

Course Handbook Business Administration Bachelor

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Business Administration Bachelor - mandatory courses (overview)

Module name (EN)	Code	Semester	Hours per semester week / Teaching method	ECTS	Module coordinator
Annual Financial Statements	BBWL-2020-420	4	4V	5	Prof. Dr. Christoph Freichel
Bachelor Thesis (final thesis)	BBWL-2020-720	7	-	12	Prof. Dr. Michael Zell
Business Informatics	BBWL-2020-130	1	4LU	5	Prof. Dr. Christian Liebig
Business Information Systems	BBWL-2020-460	4	4LU	5	Prof. Dr. Christian Liebig
Business Law	BBWL-2020-330	3	4V	5	Prof. Dr. Holger Buck
Colloquium	BBWL-2020-730	7	2C	3	Prof. Dr. Michael Zell
Corporate Management	BBWL-2020-440	4	4V	5	Prof. Dr. Malte Beinhauer
Corporate Responsibility	BBWL-2020-680	4	4V	5	Prof. Dr. Christian Conrad
Cost Accounting	BBWL-2020-120	1	4V	5	Prof. Dr. Michael Zell
Cost Management and Tax Theory	BBWL-2020-220	2	4V	5	Prof. Dr. Christoph Freichel
Data and Business Process Management	BBWL-2020-350	3	4LU	5	Prof. Dr. Stefan Selle
Economic Policy	BBWL-2020-610	6	4V	5	Prof. Dr. Christian Conrad
Investment and Financing	BBWL-2020-310	3	4V	5	Prof. Dr. Matthias Gröhl

Law - Basic Course	BBWL-2020-230	2	4V	5	Prof. Dr. Holger Buck
Macroeconomics	BBWL-2020-340	3	4V	5	Prof. Dr. Christian Conrad
Marketing	BBWL-2020-150	1	4V	5	Prof. Dr. Nicole Schwarz
Mathematical Economics 1	BBWL-2020-140	1	6V	5	Prof. Dr. Teresa Melo
Mathematical Economics 2 and Statistics 1	BBWL-2020-240	2	6V	5	Prof. Dr. Teresa Melo
Microeconomics	BBWL-2020-250	2	4V	5	Prof. Dr. Markus Münter
Personnel and Organization	BBWL-2020-210	2	4V	5	Prof. Dr. Wolfgang Appel
Practical Training Phase	BBWL-2020-710	7	-	15	Prof. Dr. Michael Zell
Principles of Accounting	BBWL-2020-320	3	4V	5	Prof. Dr. Christoph Freichel
Production, Logistics and Purchasing (Operations Management)	BBWL-2020-410	4	4V	5	Prof. Dr. Thomas Korne
Statistics 2	BBWL-2020-450	4	6V	5	Prof. Dr. Teresa Melo

(24 modules)

Business Administration Bachelor - optional courses (overview)

Module name (EN)	Code	Semester	Hours per semester week / Teaching method	ECTS	Module coordinator
Business English 1	BBWL-2020-160	1	4V	5	Prof. Dr. Thomas Tinnefeld
Business English 2	BBWL-2020-260	2	4V	5	Prof. Dr. Thomas Tinnefeld
Business English: Communication and Discussion	BBWL-2020-513	5	4V	5	Prof. Dr. Thomas Tinnefeld
Business French 1	BBWL-2020-170	1	4V	5	Prof. Dr. Thomas Tinnefeld
Business French 2	BBWL-2020-270	2	4V	5	Prof. Dr. Thomas Tinnefeld
Decision Theory	BBWL-2020-511	5	4V	5	Prof. Dr. Susan Pulham
Mexican Spring Academy (MSA)	BBWL-2020-516	5	4EX	5	Prof. Dr. Stefanie Jensen
Project	BBWL-2020-522	5	4PA	5	Prof. Dr. Michael Zell
Seminar	BBWL-2020-521	5	4S	5	Prof. Dr. Michael Zell
Specialization (SP) Module 1: Controlling	BBWL-2020-561	5	4V	5	Prof. Dr. Michael Zell
Specialization (SP) Module 1: Software Engineering	BBWL-2020-571	5	4LU	5	Prof. Dr. Stefan Selle
Specialization (SP) Module 2: IT Management	BBWL-2020-572	5	4LU	5	Prof. Dr. Stefan Selle

