra (Propaedeutics, 2 Credits) Foundations in Financial Mathematics (3 Credits)
Kind of Examination / Duration of Examination	Foundations in Analysis und Linear Algebra: PLK – 45 min Foundations in Financial Mathematics: PLK – 45 min
Granting of Credits	The examination in Analysis and Linear Algebra is not weighted in any grade. The examination in Foundations in Financial Mathematics is weighted by 3 Credits for the mid-term grade, but is not weighted for the final grade.
Significance for final grade	The module is weighted by number of credits for the mid-term grade, but is not weighted for the final grade.
Class Size	Class participation is limited to max. 200 students
Module term	1 Semester
Language	German
Pedagogical Approach	Lecture with exercises
Responsible person	Wüst, Kirsten
Lecturer	Professors of the subject area Quantitative Methods and Assistant Lecturers
Department	Quantitative Methods
Attendance for other programs	None
Objectives	<p>The participants...</p> <ul style="list-style-type: none"> • can translate simple economic issues in mathematical models • are able to analyze economic functions by use of differential and integral calculus • understand basic concepts of optimization methods by applying the method of Lagrange multipliers • know how to handle systems of linear equations and matrices • are provided upon successful completion of the course with mathematical knowledge that opens up access to advanced courses in statistics and quantitative planning • know conventional financial products • can critically assess various offers of financial companies such as financial investment and borrowing

	<ul style="list-style-type: none"> • know the operation and applications of modern financial instruments (especially interest derivatives) and their risks and opportunities <p>The module is thus primarily used to enhance and deepen knowledge.</p>
Content	<p>The module consists of two courses "Foundations in Analysis and Linear Algebra" and "Foundations in Financial Mathematics".</p> <p>AQM1011: As part of the first course, the concepts of Analysis of functions with one variable (limit / continuity, homogeneity / elasticity, differential and integral calculus) are first developed. In addition, the basic concepts of matrix-vector calculation (incl. Determinant, inverse) and the solution of linear systems are subject of this course. Based on these two areas, the basic methods of analysis of functions of several variables are discussed (partial homogeneity, partial elasticity, partial / total differential, differential calculus, multiple integrals, constrained optimization).</p> <p>AQM1012: The course "Foundations in Financial Mathematics" provides the necessary mathematical tools for Financial Mathematics (exponential / logarithmic functions, sequences, and series). Foundations in calculation of interest serve as the basis for the following chapters. Theory of investment, pension calculation, sinking fund calculation and a chapter on market value and ROI of securities give an introduction into business decision situations. With an introduction in interest derivatives an insight into the modern corporate financial planning is granted.</p>
Workload	<p>150 hours, thereof Foundations in Analysis und Linear Algebra: Contact time 2 x 15 SWS = 30 SWS. Self-study app. 30 hours (for preparation of course and autonomous reading of literature, exercises and e-learning)</p> <p>Foundations in Financial Mathematics: Contact time 2 x 15 SWS = 30 SWS. Self-study app. 60 hours (for preparation of course and autonomous reading of literature, exercises and e-learning)</p>
Connection to other modules	<p>It will set the methodological basis for all other subjects in the field of Applied Quantitative Methods, Pure Economics and Business Economics. In addition, this module is the basis for the specialization courses Finance and Accounting.</p>
Literature	<p>AQM1011:</p> <ul style="list-style-type: none"> • Knorrenschild: Vorkurs Mathematik, Leipzig, • Schwarze: Mathematik für Wirtschaftswissenschaftler, Elementare Grundlagen für Studienanfänger, Herne • Schwarze: Mathematik für Wirtschaftswissenschaftler - Band 1: Grundlagen, Herne • Schwarze: Mathematik für Wirtschaftswissenschaftler - Band 2: Differential- und Integralrechnung, Herne

	<ul style="list-style-type: none"> • Schwarze: Mathematik für Wirtschaftswissenschaftler - Band 3: Lineare Algebra, lineare Optimierung und Graphentheorie, Herne • Sydsaeter/Hammond: Mathematik für Wirtschaftswissenschaftler, München • Tietze: Einführung in die angewandte Wirtschaftsmathematik, Wiesbaden. <p>AQM1012:</p> <ul style="list-style-type: none"> • Wüst, Kirsten: Finanzmathematik – Vom klassischen Sparbuch zum modernen Zinsderivat, Wiesbaden. • Martin, T.: Finanzmathematik, Leipzig • Kobelt/Schulte: Finanzmathematik, Berlin • Beicke,/Barckow: Risk-Management mit Finanzderivaten, München u.a. • Müller-Möhl, E.: Optionen und Futures. Stuttgart. • Hull, J.: Optionen, Futures und andere Derivate, München. • Renger, K.: Finanzmathematik mit Excel, Wiesbaden. • Tietze, J.: Einführung in die Finanzmathematik, Wiesbaden
Other	The module requires the knowledge of a basic course in upper school mathematics.
Keywords	Calculation of interest, differential calculus, integral calculus, investment, linear equation, modern financial products
Last edited	April 2015

AQM1100 – Quantitative Methods I

Quantitative Methods I	
ID	AQM1100
semester no.	2
level	introductory
credits	5
contact hours (week)	4
frequency	every semester
assigned lectures of the module	Fundamentals of Descriptive Statistics (2 credits) Operations Research I (3 credits)
prerequisite	none
type of examination	written examination of 60 minutes for each lecture
requirements for credit assignment	passing the written examination with a grade of at least 4,0
impact of the grade for the final grade	the grade of the module is weighted by its credits and is taken into account for the grade of the first part of the study programme but not in the final bachelor grade.
estimated number of participants	at most 200 students
language	German
duration of the module	one semester
coordinator of the module	Kuhlenkasper, Torben
lecturers	Professors for Quantitative Methods at Pforzheim University and selected external lecturers
department	Quantitative Methods
applicability in other modules / study	identical in all bachelor studies of the Business School Pforzheim
type of course	lecture
goals	<p>The students...</p> <ol style="list-style-type: none"> 1. understand the meaning of basic statistical concepts within the context of business and economics; 2. are able to analyse data sets by applying the methods of descriptive statistics in the software EXCEL or SPSS.; 3. are able to calculate univariate descriptive measures and make suitable graphs to interpret the resulting information and to prepare management decisions; 4. are able to apply the techniques of bivariate statistics (correlation and regression analysis) and interpret the results appropriately; 5. are able to apply basic techniques of time series analysis and methods for index accounts and forecasts and interpret the results appropriately. 6. are able to detect and avoid sources of statistical manipulations. <p>The students ...</p> <ol style="list-style-type: none"> 1. are able to think in a model-oriented approach;