Specialization (SP) Module 2: Labor Law	BBWL-2020-655	6	4V	5	Prof. Dr. Holger Buck
Specialization (SP) Module 2: Marketing Tools	BBWL-2020-542	5	4V	5	Prof. Dr. Tatjana König
Specialization (SP) Module 3: IT Consulting	BBWL-2020-673	6	4LU	5	Prof. Dr. Christian Liebig
Specialization (SP) Module 4: Human Resources Processes and Electronic Human Resources or E-HR	BBWL-2020-654	6	4V	5	Prof. Dr. Wolfgang Appel
Specialization (SP) Module 4: International Finance	BBWL-2020-664	6	4V	5	Prof. Dr. Matthias Gröhl
Specialization (SP) Module 4: International Marketing and Market Research	BBWL-2020-644	6	4V	5	Prof. Dr. Tatjana König
Specialization (SP) Module 4: Supply Chain Management and Case Studies	BBWL-2020-532	5	4V	5	Prof. Dr. Thomas Korne

(19 modules)

Business Administration Bachelor - mandatory courses

Annual Financial Statements

Module name (EN): Annual Financial Statements
Degree programme: Business Administration, Bachelor, ASPO 01.10.2020
Module code: BBWL-2020-420
Hours per semester week / Teaching method: 4V (4 hours per week)
ECTS credits: 5
Semester: 4
Mandatory course: yes
Language of instruction: German
Assessment: Written exam (90 min. / can be repeated semesterly)
Curricular relevance: BBWL-420 Business Administration, Bachelor, ASPO 01.10.2012, semester 4, mandatory course BBWL-420 Business Administration, Bachelor, ASPO 01.10.2016, semester 4, mandatory course BBWL-2020-420 Business Administration, Bachelor, ASPO 01.10.2020, semester 4, mandatory course
Workload: 60 class hours (= 45 clock hours) over a 15-week period. The total student study time is 150 hours (equivalent to 5 ECTS credits). There are therefore 105 hours available for class preparation and follow-up work and exam preparation.
Recommended prerequisites (modules): None.
Recommended as prerequisite for: BBWL-2020-562 BBWL-2020-663 [updated 26.02.2020]
Module coordinator: Prof. Dr. Christoph Freichel
Lecturer: Prof. Dr. Christoph Freichel [updated 01.10.2016]

Learning outcomes:

After successfully completing this module, students will:

- be familiar with the conceptual and legal principles of German accounting law (HGB) and, in this context, have a comprehensive understanding of the link between financial accounts and tax accounts (authoritative principle);
- be familiar with the generally accepted accounting principles (GAAP) as well as the basic concepts regarding the approach, valuation (initial and subsequent valuation) and disclosure in order to be able to apply these methods on practice-related questions;

- be able to describe the most important national accounting standards for selected accounting topics (e. g. inventories, trade receivables, equity capital, provisions, liabilities, deferred income, earnings report, etc.) and of analyzing their effects on the asset, financial and earnings position of annual financial statements prepared in accordance with national accounting standards;

- be familiar with different types of balance sheet policies and discretionary decisions and can apply these to practical questions depending on a management´s objectives;

- be able to apply their knowledge to practical problems, e.g. in the form of exercises and case studies;

- Current asset accounting (inventories, receivables, etc.)

[updated 02.01.2019]

Module content:

- Equity accounting
- Liability accounting (provisions, liabilities)
- Prepaid expenses and deferred income accounting
- Earnings report (cost of sales/total cost method)
- Annex
- Financial report

[updated 02.01.2019]

Teaching methods/Media:

Lecture and tutorial

[updated 02.01.2019]

Recommended or required reading:

- Baetge et al., Bilanzen, Düsseldorf
- Coenenberg et al., Jahresabschluss und Jahresabschlussanalyse, Landsberg/Lech
- Döring/Buchholz, Buchhaltung und Jahresabschluss, Berlin
- Grefe, Kompakt-Training Bilanzen, Ludwigshafen (Rhein)
- Meyer, Bilanzierung nach Handels- und Steuerrecht, Herne/Berlin

Kommentare:

- Adler/Düring/Schmaltz, Rechnungslegung und Prüfung der Unternehmen, Stuttgart
- Küting/Weber, Handbuch der Rechnungslegung (Einzelabschluss), Stuttgart
- Berger/Ellrott/Förschle, Beck_scher Bilanzkommentar, München

(Always the latest edition.)

[*updated 02.01.2019*]

Bachelor Thesis (final thesis)

Module name (EN): Bachelor Thesis (final thesis)
Degree programme: Business Administration, Bachelor, ASPO 01.10.2020
Module code: BBWL-2020-720
Hours per semester week / Teaching method: -
ECTS credits: 12
Semester: 7
Mandatory course: yes
Language of instruction: German
Assessment: Final thesis
Curricular relevance: BBWL-720 Business Administration, Bachelor, ASPO 01.10.2012, semester 7, mandatory course BBWL-720 Business Administration, Bachelor, ASPO 01.10.2016, semester 7, mandatory course BBWL-2020-720 Business Administration, Bachelor, ASPO 01.10.2020, semester 7, mandatory course
Workload: The total student study time for this course is 360 hours.
Recommended prerequisites (modules): None.
Recommended as prerequisite for:
Module coordinator: Prof. Dr. Michael Zell
Lecturer: Dozenten des Studiengangs
<i>[updated 03.02.2020]</i>

Learning outcomes:

After successfully completing this module, students will:

- be able to work on a technical question independently and according to scientific methods within a given period of time,
- in the case of a practical thesis, be able to develop a practical solution to a problem,
- be able to independently research the specialist literature of a selected problem area and analyze it,
- be able to present the given topic in written form according to the respective guidelines and in compliance with scientific standards.

The Bachelor thesis is a detailed written thesis on a selected topic or issue from the field of business.

[updated 02.01.2019]

Module content:

The topic of the thesis should pertain to content from the student's field of study and can take the form of practical work (e.g. in cooperation with a company or other institution) or theoretical work. Students have 12 weeks to write their thesis. While doing so, students will be individually supervised by the professors of the Faculty of Economics and Business Administration. The title of their Bachelor thesis will be determined by the supervising professor, whereby the ideas of the students or the participating companies and institutions will be taken into account.

[updated 02.01.2019]

Teaching methods/Media:

Written thesis

[updated 02.01.2019]

Recommended or required reading:

Depends on the respective topic

[updated 02.01.2019]

Business Informatics

Module name (EN): Business Informatics
Degree programme: Business Administration, Bachelor, ASPO 01.10.2020
Module code: BBWL-2020-130
Hours per semester week / Teaching method: 4LU (4 hours per week)
ECTS credits: 5
Semester: 1
Mandatory course: yes
Language of instruction: German
Assessment: Written exam (60 min. / can be repeated semesterly)
Curricular relevance: BBWL-130 Business Administration, Bachelor, ASPO 01.10.2012, semester 1, mandatory course BBWL-130 Business Administration, Bachelor, ASPO 01.10.2016, semester 1, mandatory course BBWL-2020-130 Business Administration, Bachelor, ASPO 01.10.2020, semester 1, mandatory course
Workload: 60 class hours (= 45 clock hours) over a 15-week period. The total student study time is 150 hours (equivalent to 5 ECTS credits). There are therefore 105 hours available for class preparation and follow-up work and exam preparation.
Recommended prerequisites (modules): None.
Recommended as prerequisite for: BBWL-2020-350 Data and Business Process Management BBWL-2020-460 Business Information Systems BBWL-2020-500 BBWL-2020-571 Specialization (SP) Module 1: Software Engineering BBWL-2020-572 Specialization (SP) Module 2: IT Management BBWL-2020-673 Specialization (SP) Module 3: IT Consulting BBWL-2020-674 BBWL-2020-675 [updated 24.03.2020]
Module coordinator: Prof. Dr. Christian Liebig
Lecturer: Prof. Dr. Christian Liebig [updated 01.10.2016]

Learning outcomes:

After successfully completing this module, students will be able to:

- position business informatics in the overall context of business administration,
- name and explain basic business informatics terms,
- use the most important techniques in spreadsheet calculation,

- program simple macros in Excel,
- differentiate between when to use spreadsheet calculations and when to use other applications (e.g. databases),
- use a word processor efficiently
- use a presentation program to create a presentation.

[updated 02.01.2019]

Module content:**I. Introduction to Business Informatics**

- Business informatics' place within a company
- Business informatics' place in computer science
- Goals and tasks of business informatics
- Principles, technologies, methods, application systems
- Current topics in business informatics

II. Spreadsheets

- Introduction and overview
- Formulas, functions, date and time
- Diagrams, processing techniques
- Consolidation and pivot analysis
- Automating with macros: recorder, editor, dialogs

III. Word Processing

- Business letters
- Structuring and formatting large documents
- Tables and graphics
- Quotes and footnotes
- Indices

IV. Presentation Program

- Creating and giving a presentation
- Formatting and layout
- Graphics and other objects
- Creating and reusing templates

[updated 02.01.2019]

Teaching methods/Media:

Lecture + independent work on the PC to solve specific business tasks using the appropriate software tool (Microsoft PowerPoint, Word and Excel). E-learning tools will also be used.