	<ol style="list-style-type: none"> 2. know and understand the basic principles of quantitative Operations Research; 3. know how to apply the basic methods of quantitative Operations Research in suitable contexts and 4. can solve realistic examples on their own by following a systematic approach based on algorithms. <p>The course focuses on the transfer of knowledge, its consolidation and the acquisition of instrumental competences by the students.</p>
content	<p>"Fundamentals of Descriptive Statistics" provides insights into basic uni- and bivariate techniques of data analysis and applies the latter techniques to real examples from business and economics by using statistical software. The lectures covers techniques of data acquisition, scalings, presenting and interpreting uni- and bivariate quantitative data sets and basic theory of probability.</p> <p>The course „Operations Research I“ is focussed on the principles of model-oriented approaches for quantitative corporate planning in business. Additionally, the most important concepts of linear programming are covered in the lecture. The course gives insights into the most important and most frequently applied techniques of quantitative corporate planning and operations research. Heavy emphasis is placed on the application of the methods for problems in the real business context and the corresponding interpretation of the results as well as the usage of software for solving the problems of operations research.</p>
link to other modules	<p>The module provides a basis for the lecture "Fundamentals of Inferential Statistics", "Operations Research II", "Computer-Assisted Managementtechnologies" and several other lectures in economics, business and data analysis.</p>
literature	<p>Fundamentals of Descriptive Statistics</p> <ul style="list-style-type: none"> • Cleff, T. (2015): Deskriptive Statistik und moderne Datenanalyse. Eine computergestützte Einführung mit Excel, SPSS und Stata. 3rd edition, Gabler, Wiesbaden (<i>in german</i>) • Cleff, T. (2013): Exploratory Data Analysis in Business and Economics. An Introduction Using SPSS, STATA and EXCEL. Springer, Heidelberg. • Handl, A., Kühlenkasper, T (2015): Einführung in die Statistik mit R. (URL: www.skripten.kuhlenkasper.de/Statistik.pdf) (<i>in german</i>) • Anderson, D. R., Sweeney, D.J., Williams T.A. (2006): Statistics for Business and Economics, EMEA, Mason. <p>Operations Research I</p> <ul style="list-style-type: none"> • Runzheimer, B., Cleff, T., Schäfer, W. (2005): Operations Research Band 1: Lineare Planungsrechnung und Netzplantechnik, Gabler, Wiesbaden. (<i>in german</i>) • Gohout, W. (2009): Operations Research, ext. edition, Oldenbourg, München, Wien. (<i>in german</i>) • Hillier, F. S., Lieberman, G. J. (2014): Introduction to Operations Research, 10th edition, McGraw-Hill, Boston.

workload	<p>Fundamentals of Descriptive Statistics: $2 \times 15 = 30$ contact hours. In addition, 30 hours are required for the preparation of the lecture, studying the literature and solving examples for additional practise.</p> <p>Operations Research I: $2 \times 30 = 60$ contact hours. In addition, 60 hours are required for the preparation of the lecture, studying the literature and solving examples for additional practise.</p>
miscellaneous	<p>If the necessary resources are available, the "Fundamentals of Descriptive Statistics" is alternatively organised as a Fast-Track-Lecture with 4 contacts hours per week and the final examination about 6 weeks prior to the end of the semester.</p>
key words	<p>regression analysis; data acquisition; data aggregation; data analysis; corporate planning; linear programming</p>
last changes	<p>2015-04-27</p>

Second Part of Study – Common Curriculum for all Business Bachelor Programs

GMT2100 – Fundamentals of Cost Accounting

Fundamentals of Cost Accounting	
ID	GMT2100
Study Semester	3 (or 2 for the course of studies “Controlling, Finance and Accounting”)
Level	Entry Level
Credits	5
Hours per Week	4
Frequency	Every Semester
Courses	Cost Accounting
Conditions for Participation	No (the module can be taken independently of the credit-requirements in paragraph 18 SPO)
Kind of Examination / Duration of Examination	PLK – 90 minutes
Granting of Credits	Successful passing of the examination
Significance for Final Grade	The module flows into the final grade of the bachelor’s degree, weighted by its credits..
Class Size	Maximum of 80 students
Language	German
Duration of the Module	1 Semester
Responsible Person	Rade, Katja
Lecturers	Professors of the discipline General Business Administration and assistant lecturers
Department	General Business Administration
Usability in other Modules / Courses of Study	Identical for all business administration courses of study and for the course of studies “Business Law”
Pedagogical Approach	Lecture
Objectives	<p>The students</p> <ul style="list-style-type: none"> • will know the recognition of the essential business transactions of a company in its internal accounting. Furthermore they will understand its significance. • should be able to evaluate the effects of the business transactions on the internal income statement and to contribute to the preparation of management decisions by providing costing analyses. <p>This module aims to broaden and deepen knowledge.</p>
Content	<ul style="list-style-type: none"> • Introduction to cost accounting • Cost-type accounting • Cost center accounting

	<ul style="list-style-type: none"> • Cost unit accounting • Direct costing
Connection to other Modules	Preparation of all other business administration modules of the second study section, builds on the business administration modules of the first study section
Literature	<ul style="list-style-type: none"> • Horngren, C. T., Datar, S. M. & Rajan, M. V.: Cost Accounting: A Managerial Emphasis, Pearson • Lanen, W. N., Anderson, S. W. & Maher, M. W.: Fundamentals of Cost Accounting, Business and Economics • Vanderbeck, E. J. & Mitchell, M. R.: Principles of Cost Accounting, Cengage Learning • Coenenberg, A.G.: Kostenrechnung und Kostenanalyse, Schäffer-Pöschel-Verlag • Haberstock, L.: Kostenrechnung, Bd. 1: Einführung: mit Fragen, Aufgaben und Lösungen, S + W Steuer- u. Wirtschaftsverlag • Joos-Sachse, Th.: Controlling, Kostenrechnung und Kostenmanagement, Gabler-Verlag • Olfert, K.: Kostenrechnung, Kiehl-Verlag
Workload	It is expected that the students spend 90 h for preparation, independent literature study, exercises and e-learning, in addition to the 4 x 15 = 60 SWS attendance time.
Other	<p>Students of the course of studies "Controlling, Finance and Accounting" can already take the module in the second study semester, regardless of the credits achieved in the first study section.</p> <p>The successful passing of the module is a prerequisite for the modules EXA4999 and THE4999 of the seventh study semester (excluding courses of studies "Business Administration / International Business" as well as "Business Administration / International Marketing").</p>
Key Words	Accounting calculation cost accounting
Last Edited	May 2015

GMT2110 – Financial Accounting and Finance

Financial Accounting and Finance	
ID	GMT2110
Study Semester	4 3 (or 2 for the course of studies “Controlling, Finance and Accounting”)
Level	Academic level of professional qualification
Credits	7
Hour per Week	6
Frequency	Every Semester
Courses	Financial Accounting, Investments and Finance I (3 Credits) Financial Accounting, Investments and Finance II (4 Credits)
Conditions for Participation	At least 50 achieved credits from the first study section Courses of studies “Business Administration / International Marketing”, “Business Administration / Taxation and Auditing”, and “Business Administration / Controlling, Finance and Accounting”: At least 38 achieved credits from the first study section
Kind of Examination / Duration of Examination	PLK – 90 minutes
Granting of Credits	Successful passing of the examination
Significance for Final Grade	The module flows into the final grade of the bachelor’s degree, weighted by its credits.
Class Size	Maximum of 80 students
Language	German or English (optional)
Duration of the Module	1 Semester
Responsible Person	Bacher, Urban
Lecturers	Professors of the discipline General Business Administration
Department	General Business Administration
Usability in other Modules / Courses of Study	Identical for all business administration courses of study and for the course of studies “Business Law”
Pedagogical Approach	Lecture with Exercises
Objectives	The students <ul style="list-style-type: none"> • will know the legal and economic foundations for the preparation of the annual HGB and international financial statements and • should be able to evaluate the informative value of the financial statements.