[updated 02.01.2019]

Recommended or required reading:

I. Introduction to Business Informatics

- Schwarzer, B., Krcmar, H.: Wirtschaftsinformatik, 4. Aufl., Schäffer Poeschel Verlag, Stuttgart, 2010.
- Fink, A., Schneidereit, G., Voß, S.: Grundlagen der Wirtschaftsinformatik, 2. Aufl., Physica-Verlag, Heidelberg, 2005
- Laudon K, C; Laudo J.; Schoder, D.: Wirtschaftsinformatik, 2. Aufl., Pearson Studium, 2010

II. Spreadsheets

- Bossert, T.: PowerPoint für Windows _ Grundlagen, Herdt-Verlag, Bodenheim, latest edition.
- Von Braunschweig, C., Spieß, S., Stulle, K.: Word für Windows _ Grundlagen, Herdt-Verlag, Bodenheim, latest edition.
- Wies, P.: Excel für Windows _ Grundlagen, Herdt-Verlag, Bodenheim, latest edition.
- Wies, P.: Excel für Windows _ Fortgeschrittene Techniken, Herdt-Verlag, latest edition.
- Schiecke, D., Schuster, H., Schwenk, J., Pfeifer E., Microsoft Excel _ Das Handbuch, Microsoft Press Deutschland, Unterschleißheim, latest edition.

[updated 02.01.2019]

Business Information Systems

Module name (EN): Business Information Systems
Degree programme: Business Administration, Bachelor, ASPO 01.10.2020
Module code: BBWL-2020-460
Hours per semester week / Teaching method: 4LU (4 hours per week)
ECTS credits: 5
Semester: 4
Mandatory course: yes
Language of instruction: German
Assessment: Written exam (90 min. / can be repeated semesterly)
Curricular relevance: BBWL-460 Business Administration, Bachelor, ASPO 01.10.2012, semester 4, mandatory course BBWL-460 Business Administration, Bachelor, ASPO 01.10.2016, semester 4, mandatory course BBWL-2020-460 Business Administration, Bachelor, ASPO 01.10.2020, semester 4, mandatory course
Workload: 60 class hours (= 45 clock hours) over a 15-week period. The total student study time is 150 hours (equivalent to 5 ECTS credits). There are therefore 105 hours available for class preparation and follow-up work and exam preparation.
Recommended prerequisites (modules): BBWL-2020-130 Business Informatics BBWL-2020-350 Data and Business Process Management [updated 24.03.2020]
Recommended as prerequisite for: BBWL-2020-571 Specialization (SP) Module 1: Software Engineering BBWL-2020-572 Specialization (SP) Module 2: IT Management BBWL-2020-673 Specialization (SP) Module 3: IT Consulting BBWL-2020-674 BBWL-2020-675 [updated 04.01.2020]
Module coordinator: Prof. Dr. Christian Liebig
Lecturer: Prof. Dr. Christian Liebig [updated 01.10.2016]

Learning outcomes:

After successfully completing this module, students will be able to:

- describe the basics of handling business processes with ERP systems and demonstrate the data-technical connections,
 - carry out business processes with SAP ERP,
 - describe knowledge management systems (technologies, processes and methods),
 - install a Wiki for company use,
 - explain the principles of e-business,
 - create web applications with a CMS resp. HTML, CSS, JavaScript or PHP.
- 1) Enterprise Resource Planning with SAP

[updated 02.01.2019]

Module content:

Principles of ERP systems. Purchasing, sales and production business processes. Implementation of the processes based on an example.

2 a) Knowledge management systems and new media

Basic concepts, knowledge cycle, processes and methods of knowledge management, content management systems, document management systems, groupware, workflow management systems, Internet search technologies, business intelligence, Web 2.0, wikis, blogs, social networks.

2 b) E-business and Internet applications

Architecture of web applications, basic e-business concepts, web page design using HTML and CSS, programming possibilities with JavaScript or PHP.

[updated 02.01.2019]

Teaching methods/Media:

Lecture with PC work. Business management-oriented tasks and case studies will be implemented directly with the help of special software (e. g. SAP ERP, Media Wiki, CMS Joomla). E-learning tools will also be used.

[updated 02.01.2019]

Recommended or required reading:

1) Enterprise Resource Planning with SAP ERP

- Frick, Gadatsch, Schäffer-Külz: Grundkurs SAP ERP, Vieweg, Wiesbaden, latest edition.
- Hessler, Görtz: Basiswissen ERP-Systeme, W3L Herdecke-Witten, latest edition.

2 a) Knowledge management systems and new media

- Probst, G., Raub, S., Romhardt, K.: Wissen managen. Wie Unternehmen ihre wertvollste Ressource optimal nutzen, Gabler Verlag, Wiesbaden, latest edition.
- Kilian, D., Krismer, R., Loreck, S., Sagmeister, A.: Wissensmanagement _ Werkzeuge für Praktiker., Linde Verlag, Wien, latest edition.

2 b) E-business and Internet applications

- Franke F., Ippen, J.: Apps mit HTML5 und CSS3, Galileo Computing, latest edition.
- Kollmann, T.: E-Business. Grundlagen elektronischer Geschäftsprozesse in der Net Economy, Gabler Verlag, Wiesbaden, latest edition.
- Münz, S., Clemens Gull: HTML 5 Handbuch, Franzis Verlag, Poing, latest edition.
- Müller, P.: Webseiten Gestalten mit CSS, Markt + Technik, München, latest edition.
- Münz, S., Nefzger, W.: JavaScript Referenz, Franzis Verlag, Poing, latest edition.
- Kannengiesser, C., Kannengiesser, M.: PHP5 / MySQL5, Franzis Verlag, Poing, latest edition.

[updated 02.01.2019]

Business Law

Module name (EN): Business Law
Degree programme: Business Administration, Bachelor, ASPO 01.10.2020
Module code: BBWL-2020-330
Hours per semester week / Teaching method: 4V (4 hours per week)
ECTS credits: 5
Semester: 3
Mandatory course: yes
Language of instruction: German
Assessment: Written exam (90 min. / Can be repeated semesterly)
Curricular relevance: BBWL-2020-330 Business Administration, Bachelor, ASPO 01.10.2020, semester 3, mandatory course
Workload: 60 class hours (= 45 clock hours) over a 15-week period. The total student study time is 150 hours (equivalent to 5 ECTS credits). There are therefore 105 hours available for class preparation and follow-up work and exam preparation.
Recommended prerequisites (modules): None.
Recommended as prerequisite for:
Module coordinator: Prof. Dr. Holger Buck
Lecturer: Prof. Dr. Holger Buck Dozenten des Studiengangs
[updated 18.12.2019]

Learning outcomes:

After successfully completing this module, students will:

- be familiar with the most important types of contracts in commercial law; in particular sales law and its international aspects
- know commercial and corporate law
- be able to handle relevant legal texts independently
- understand the relevance of regulations for business practice
- be capable of developing solutions to concrete cases in the areas of sales, commercial and corporate law by classifying the problem, subsuming the facts under the characteristics of the relevant regulations and deriving the result from them
- be able to review the results based on general legal value judgements

[updated 02.01.2019]

Module content:

Overview of special contracts under the law of obligations; in-depth: sales contract based on an actual sales contract: defective performance

Commercial law: Tasks, functions and structure; merchant status; company and business registers; company; commercial powers of attorney; commercial transactions

Corporate law:

partnerships and corporations together with a brief introduction to European company forms.

[updated 02.01.2019]

Teaching methods/Media:

Lecture based on introductory cases with integrated exercises for solving legal cases

Board and slides

Learning material from the Internet (charts, diagrams, practice cases)

[updated 02.01.2019]

Recommended or required reading:

-Brox, Hans/Walker, Wolf, Besonderes Schuldrecht, C.H. Beck, München, latest edition

-Hirsch, Christoph, Schuldrecht Allgemeiner Teil, Nomos, Baden-Baden, latest edition

-Hirsch, Christoph, Schuldrecht Besonderer Teil, Nomos, Baden-Baden, latest edition

-Klunzinger, Eugen, Grundzüge des Handelsrechts, Vahlen, München, latest

-Klunzinger, Eugen, Grundzüge des Gesellschaftsrechts, Vahlen, München, latest edition

- Schade, Lutz, Handels- und Gesellschaftsrecht, C.F.Müller, Heidelberg, latest edition

[updated 02.01.2019]