	<ul style="list-style-type: none"> • should be able to analyze all parts of an annual financial statement and to evaluate and suggest balance sheet policy measures. • will know the essential criteria for assessing the advantageousness of operating investments and will be able to apply, evaluate and compare methods of investment analysis. • will know the essential entity's sources of funding. They should be able to evaluate the various sources with regard to their prerequisites and advantageousness as well as to qualitatively and quantitatively compare the impacts they have on company results. • will know the essential credit security instruments and will be able to calculate the capital requirements and the capital servicing capacity of a company. <p>This module aims to broaden and deepen knowledge.</p>
Content	<ul style="list-style-type: none"> • Fundamentals of the annual financial statement (legal foundations, tasks and elements, recognition and valuation principles) • Balance, profit and loss account, appendix and situation report • Balance sheet analysis and accounting policy • Operating investment economy • Financial planning and capital structure management • External and internal financing • Credit security, capital servicing capacity • Fundamentals of international accounting standards (IAS / IFRS)
Connection to other Modules	Builds on the business administration modules of the first study section
Literature	<ul style="list-style-type: none"> • Alexander, D. & Nobes, C.: Financial Accounting: An International Introduction, Financial Times Prent. • Baker, H. K. & Powell, G. E.: Understanding Financial Management: A Practical Guide, Wiley-Blackwell • Berry, A.: Financial Accounting: An Introduction, Cengage Learning EMEA • Horngren, C. T., Sundem, G. L., Gary, L. E., John, A. P. & Donna, R.: Introduction to Financial Accounting, Prentice Hall • Kieso, D. E., Weygandt, J. J. & Warfield, T. D.: Intermediate Accounting, John Wiley & Sons • Weygandt, J. J., Kimmel P. D. & Kieso, D. E.: Financial Accounting: IFRS Edition, John Wiley & Sons • Bacher, U.: BWL kompakt – Kompendium der Bilanzierung und Finanzierung, DG-Verlag • Coenenberg, A.: Jahresabschluss und Jahresabschlussanalyse, Verlag Moderne Industrie • Meyer, C.: Bilanzierung nach Handels- und Steuerrecht, Verlag NWB • Perridon, L. und Steiner, M.: Finanzwirtschaft der Unternehmung, Verlag Vahlen

Workload	It is expected that the students spend 120 h for preparation, independent literature study, exercises and accompanying tasks, in addition to the 6 x 15 = 90 SWS attendance time.
Other	<p>Students of the course of studies "Business Administration / Controlling, Finance and Accounting" can already take the module staggered over the second and third study semester. Students of the course of studies "Business Administration / Controlling, Finance and Accounting" can already take the module in the third semester.</p> <p>Since the winter semester of 2013/14, the module is also offered in English in the context of the international study program. The credits achieved in the English language will be credited to any existing 12-credit-requirement.</p>
Key Words	Accounting financial management finance investment
Last Edited	May 2015

GMT3100 – Corporate Management

Corporate Management	
ID	GMT3100
Study Semester	5 and 6
Level	Academic level of professional qualification
Credits	5
Hours per Week	4
Frequency	Every Semester
Courses	Semester 5: Management Simulation (2 Credits) Semester 6: Strategic Management (3 Credits)
Conditions for Participation	At least 50 achieved credits from the first study section
Kind of Examination / Duration of Examination	Management Simulation: UPL Strategic Management: PLK – 60 minutes
Granting of Credits	Management Simulation: successful passing of the examination Strategic Management: successful passing of the examination
Significance for Final Grade	The module flows into the final grade of the bachelor's degree, weighted by its credits.
Class Size	Management Simulation: maximum of 25 students Strategic Management: maximum of 80 students
Language	German or English (optional) Participation in the English-speaking lecture "Strategic Management" is obligatory for the students of the study programs "Business Administration / International Business" and Business Administration / International Marketing".
Duration of the Module	2 Semester
Responsible Person	Foschiani, Stefan; Terporten, Michael; Liesegang, Eckart
Lecturers	Professors of the discipline General Business Administration
Department	General Business Administration
Usability in other Modules / Courses of Study	Identical for all business administration courses of study and for the course of studies "Business Law"
Pedagogical Approach	Management Simulation: Simulation Game Strategic Management: Lecture with Case Study
Objectives	The students <ul style="list-style-type: none"> • will understand the process for the development of appropriate corporate goals and the process of managing their implementation in practice (management process). • will understand the company as a customer-focused value-added process.

	<ul style="list-style-type: none"> • will know methods of analysis and improvement of the entire value-added process. • will know several management principles, techniques and models and will be able to evaluate and apply their advantages and disadvantages as well as their effects on leadership and company results. • will possess a holistic view on a market-managed company and will be able to assess impacts of business decisions on company results. • will know basic strategies for increasing the company value and will be able to transfer them to the corporate functions. • should possess competencies for goal-oriented leadership of a company (particularly business planning processes). • should possess skills for dealing with team conflicts and complex decision-making situations that had to be taken under high pressure and uncertain future expectations. <p>This module aims to deepen knowledge and to gain instrumental competence. In particular, the part-module “Management Simulation” contributes significantly to the mediation of systematic and communicative competence.</p>
Content	<p>The module “Corporate Management” looks at the strategic problems to which the company is exposed. Furthermore, the module looks at the current explanatory principles and instruments that lead to a solution. The main topics are: introduction to the strategic management, strategic options, the company audit, the analysis of the performance chain, benchmarking, the analysis of the industry, competition analysis, assessment of the strategic position, the forecast of the future, corporate culture and mission statement.</p>
Connection to other Modules	Builds on the previous business administration modules
Literature	<p>A participant handbook is offered for the Management Simulation.</p> <p>Strategic Management:</p> <ul style="list-style-type: none"> • Besanko, David et al.: Economics of Strategy, John Wiley & Sons, Inc. • Heracleous, Loizos: Strategy and Organisation, Cambridge University Press • Szenario-Management, Carl Hanser Verlag • Johnson, G., Scholes, K. & Whittington, R.: Exploring Corporate Strategy, Prentice Hall • Macharzina, K.: Unternehmensführung: das internationale Managementwissen, Gabler – Verlag • Welge, M. und Al-Laham, A.: Strategisches Management: Grundlagen, Prozess, Implementierung, Gabler – Verlag • Kreikebaum, H.: Strategische Unternehmensplanung, Kohlhammer Verlag • Kotler, P. und Bliemel, F.: Marketing – Management: Analyse, Planung, Umsetzung, Steuerung, Schaeffer – Poeschel – Verlag

	<ul style="list-style-type: none"> • Pape, U.: Wertorientierte Unternehmensführung und Controlling, Verlag Wissenschaft und Praxis
Workload	It is expected that the students spend 90 h for preparation, independent literature study, exercises and accompanying tasks, in addition to the 4 x 15 = 60 SWS attendance time (over two semesters).
Other	<p>The management simulation game takes place as a block seminar during the semester break in the scope of the practical semester of the study programs.</p> <p>The part-module "Management Simulation Game" takes place in small groups. There are restrictions to participation (particularly for the English-speaking management simulation game). A pre-notification is required.</p> <p>The partial performance "Strategic Management" is offered for the study program "Business Administration / International Marketing" in the seventh semester.</p> <p>The partial performance "Strategic Management" can be carried out within the framework of a semester abroad.</p> <p>The module is also offered in English within the framework of the international study program. Restrictions of participation apply to the partial performance "Management Simulation Game". The credits achieved in the English language will be credited to any existing 12-credit-requirement.</p>
Key Words	Corporate governance management
Last Edited	

GMT3310 – Industry-oriented Business Administration

Industry-oriented Business Administration	
ID	GMT3310
Study Semester	6
Level	Academic level of professional qualification
Credits	6
Hours per Week	5
Frequency	Every Semester
Courses	Compulsory Elective Subject: Management of the Retail Enterprise, Bank Management, Management of the Industrial Enterprise, International Trade Operation (deviating offers possible)
Conditions for Participation	At least 50 achieved credits from the first study section
Kind of Examination / Duration of Examination	PLK – 90 minutes
Granting of Credits	Successful passing of the examination
Significance for Final Grade	The module flows into the final grade of the bachelor's degree, weighted by its credits.
Class Size	Maximum of 80 students
Language	German, International Trade Operations: English
Duration of the Module	1 Semester
Responsible Person	Rade, Katja
Lecturers	Professors of the discipline General Business Administration
Department	General Business Administration
Usability in other Modules / Courses of Study	Identical for all business administration courses of study and for the course of studies "Business Law"
Pedagogical Approach	Lecture with Exercises
Objectives	<p>The students will be able to apply the acquired skills to the management of a company in a specific industry (such as industry, trade, credit industry). They will know the special framework conditions and problems of business activities in the respective industry. They should be able to promptly take on first projects and management tasks.</p> <p><u>Management of the Industrial Enterprise:</u></p> <p>The students</p> <ul style="list-style-type: none"> • will apply the skills acquired in the previous business administration modules to the management of an industrial company. • should know the special framework conditions and problems of business activities in this industry and can

therefore promptly take on first professional and personal management tasks.