Colloquium

Module name (EN): Colloquium
Degree programme: Business Administration, Bachelor, ASPO 01.10.2020
Module code: BBWL-2020-730
Hours per semester week / Teaching method: 2C (2 hours per week)
ECTS credits: 3
Semester: 7
Mandatory course: yes
Language of instruction: German
Assessment: Term paper with presentation (Can be repeated semesterly)
Curricular relevance: BBWL-730 Business Administration, Bachelor, ASPO 01.10.2012, semester 7, mandatory course BBWL-730 Business Administration, Bachelor, ASPO 01.10.2016, semester 7, mandatory course BBWL-2020-730 Business Administration, Bachelor, ASPO 01.10.2020, semester 7, mandatory course
Workload: 30 class hours (= 22.5 clock hours) over a 15-week period. The total student study time is 90 hours (equivalent to 3 ECTS credits). There are therefore 67.5 hours available for class preparation and follow-up work and exam preparation.
Recommended prerequisites (modules): None.
Recommended as prerequisite for:
Module coordinator: Prof. Dr. Michael Zell
Lecturer: Dozenten des Studiengangs [updated 06.12.2019]
Learning outcomes: After successfully completing this module, students will: <ul style="list-style-type: none">- be able to present the core contents of their thesis in a clear and understandable manner,- be able to combine their findings from theory and practice in a solution-oriented way,- be able to conduct a business management-themed discussion with a critical audience. The goal of the colloquium is to help students prepare for their Bachelor thesis in the 7th semester. [updated 02.01.2019]

Module content:

The colloquium will take place in the form of a block seminar, in which the students present and discuss the problems they encountered while working on their thesis, as well as their approaches and the solutions to those problems.

Specialized groups will be formed according to the main areas of study or also, interdisciplinary groups.

[updated 02.01.2019]

Teaching methods/Media:

Seminar with presentations and discussions.

[updated 02.01.2019]

Recommended or required reading:

[updated 02.01.2019]

Corporate Management

Module name (EN): Corporate Management
Degree programme: Business Administration, Bachelor, ASPO 01.10.2020
Module code: BBWL-2020-440
Hours per semester week / Teaching method: 4V (4 hours per week)
ECTS credits: 5
Semester: 4
Mandatory course: yes
Language of instruction: German
Assessment: Written exam (90 min. / Can be repeated semesterly)
Curricular relevance: BBWL-440 Business Administration, Bachelor, ASPO 01.10.2012, semester 4, mandatory course BBWL-440 Business Administration, Bachelor, ASPO 01.10.2016, semester 4, mandatory course BBWL-2020-440 Business Administration, Bachelor, ASPO 01.10.2020, semester 4, mandatory course
Workload: 60 class hours (= 45 clock hours) over a 15-week period. The total student study time is 150 hours (equivalent to 5 ECTS credits). There are therefore 105 hours available for class preparation and follow-up work and exam preparation.
Recommended prerequisites (modules): None.
Recommended as prerequisite for: BBWL-2020-515 [updated 22.02.2020]
Module coordinator: Prof. Dr. Malte Beinhauer
Lecturer: Prof. Dr. Malte Beinhauer [updated 01.10.2016]

Learning outcomes:

In this module, corporate management is understood as the direct and indirect influence of behavior on the realization of goals derived from the superior goals of an organization, a company and the expectations of its stakeholders. After successfully completing this module, students should be able to make business decisions based on analyses and structured alternative derivation, be able to implement them successfully within the company and control their success.

After taking part in the *_Corporate Management_* module, students will be able to,

- identify and evaluate potential and challenges regarding the management of companies,
- understand and systematize the complexity of strategic management of companies,

- analyze and assess the relevant framework conditions of company management,

- explain management theories and apply them to practical business examples,

- characterize and analyze corporate strategies at different levels,

- identify different options with regard to the structures of companies,

- make decisions in uncertain situations in a structured and confident manner,
- solve leadership problems practically.

[updated 02.01.2019]

Module content:

- Dynamics of global competition
- Basic concepts and theoretical framework of corporate management
- Normative corporate management
- Business environment analysis
- Market-oriented corporate management
- Resource-oriented corporate management
- Value-oriented corporate management
- Change management
- Planning and control
- Organization and personnel management
- Process management and project management
- Information and knowledge management

[updated 02.01.2019]

Teaching methods/Media:

Lecture, cases studies and discussions

[updated 02.01.2019]

Recommended or required reading:

- Dillerup, Stoi: Unternehmensführung, 2. Aufl. 2010
- Macharzina, Wolf: Unternehmensführung, 7. Aufl. 2010
- Schreyögg: Organisation: Grundlagen moderner Organisationsgestaltung, 5. Aufl. 2008.
- Stähle: Management: Eine verhaltenswissenschaftliche Perspektive, 9. Auflage 2013.
- Welge, Al-Laham: Strategisches Management. Grundlagen - Prozess _ Implementierung, 6. Aufl., 2012.