Management of the Retail Enterprise:

The students

- will know the institutional characteristics of trading companies (retailers are providers).
- will know typical areas of responsibilities and problems in trading companies, such as location choice, customer-oriented assortment creation, brand policy, personnel management (in particular in sales).
- will acquire knowledge in the management of trading companies and service companies.

Bank Management:

The students

- will apply the skills acquired in the previous business administration modules to the management of a credit institution.
- will know the investment objectives and will judge and assess all common types of investment (deposits, bonds, stocks, investment funds, derivatives).
- should be able to apply credit services of a bank to companies and their arithmetic units.
- will know the essential credit security instruments.
- will determine the capital servicing capacity of a company and thus get to a secure credit assessment.
- should know the interdependencies under special conditions of the credit system and their specific problems and can therefore promptly take on first professional and personal management tasks.

International Trade Operations (in English only):

The students

- will know the potential forms of the internationalization process of a company and can operate successfully in an international environment.
- should be able to internationally market products and services and to manage the required financing processes.
- should know the special framework conditions and problems internationally operating companies and can therefore promptly take on first professional and personal management tasks.

Management of the Automobile Industry:

	<p>The students</p> <ul style="list-style-type: none"> • are able to apply the skills acquired in the previous business administration modules. • will acquire knowledge of the special framework conditions, problems and terms of business activities in the automobile industry. • will master the methods of the research & development management, of the production control and of logistics. • should therefore be qualified to take on first professional and personal management tasks. <p>This module aims to deepen knowledge and to gain instrumental competence as well as systematic competence.</p>
Content	<p>Special business administration (such as management of the industrial enterprise, management of the retail enterprise, bank management, management of the automobile industry)</p> <p><u>Management of the Industrial Enterprise:</u></p> <p>The lecture treats the issue “Research and Development in the Industry” as a key function for the future competitiveness. Furthermore, the issue production and logistics is treated in light of increasing globalization.</p> <p><u>Management of the Retail Enterprise:</u></p> <p>This lecture covers the basics of retail management. The issues functions, trade marketing, procurement and logistics, personnel management and corporate governance will be emphasized especially for this industry. Specific tasks in trading companies will be carved out in practical examples and projects.</p> <p>The lecture targets students who would like to work for a trading company. It targets also students who would like to work in sales and marketing department of companies, whose clients are trading companies. The students will also gain an insight into the task areas of service companies.</p> <p><u>Bank Management:</u></p> <p>The lecture deals among other things with features of credit institutions and with the bank system in Germany. Furthermore, the lecture covers the different types of investment (deposits, bonds, stocks, investment funds, derivatives) and the credit business. In this context the typical banking risks, in particular the interest and credit risk, will be emphasized.</p> <p><u>International Trade Operations (in English only):</u></p> <p>This lecture covers the internationalization process of a company, international marketing, foreign trade financing and legal frame conditions of foreign activities.</p>

	<p><u>Management of the Automobile Industry:</u></p> <p>In the first part Prof. Dr. Haugrund treats issues, which refer to the beginning of the value chain in the automobile industry. Based on fundamental questions regarding the future mobility, task fields will be defined for the strategic research and development of the automobile industry. Afterwards all questions related to the research and development management will be dealt with in detail. Chosen core themes of the areas production and logistics at suppliers as well as original equipment manufacturers top off the first part of the lecture.</p> <p>Based on that, Prof. Dr. Terporten focuses mainly on the subsequent part of the value chain, the sales and aftersales organizations at the original equipment manufacturers and the sales and service structures in the motor vehicle trade.</p>
<p>Connection to other Modules</p>	<p>Builds on the previous business administration modules</p>
<p>Literature</p>	<p>Depending on the special business administration offered.</p> <p><u>Management of the Industrial Enterprise:</u></p> <ul style="list-style-type: none"> • Tidd, J. & Bessant, J.: Managing Innovation: Integrating Technological, Market and Organizational Change, Wiley • Trott, P.: Innovation Management and New Product Development, Prentice Hall • Günter Specht/Christoph Beckmann/Jenny Amelingmeyer: F&E-Management, Kompetenz im Innovationsmanagement • Dietmar Vahs/Ralf Burmester: Innovationsmanagement, Von der Produktidee zur erfolgreichen Vermarktung, Herausgegeben von Bernd P. Pietschmann und Dietmar Vahs, • Klaus Brockhoff, Forschung und Entwicklung, Planung und Kontrolle <p><u>Management of the Retail Enterprise:</u></p> <ul style="list-style-type: none"> • Berman, Berry/Evans, Joel R., Retail Management: A Strategic Approach, Upper Saddle River (NJ) • Liebmann, Hans-Peter/ Zentes, Joachim, Handelsmanagement, München, • Müller-Hagedorn, Lothar, Der Handel, Stuttgart • Tietz, Bruno, Der Handelsbetrieb, München <p><u>Bank Management:</u></p> <ul style="list-style-type: none"> • Berger, A. N., Molyneux, P. & Wilson, J. O. S.: The Oxford Handbook of Banking, Oxford University Press • Becker/Peppmeier: Bankbetriebslehre, Ludwigshafen • Betge: Bankbetriebslehre, Springer Verlag, Berlin u. a. • Büschgen/Börner: Bankbetriebslehre, Stuttgart • Eilenberger: Bankbetriebswirtschaftslehre, München, • Hartmann-Wendels/Pfingsten/Weber: Bankbetriebslehre, Berlin u. a. • Riebell: Die Praxis der Bilanzbewertung, Stuttgart • Priewasser: Bankbetriebswirtschaftslehre, München • Sauter: Grundlagen des Bankgeschäfts, Frankfurt

	<ul style="list-style-type: none"> • Süchting/Paul: Bankmanagement, Stuttgart • Steiner/Bruns: Wertpapiermanagement, Stuttgart <p><u>International Trade Operations (in English only):</u></p> <ul style="list-style-type: none"> • Griffin, R.W., Pustay, M.W., International Business • Czinkota, M.R., Ronkainen, I.A. et. al., International Business • Johannson, J.J., Global Marketing • Cateora, P.R., Gilly, M.C. et. al., International Marketing • Lascu, D.-N., International Marketing • Coyle, B., Foreign Exchange Markets • Bhogal, T.S., Trivedi, A.K., International Trade Finance • Ramberg, J., ICC Guide to Incoterms • UBS Publication: Documentary Credits and Collections <p><u>Management of the Automobile Industry:</u></p> <ul style="list-style-type: none"> • Mitchell, W. J., Borroni-Bird, C. E. & Burns, L. D.: Reinventing the Automobile: Personal Urban Mobility for the 21st Century, The MIT Press • Trott, P.: Innovation Management and New Product Development, Prentice Hall • Dietmar Vahs/Ralf Burmester: Innovationsmanagement, Von der Produktidee zur erfolgreichen Vermarktung, Herausgegeben von Bernd P. Pietschmann und Dietmar Vahs • Klaus Brockhoff: Forschung und Entwicklung, Planung und Kontrolle • Hans G Brunn: Globalisierung und Produktlebenszyklen im Automobilsektor: Methoden, Konzepte und Ergebnisse aus ökonomischer Sicht • Hannes Brachat, Willi Dietz, und Stefan Reindl: Grundlagen der Automobilwirtschaft, 2005 • Ebel, B. (Hrsg.): Automotive Management. Strategie und Marketing in der Automobilwirtschaft; mit 34 Tabellen, Berlin 2004.
Workload	It is expected that the students spend 105 h for preparation, independent literature study, exercises and accompanying tasks, in addition to the 5 x 15 = 75 SWS attendance time.
Other	<p>At least three compulsory elective subjects are offered per semester.</p> <p>The module can be carried out within the framework of a semester abroad.</p> <p>The compulsory elective subject "International Trade Operation" is also offered in English within the framework of the international study program. The credits achieved in the English language will be credited to any existing 12-credit-requirement.</p>
Key Words	Trade, industry retail, banking and finance; international marketing, business administration; (further key words see above)
Last Edited	

GMT4100 – Betriebswirtschaftliche Zusammenhänge und Vertiefungen

Betriebswirtschaftliche Zusammenhänge und Vertiefungen	
Kennziffer	GMT4100
Studiensemester	7 (bzw. 6. für Betriebswirtschaft/International Business)
Level	berufsqualifizierendes akademisches Niveau
Credits	5
SWS	2
Häufigkeit	Jedes Semester
Zugehörige Lehrveranstaltungen	Managementseminar
Teilnahmevoraussetzung	Abgeschlossener erster Studienabschnitt
Prüfungsart / -dauer	PLR/PLH/PLP/PLM
Voraussetzung für die Vergabe von Credits	erfolgreiches Bestehen der Prüfungsleistungen
Stellenwert der Modulnote für die Endnote	Das Modul geht gewichtet mit seinen Credits in die Bachelor-Abschlussnote ein.
Geplante Gruppengröße	Max. 24 Studierende
Lehrsprache	Deutsch
Modulverantwortlicher	Foschiani, Stefan; Terporten, Michael
Dozenten / Dozentinnen	Professoren des Fachgebiets ABWL und Lehrbeauftragte
Fachgebiet	Allgemeine Betriebswirtschaftslehre
Verwendbarkeit in anderen Modulen/Studiengängen	Identisch für alle betriebswirtschaftlichen Studiengänge
Lehrform	Seminaristischer Unterricht
Ziele	<p>Die Studierenden können sich innerhalb kurzer Zeit in spezifische komplexere wirtschaftliche Fragestellungen einarbeiten, diese fachlich durchdringen, analysieren, und mit eigenen Lösungsansätzen versehen. Sie verstehen es, die Lösungsansätze dabei sowohl wissenschaftlich als auch für eine praktische Umsetzung geeignet schriftlich zusammenzufassen und professionell zu präsentieren.</p> <p>Das Modul dient damit primär der Erlangung Instrumentaler sowie Systemischer Kompetenz. Es wird zudem maßgeblich Kommunikativer Kompetenz vermittelt.</p>
Inhalt	Ausgewählte wissenschaftliche und praxisorientierte Themen aus dem Bereich der Betriebswirtschaftslehre
Verbindung zu anderen Modulen	Baut auf den Veranstaltungen der vorangegangenen BWL - Module auf.
Literatur	Abhängig von den jeweils angebotenen Themen
Workload	2 x 15 = 30 SWS Präsenzzeit und 120 h für Vorbereitung, selbständiges Literaturstudium, Übungen und begleitende Arbeiten (insb. wissenschaftliche Arbeit und Referat) aufwenden.

Sonstiges	<p>Das Modul findet in Kleingruppen statt, es bestehen Teilnehmerzahlbeschränkungen. Eine Vorabanmeldung ist erforderlich.</p> <p>Das Modul wird im 7. Semester i.d.R. verblockt innerhalb der ersten 6 bzw. 7 Vorlesungswochen angeboten. Daneben bestehen einzelne Angebote, die verblockt in der zweiten Semesterhälfte angeboten werden.</p> <p>Das Modul kann im Rahmen einer äquivalenten Leistung auch im Rahmen eines Auslandsstudiensemesters absolviert werden.</p> <p>Das Modul ist im Studiengang Betriebswirtschaft/International Business bereits für das 6. Studiensemester vorgesehen.</p>
Schlagworte	Unternehmensführung Management
Letzte Änderung	

ECO2100 – International Economic Relations

International Economic Relations	
Module Code	ECO2100
Semester	3
Level	Advanced level
Credits	5
Weekly Contact Time	4 x 45mins
Offered	Every semester
Related Module/s	International Economic Relations
Pre-requisites	A minimum of 38 credits from the preliminary degree stage
Assessment Method & Length	Written examination of 60 minutes
Requirement/s for credits to be awarded	A pass mark in the examination.
Influence of Module on Final Grade	This is a summative module and the credits gained count towards the final degree grade.
Planned Group Size	Max. 80 students
Language of Instruction	German or English (optional) Participation in the English-language version of this module is compulsory for students on the International Business and International Marketing degree courses.
Module Length	1 semester
Convenor	Beck, Hanno
Lecturer/s	Professors from the Economics Faculty.
Faculty	Economics
Relation to other modules/degree courses	Identical for all business administration degree courses
Course Format	Lectures
Learning Outcomes	<p>Macroeconomic changes and economic changes significantly influence the success of individual economic entities. The purpose of the economics modules is to equip students with the ability to independently evaluate the macroeconomic conditions in which an economic entity trades. Such knowledge is invaluable for decision-making in many business situations. This is particularly true when making investment decisions, which in turn influence other business situations. This module adds international relations to the analysis of closed economies, an issue which has become very significant for companies through the globalisation of the value chain. At the end of the course, students should be able to:</p> <ul style="list-style-type: none"> • understand the close involvement of the German economy in the global economy • know the advantages and disadvantages of various exchange rate mechanisms and the factors which determine exchange rate development

	<ul style="list-style-type: none"> • understand the advantages of an international division of labour, and the driving forces of the globalisation process • know the most important international organisations (IMF, world bank, WTO etc.) and appreciate their significance for international trade relations <p>The purpose of this module is to impart and deepen knowledge and skills.</p>
Content	<ul style="list-style-type: none"> • Balance of payments analysis • Monetary theory and policy • International trading of goods and services • International capital flow • The effects of globalisation on industrial and developing countries • Global governance
Relevance to other modules/degree courses	Economic analysis of the real and monetary aspects of international trade relations is relevant for all business administration degrees as globalisation now affects all industries, company sizes and corporate functions.
Literature	<ul style="list-style-type: none"> • Appleyard, Dennis R./Field, Alfred J./Cobb, Steven L., International Economics • Feenstra, Robert C./Taylor, Alan M., International Economics • Krugman, Paul/Obstfeld, Maurice, Internationale Wirtschaft • Mankiw, Nicholas G./Taylor, Mark P., Grundzüge der Volkswirtschaftslehre • Wienert, Helmut, Grundzüge der Volkswirtschaftslehre, Bd. 2: Makroökonomie
Workload	This module comprises weekly contact time of 60 x 45mins and self-study (reading, practice, e-learning and exam preparation) of a further 90 x 45mins.
Further Details	<p>Successful completion of this module is a pre-requisite for admission to modules EXA4999 and THE4999 in the seventh semester (with the exception of the degree courses International Business and International Marketing).</p> <p>This module is also offered in English as part of the <i>International Study Program</i>. Credits from the English-language module will count towards the required 12 credits for this program.</p>
Keywords	International Economic Relations, economic relations, foreign trade, economics
Last Updated	