[updated 02.01.2019]

Corporate Responsibility

Module name (EN): Corporate Responsibility
Degree programme: Business Administration, Bachelor, ASPO 01.10.2020
Module code: BBWL-2020-680
Hours per semester week / Teaching method: 4V (4 hours per week)
ECTS credits: 5
Semester: 4
Mandatory course: yes
Language of instruction: German
Assessment: Term paper with presentation, participation, mandatory attendance (Can be repeated annually)
Curricular relevance: BBWL-430 Business Administration, Bachelor, ASPO 01.10.2012, semester 4, mandatory course BBWL-430 Business Administration, Bachelor, ASPO 01.10.2016, semester 4, mandatory course BBWL-2020-680 Business Administration, Bachelor, ASPO 01.10.2020, semester 4, mandatory course
Workload: 60 class hours (= 45 clock hours) over a 15-week period. The total student study time is 150 hours (equivalent to 5 ECTS credits). There are therefore 105 hours available for class preparation and follow-up work and exam preparation.
Recommended prerequisites (modules): None.
Recommended as prerequisite for:
Module coordinator: Prof. Dr. Christian Conrad
Lecturer: Prof. Dr. Christian Conrad [updated 01.10.2016]

Learning outcomes:

Business Ethics

After successfully completing this module, students will:

1. be able to apply the theoretical background of business ethics to case studies.
2. be able to explain the importance of ethics for companies and the economy based on individual cases.
3. be able to identify and analyze ethical behavior in specific economic situations.

Environmental Management

After successfully completing this module, students will:

1. be able to explain sustainable business management and sustainable consumption.
2. be able to present the concepts and instruments of environmental management in the economic sphere.
3. be able to give an overview of specific environmental management tools at company level.
4. be able to explain specific rules and regulations.

[updated 02.01.2019]

Module content:

Business Ethics

1. Principles of business ethics
2. Approaches to ethical evaluation
 - Classic ethics
 - Modern business ethics
3. The human being in the economy
4. The market and morals
5. Ethics as a regulatory policy
6. Ethics tools in corporate governance
 - a) Institutional ethics
 - b) Organizational ethics
 - c) Leadership ethics

Environmental Management

1. "Green Economy"
2. Integrated product policy vs. production-integrated environmental protection
3. Corporate life cycle assessments and environmental management systems
4. Life cycle assessment and product life cycle assessment
5. Integrated management systems (quality, environment and occupational safety)
6. Material flow management and eco-controlling

[updated 02.01.2019]

Teaching methods/Media:

Lecture and tutorial and/or group work

[updated 02.01.2019]

Recommended or required reading:

Business Ethics

- Conrad, Christian: Moral und Wirtschaftskrisen, Enron, Subprime & Co., Hamburg 2010.
- Dietzfelbinger, Daniel: Praxisleitfaden Unternehmensethik, Wiesbaden latest edition.
- Göbel, Elisabeth: Unternehmensethik, Grundlagen und praktische Umsetzung, Stuttgart 2013.
- Noll, Bernd: Grundriss der Wirtschaftsethik, Stuttgart latest edition.

Environmental Management

- Handbuch Umweltcontrolling, Herausgeber Bundesumweltministerium und Umweltbundesamt, Franz Vahl, München, 2001
- Baumast, A. und Pape, J.: Betriebliches Umweltmanagement, Eugen Ulmer, 2009
- Schmid, D.: Qualitätsmanagement, Arbeitsschutz und Umweltmanagement, 2. Auflage, Europe Lehrmittel, 2008
- Loew, T. et al.: Bedeutung der CSR _ Diskussion für Nachhaltigkeit und Anforderungen an Unternehmen, Eigenverlag, Future e.V. und IÖW, Münster, Berlin, 2004
- Belz, F.-M., et al.: Nachhaltiger Konsum und Verbraucherpolitik im 21. Jahrhundert, Metropolis, Weimar, 2007

[updated 02.01.2019]