ECO2110 – Economics: in-depth theory and application

Economics: in-depth theory and application	
Module Code	ECO2110
Semester	3 + 4
Level	Advanced level.
Credits	5
Weekly Contact Time	3 x 45mins
Offered	Every semester
Related Module/s	Semester 3: Academic research; media skills, research skills Semester 4: Economics tutorials
Pre-requisites	Academic research; media skills, research skills: none. Economics tutorials: at least 50 credits from the first stages of the degree.
Assessment Method & Length	PLH + PLR
Requirement/s for credits to be awarded	For both lecture series: A pass mark in the summative work for the economics tutorials
Influence of Module on Final Grade	This is a summative module and the credits gained count towards the final degree grade.
Planned Group Size	Academic research; media skills,: plenary lectures (up to 350 attendees) and tutorials. Economics tutorials: max. 24 students
Language of Instruction	German The economics tutorials are also available in English (optional)
Module Length	2 semesters
Convenor	Beck, Hanno
Lecturer/s	Professors and lecturers from the Economics Faculty.
Faculty	Economics
Relation to other modules/degree courses	Identical for all degree courses offered by the Business School with the exception of International Marketing
Course Format	Lectures, workshops + seminars
Learning Outcomes	Macroeconomic changes and economic changes significantly influence the success of individual economic entities. The purpose of the economics modules is to equip students with the ability to independently evaluate the macroeconomic conditions in which an economic entity trades. Such knowledge is invaluable for decision-making in many business situations. This is particularly true when making investment decisions, which in turn influence other business situations. This module consolidates knowledge gained in earlier courses by requiring students to independently apply economic methods to an economic question in an academic research situation. At the end of this module, students should be able to:

	<ul style="list-style-type: none"> demonstrate mastery of academic research techniques. They should be able to use media, and be familiar with how conduct, process, prepare and share research. They should be able independently apply their knowledge of economics on economics questions in tutorials <p>The purpose of this module is primarily to gain skills, including good communicative skills.</p>
Content	<p>Academic research (comprising plenary sessions on basic skills and tutorials in which these skills are applied.):</p> <ul style="list-style-type: none"> Preparation for the tutorials and summative assessment. Literature research for the tutorials and summative assessment Finding, evaluating and organising appropriate literature Conversations with a supervisor and further experts. How to structure tutorial work and the final project. Compiling a script Citations in academic research. Supervision of script <p>Economics tutorials (independent coursework on an economic issue, the results of which are also presented to the tutor group) on the following or similar areas:</p> <ul style="list-style-type: none"> Labour market theory and policy Poverty and development Educational economics Demography and economic development Immigration in Germany and Europe Energy politics in Germany and Europe Financial market crises and banking supervision Research and innovation policy Monetary policy and theory Globalisation and localised competition Use of resources and sustainability Economics of sports Entrepreneurship and corporate governance Behavioural economics Monetary and financial policy
Relevance to other modules/degree courses	<p>The economics tutorials build upon the three previous economics modules. Through strong mentoring in the tutorials, students will practise academic research techniques which will significantly help them to become competent users of economic methods and to write a successful bachelors level thesis.</p>
Literature	<p>Academic Research:</p> <ul style="list-style-type: none"> Beck, Hanno, Recherchieren, Strukturieren, Präsentieren. So überzeugen Sie in Abschlussarbeiten, Artikeln, Reports und Vorträgen Brink, Alfred, Anfertigung wissenschaftlicher Arbeiten. Ein prozessorientierter Leitfaden zur Erstellung von Bachelor-, Master- und Diplomarbeiten

	<ul style="list-style-type: none"> • Franck, Norbert/Stary, Joachim (Hg.), Die Technik wissenschaftlichen Arbeitens. Eine praktische Anleitung • Theisen, Manuel R., ABC des wissenschaftlichen Arbeitens. Erfolgreich in Schule, Studium und Beruf • Pforzheim University: Guidelines for academic writing <p>Economics tutorials: depends upon the exact topic/s selected.</p>
Workload	<p>This module requires 45 x 45mins contact time, divided into 15 x 45mins contact time for the subject “academic research” (1 credit) and 30 x 45mins for the economics tutorials. (4 credits). A further 105 x 45mins is to be dedicated to self-study; independent reading, coursework, and preparing presentations for the tutorials.</p>
Further Details	<p>The content of the lecture series “Academic research; media and research skills” will not be explicitly examined, rather evaluated in the coursework and presentation done as part of the economics tutorials.</p> <p>The economics tutorials part of this module is also offered in English as part of the International Study Program. 4 Credits from the English-language module will be awarded towards the required 12 credits for this program.</p>
Keywords	<p>Academic research, academic paper, academic work, tutorials, tutorial, economics</p>
Last Updated	

AQM2100 – Quantitative Methods 2

Quantitative Methods 2	
ID	AQM2100
Study semester	3
Level	Advanced level
Credits	5
Hours per week	4
Frequency	Every term
Courses	Inferential Statistics (3 Credits) Operations Research II (2 Credits)
Prerequisites	Minimum 38 Credits from the first study section
Kind of Examination / Duration of Examination	Inferential Statistics: PLK – 60 minutes Operations Research II: PLK – 60 minutes
Granting of credits	Inferential Statistics: Successful exam Operations Research II: Successful exam
Significance for final grade	The module is weighted by its number of credits and is part of the final bachelor grade.
Class Size	Inferential Statistics: maximum 200 students Operations Research II: maximum 100 students
Module term	First Term
Language	German
Pedagogical Approach	Lectures with exercises
Responsible person:	Kirsten Wüst
Lecturer:	Professors of Quantitative Methods
Department	Quantitative Methods
Attendance for other programs	none
Objectives	<p>Inferential Statistics: The students...</p> <ol style="list-style-type: none"> 1. Understand simple methods of inferential statistics and know how to apply them in EXCEL, SPSS or STATA 2. master the basics of probability theory; 3. know the concepts of probability distributions (chi-square, binomial, hypergeometrical, poisson, student, normal and f-distribution) and know how to apply them to economic issues; 4. are able to calculate and interpret confidence intervals for means, variances and proportions 5. can exercise and interpret parametric one-sample- and two-sample-tests 6. know how to do and interpret the non-parametric chi-square-test <p>Operations Research II</p>

	<p>The students.</p> <ol style="list-style-type: none"> 1. can translate problems of their study program into quantitative models 2. can solve problems of their individual study program with algorithmic approaches. 3. know computer-based solutions to their individual study program problems. <p>The module serves basically as knowledge acquisition and the broadening of knowledge as well as for the acquisition of instrumental competence.</p>
Content	<p>The students get an insight into probability theory, parameter estimation, different probability distributions and the most important parametric and non-parametric tests. They are enabled to interpret the results.</p> <p>In the second part of the module the methods are complemented by further practical approaches of operative planning where the emphasis of the course depends on the study programs associated to it. Emphasis is for example put on transportation problems and location design, simulation and queuing theory, portfolio theory, investment and financing or game theory. The interpretation of economic problems is in the focus of the class. Several practical examples are presented.</p>
Literature	<p>Inferential Statistics :</p> <ul style="list-style-type: none"> • Bortz, J.: Statistik für Human- und Sozialwissenschaftler, Berlin u.a. • Fahrmeier, L.: Statistik. Der Weg zur Datenanalyse, Berlin u.a. • Zöfel, P.: Statistik für Sozialwissenschaftler, München. • Schwarze, J.: Statistik 1, Statistik 2 und Aufgabensammlung, Berlin • Anderson, D. R., Sweeney, D.J., Williams T.A.: Statistics for Business and Economics, Mason <p>Operations Research II</p> <ul style="list-style-type: none"> • Runzheimer, B., Cleff, T., Schäfer, W.: Operations Research Band 1: Lineare Planungsrechnung und Netzplantechnik, Wiesbaden • Gohout, W.: Operations Research, München, Wien. • Domschke, W., Drexl, A.: Einführung in Operations Research, Berlin u.a. • Homburg, C.: Quantitative Betriebswirtschaftslehre, Wiesbaden • Hillier, F. S., Lieberman, G. J.: Introduction to Operations Research, Boston u.a. • Taha, H. A.: An Introduction to Operations Research, New Jersey • Thonemann, U.: Operations Management, München
Workload	Inferential Statistics:

	<p>2 x 15 SWS = 30 SWS time in class, additionally ca. 60 h for preparation, literature studies , exercises, elearning and internet research</p> <p>Operations Research II: 2 x 15 SWS = 30 SWS time in class, additionally ca. 60 h for preparation, literature studies , exercises, elearning and internet research</p>
Other	<p>A successful accomplishment of the module is a prerequisite for the modules EXA4999 and THE4999 of the seventh study term (except for the study programs „ International Business“ as well as „ International Marketing“)</p> <p>The class „Inferential Statistics“ is optionally offered as a fast track with an exam in the middle of the term when this is possible (depending on the capacities of Quantitative Methods)</p>
Key words	Probability theory, probability distributions, statistical tests, linear programming (simplex), operative planning
Last edited	01/04/15

ESR3100 – Ethics and Social Responsibility

Ethics & Social Responsibility (Elective module)	
Module Code	ESR3100
Semester	6
Level	Advanced
Credits	5
Weekly contact time	4 x 45mins
Offered	Every Semester
Related Module/s	WPF: <ul style="list-style-type: none"> • Sustainable development: economic and socio-historic perspectives • Sustainable development • Environmental management • Economic and corporate ethics (further/alternative topics available)
Pre-requisites	Minimum of 50 credits from the first degree stages
Assessment Method & Length	WRITTEN EXAMINATION/PLR/PLP/PLM; 60 Minutes
Requirement/s for the awarding of credits	A pass mark in the examination
Influence of Module on Final Grade	This is a summative module and the credits gained count towards the final degree grade.
Planned Group Size	Max. 80 students
Language of Instruction	German Sustainable Development: English
Module Length	1 Semester
Convenor	Schmidt, Mario; Volkert, Jürgen
Lecturer/s	Professors and lecturers from the Business School, mainly from the Economics Faculty.
Faculty	Economics
Relation to other modules/degree courses	Identical for all business administration degree courses at Bachelor level, with the exception of <i>Environmental Management</i> . Can be counted towards a technical degree course.
Course Format	Lectures and activities
Learning Outcomes	<p>This module widens the economic values perspective by considering ethical and societal perspectives and their impact on the ever more significant responsibility for firms in a globalised world. This module imparts knowledge and skills to enable students to consider the various demands on firms, as well as approaches for an extended value and conflict management system.</p> <p>The purpose of this module is to impart and deepen knowledge and skills.</p>

Content	<p>These are offered as elective modules, specialising in the areas detailed above. Each elective considers questions of corporate responsibility against the background of the values and societal expectations of different cultures. The effect of the resulting conflicts and restrictions on corporate trade shall be discussed, as well as alternative ways to achieve the desired results.</p> <p>The elective <i>economic and corporate ethics</i> looks at the impact of differing norms and values on business and society. At the forefront is dealing with conflicts and dilemmas in a goal-orientated way by using an ethics management system which makes highlights the importance of societal and individual ethics. Grappling with ethical challenges and strategies will also lead to an understanding of corporate responsibility in globalisation.</p> <p>The elective <i>Environmental Management</i> looks from a business perspective at ecological requirements and considerations in corporate trade. At its centre are sustainable development and its consequences for the economy. This module looks at conflicts of interests and strategies and concrete decision making tools for solving these.</p> <p>The elective <i>Sustainable Development</i> gives insights into socio-economic processes and challenges regarding the necessity of sustainable development. The lectures focus on the economic and social aspects of sustainability and its related issues. Students are expected to be able to understand the possibilities, challenges and responsibilities arising from good governance, society, firms and economics. A further learning outcome is being able to deal with globalization policy.</p> <p>The elective <i>Sustainable Development: economic and socio-historic perspectives</i> looks at social and economic conflicts from a historical perspective. It demonstrates economic and social structures inherent in society over the years which are significant for understanding the economic and socio-political conflicts and resulting economic and social policy from today.</p>
Relation to other Modules	
Literature	Depends on chosen elective.
Workload	Weekly contact time of 60 x 45minutes and self-study of 90 x 45mins.
Further Details	<p>This module can be taken as part of a semester abroad within an appropriate course structure.</p> <p>The module „sustainable development is also offered in English as part of the International Study Program. Credits from the English-language module will count towards the required 12 credits for this program.</p>
Keywords	
Last Updated	

INS3020 – Praxissemester

Praxissemester	
Kennziffer	INS3020
Studiensemester	5
Level	fortgeschrittenes Niveau
Credits	28 Credits
SWS	2
Häufigkeit	Jedes Semester
Zugehörige Lehrveranstaltungen	Arbeitserfahrung Praxissemester (26 Credits) Begleitende Vorlesung zum Praxissemester (2 Credits)
Teilnahmevoraussetzungen	Abgeschlossene erster Studienabschnitt
Prüfungsart	Begleitende Vorlesung zum Praxissemester: UPL / Teilnahme
Voraussetzung für die Vergabe von Credits	Die Arbeitserfahrung Praxissemester ist durch einen Praktikantenvertrag im Umfang von mind. 100 Arbeitstagen (nach Bereinigung für Urlaub / Erkrankungen) sowie Praktikantenberichte nachzuweisen. Die begleitende Vorlesung zum Praxissemester setzt ein erfolgreiches Bestehen der Prüfungsleistung und Teilnahme voraus
Stellenwert der Modulnote für die Endnote	Das Modul geht nicht in die Bachelor-Abschlussnote ein.
Geplante Gruppengröße	Arbeitserfahrung Praxissemester: entfällt Begleitende Vorlesung zum Praxissemester: Max. 80 Studierende
Lehrsprache	Deutsch
Dauer des Moduls	1 Semester
Modulverantwortlicher	Abhängig vom Studiengang
Dozenten / Dozentinnen	Professoren der Hochschule
Fachgebiet	Jeweiliger Studiengang
Verwendbarkeit in anderen Modulen/Studiengängen	Abhängig vom Studiengang
Lehrform	Seminaristischer Unterricht (Begleitende Vorlesung)
Vorausgesetzte Module/Lehrveranstaltungen	Abgeschlossener erster Studienabschnitt (=Eingangsvoraussetzung für Praxissemester)
Ziele	Studierende <ul style="list-style-type: none"> • erlernen, sich im Umfeld ihrer Praktikumsstelle zu bewegen • sind fähig, ihre während des bisherigen Studiums erworbenen Kompetenzen anzuwenden

	<ul style="list-style-type: none"> • lernen die Einsatzfelder der bisherigen Studieninhalte kennen und erweitern ihre Kenntnisse <p>Das Modul dient damit primär der Erlangung Instrumentaler sowie Systemischer Kompetenz. Es trägt zudem maßgeblich zur Vermittlung Kommunikativer Kompetenz bei.</p>
Inhalt	Das Praxissemester muss in einem für das Berufsfeld des jeweiligen Studiengangs entsprechenden Berufsfeld erbracht werden. Ein Auslandspraktikum ist möglich.
Verbindung zu anderen Modulen	
Literatur	Keine
Workload	<p>Das Praxissemester umfasst 26 Credits und erfordert einen Zeitraum von mind. 100 Arbeitstagen im Praktikum.</p> <p>Die begleitende Blockveranstaltung erfordern insgesamt 30 SWS Präsenzzeit. Zusätzlich sind ca. 30 h für deren Vorbereitung erforderlich.</p>
Sonstiges	<p>Die Anmeldung zum Praxissemester erfolgt von Amts wegen zu Beginn des 4. Studiensemester.</p> <p>Ist der erste Studienabschnitt zu Beginn des 4. Studiensemesters noch nicht abgeschlossen, so wird das Praxissemester zwangsversoben und kann nicht im 5. Studiensemester angetreten werden.</p> <p>Das Praxissemester kann auf Antrag über den jeweiligen Praxissemesterbetreuer im Studiengang verschoben werden, z. B. um ein Auslandsstudiensemester vorzuziehen.</p> <p>Ein Praktikum im Ausland wird im Rahmen des International Study Program <u>nicht</u> anerkannt und kann auch <u>nicht</u> auf die evtl. bestehende 12-Credit-Anforderung angerechnet werden.</p>

EXA4999 – Abschlussprüfungsleistung

Abschlussprüfungsleistung	
Kennziffer	EXA4999
Studiensemester	7
Level	fortgeschrittenes Niveau
Credits	5
SWS	2
Häufigkeit	Jedes Semester
Zugehörige Lehrveranstaltung	Fachwissenschaftliches Kolloquium (2 Credits) Mündliche Bachelor-Prüfung (3 Credits)
Teilnahmevoraussetzung	Abgeschlossener erster Studienabschnitt Erreichung aller studiengangübergreifenden Credits des 3. Studiensemesters Nicht vor dem 6. Studiensemester Erreichung der 12 Pflichtcredits in englischer Sprache (ausgenommen die Studiengänge „Betriebswirtschaft / International Business“, „Betriebswirtschaft / International Marketing“ sowie „Betriebswirtschaft / Steuern und Wirtschaftsprüfung“)
Prüfungsart / -dauer	Fachwissenschaftliches Kolloquium: UPL / Teilnahme Mündliche Bachelor-Prüfung: PLM
Voraussetzung für die Vergabe von Credits	Fachwissenschaftliches Kolloquium: Teilnahme Mündliche Bachelor-Prüfung: erfolgreiches Bestehen der Prüfungsleistung
Stellenwert der Modulnote für die Endnote	Das Fachwissenschaftliche Kolloquium geht nicht, die mündliche Bachelor-Prüfung mit einer Gewichtung von 3 Credits in die Bachelor-Abschlussnote ein.
Geplante Gruppengröße	Max. 3 Studierende
Lehrsprache	Fachwissenschaftliches Kolloquium: Deutsch oder Englisch (optional) Mündliche Bachelor-Prüfung: Deutsch
Dauer des Moduls	1 Semester
Modulverantwortlicher	Jeweiliger Studiengangleiter
Dozenten / Dozentinnen	Alle Studiengänge und Fachgebiete
Fachgebiet	Jeweilige Studiendekan/Studiengangleiter
Verwendbarkeit in anderen Modulen/Studiengängen	Nicht verwendbar
Lehrform	Fachwissenschaftliches Kolloquium: Lehrgespräch
Ziele	Fachwissenschaftliches Kolloquium: Die Studierenden <ul style="list-style-type: none"> • diskutieren mit dem angefragten Erstgutachter die wesentlichen Inhalte der geplanten Bachelor-Thesis

	<ul style="list-style-type: none"> • sind in der Lage, die wichtigsten Aspekte des gewählten Thema darzustellen und sich dabei einer kritischen Diskussion zu stellen. • das gewählte Thema sinnvoll zu strukturieren <p>Mündliche Bachelor-Prüfung:</p> <p>Die Studierenden</p> <ul style="list-style-type: none"> • sind in der Lage, insbesondere Fragen zu den Inhalten des Studiengangschwerpunkts zu beantworten <p>Das Modul dient damit primär der der Erlangung Instrumentaler sowie Systemischer Kompetenz. Es trägt zudem zur Vermittlung Kommunikativer Kompetenz bei.</p>
Inhalt	<p>Fachwissenschaftliches Kolloquium:</p> <p>Präsentation der Inhalte der geplanten bzw. gerade gestarteten Bachelor-Thesis und deren kritische Diskussion mit dem Erstgutachter</p> <p>Mündliche Bachelor-Prüfung:</p> <p>Reflexion, insb. der Inhalte des Studiengangschwerpunktes</p>
Verbindung zu anderen Modulen	Abschlussveranstaltung für die Module des jeweiligen Studiengangs
Literatur	Abhängig vom Studiengang und Thema der Abschlussarbeit
Workload	Fachwissenschaftliches Kolloquium: 60h Mündliche Bachelor-Prüfung: 90 h für Vorbereitung / Eigenstudium
Sonstiges	<p>Die mündliche Bachelor-Prüfung bedarf der separaten Anmeldung beim Prüfungsamt.</p> <p>Das „Fachwissenschaftliche Kolloquium“ kann auch in englischer Sprache absolviert werden. Es zählt dann zum International Study Program. Die in englischer Sprache erzielten Credits werden jedoch <u>nicht</u> auf die evtl. bestehende 12-Credit-Anforderung angerechnet.</p>
Schlagworte	Thesisvorbereitung Abschlussprüfung
Letzte Änderung	

THE4999 – Thesis

Thesis	
Kennziffer	THE4999
Studiensemester	7
Level	fortgeschrittenes Niveau
Credits	12 Credits
SWS	Keine
Häufigkeit	Jederzeit
Zugehörige Lehrveranstaltung	- (Thesis)
Teilnahmevoraussetzung	<p>Abgeschlossener erster Studienabschnitt</p> <p>Erreichung aller studiengangübergreifenden Credits des 3. Studiensemesters</p> <p>Nicht vor dem 6. Studiensemester</p> <p>Erreichung der 12 Pflichtcredits in englischer Sprache (ausgenommen die Studiengänge „Betriebswirtschaft / International Business“, „Betriebswirtschaft / International Marketing“ sowie „Betriebswirtschaft / Steuern und Wirtschaftsprüfung“)</p>
Prüfungsart / -dauer	PLT
Voraussetzung für die Vergabe von Credits	Bestehen der Prüfungsleistung
Stellenwert der Modulnote für die Endnote	Das Modul geht mit einer Gewichtung von 12 Credits in die Bachelor-Abschlussnote ein.
Geplante Gruppengröße	Entfällt
Lehrsprache	Deutsch oder Englisch (optional)
Dauer des Moduls	3 Monate
Modulverantwortlicher	Jeweiliger Studiendekan/Studiengangleiter
Dozenten / Dozentinnen	Professoren der Hochschule
Fachgebiet	Alle Studiengänge und Fachgebiete
Verwendbarkeit in anderen Modulen/Studiengängen	Identisch für alle BWL-Bachelor-Studiengänge
Lehrform	Wissenschaftliche Arbeit
Ziele	<p>Die Studierenden sind in der Lage</p> <ul style="list-style-type: none"> • ein Thema wissenschaftlich zu bearbeiten und seine Aspekte kritisch zu analysieren • mögliche Lösungsansätze zu entwickeln <p>Das Modul dient damit primär der Wissensvertiefung und der Erlangung Instrumentaler sowie Systemeischer Kompetenz. Es trägt zudem maßgeblich zur Vermittlung Kommunikativer Kompetenz bei.</p>

Inhalte	Verfertigung einer umfassenden wissenschaftlichen Hausarbeit
Verbindung zu anderen Modulen	Abhängig vom gewählten Thema
Literatur	Abhängig vom gewählten Thema
Workload	360 Stunden Selbststudium/Anfertigung der Arbeit
Sonstiges	Die Bearbeitungsdauer der Thesis beträgt drei Monate.
Schlagworte	Thesis
Letzte Änderung	