Cost Accounting

Module name (EN): Cost Accounting
Degree programme: Business Administration, Bachelor, ASPO 01.10.2020
Module code: BBWL-2020-120
Hours per semester week / Teaching method: 4V (4 hours per week)
ECTS credits: 5
Semester: 1
Mandatory course: yes
Language of instruction: German
Assessment: Written exam (90 min. / Can be repeated semesterly)
Curricular relevance: BBWL-120 Business Administration, Bachelor, ASPO 01.10.2012, semester 1, mandatory course BBWL-120 Business Administration, Bachelor, ASPO 01.10.2016, semester 1, mandatory course BBWL-2020-120 Business Administration, Bachelor, ASPO 01.10.2020, semester 1, mandatory course
Workload: 60 class hours (= 45 clock hours) over a 15-week period. The total student study time is 150 hours (equivalent to 5 ECTS credits). There are therefore 105 hours available for class preparation and follow-up work and exam preparation.
Recommended prerequisites (modules): None.
Recommended as prerequisite for: BBWL-2020-220 Cost Management and Tax Theory BBWL-2020-561 Specialization (SP) Module 1: Controlling [updated 11.12.2019]
Module coordinator: Prof. Dr. Michael Zell
Lecturer: Prof. Wilhelm Hauser Lehrbeauftragte [updated 23.03.2020]

Learning outcomes:

After successfully completing this module, students will:

- be able to explain the basic concepts of accounting and to distinguish cost accounting from financial accounting,
- be able to explain the basic process of cost accounting, as well as the relationships between each step in the cost process,
- understand and have mastered the details of determining cost elements, cost allocation to cost centers and individual cost calculation methods,
- be able to apply their basic knowledge to practical questions, e.g. in the form of exercises and case studies.
- Principles and basic concepts of accounting

[updated 02.01.2019]

Module content:

- Principles of cost accounting
- Cost element accounting
- Cost center accounting
- Cost object accounting (calculation)

[updated 02.01.2019]

Teaching methods/Media:

Lecture with exercises and case studies

[updated 02.01.2019]

Recommended or required reading:

- Coenenberg, A.G.: Kostenrechnung und Kostenanalyse, latest edition.
- Däumler, K.-D., Grabe, J.: Kostenrechnung 1, latest edition.
- Haberstock, L., Breithecker, V.: Kostenrechnung I, latest edition.
- Joos-Sachse, T.: Controlling, Kostenrechnung und Kostenmanagement, latest edition.
- Walter, W.G.: Einführung in die moderne Kostenrechnung, latest edition.
- Zell, M.: Kosten- und Performance Management, latest edition.

[updated 02.01.2019]

Cost Management and Tax Theory

Module name (EN): Cost Management and Tax Theory
Degree programme: Business Administration, Bachelor, ASPO 01.10.2020
Module code: BBWL-2020-220
Hours per semester week / Teaching method: 4V (4 hours per week)
ECTS credits: 5
Semester: 2
Mandatory course: yes
Language of instruction: German
Assessment: Written exam (90 min. / Can be repeated semesterly)
Curricular relevance: BBWL-220 Business Administration, Bachelor, ASPO 01.10.2012, semester 2, mandatory course BBWL-220 Business Administration, Bachelor, ASPO 01.10.2016, semester 2, mandatory course BBWL-2020-220 Business Administration, Bachelor, ASPO 01.10.2020, semester 2, mandatory course
Workload: 60 class hours (= 45 clock hours) over a 15-week period. The total student study time is 150 hours (equivalent to 5 ECTS credits). There are therefore 105 hours available for class preparation and follow-up work and exam preparation.
Recommended prerequisites (modules): BBWL-2020-120 Cost Accounting [updated 06.12.2019]
Recommended as prerequisite for: BBWL-2020-561 Specialization (SP) Module 1: Controlling BBWL-2020-562 [updated 26.02.2020]
Module coordinator: Prof. Dr. Christoph Freichel
Lecturer: Prof. Dr. Christoph Freichel [updated 01.10.2016]

Learning outcomes:

Submodule: Cost Management

After successfully completing this module, students will:

- differentiate between procedures for the short-term income statement,
- be able to describe the different forms of development of cost accounting systems,
- understand and have mastered the different areas of cost planning,
- be able to apply the principles of contribution margin accounting to different problems.

Submodule: Tax Theory

- Students will be able to name the characteristics and justification for the most important German tax types.
- They will be able to calculate the tax base _ depending on the type of tax_.
- Students will be able to calculate their personal income tax.
- They will be able to point out differences in the income tax rates of partnerships and corporations and carry out a comparison of effective tax burden.

Submodule: Cost Management

[updated 02.01.2019]

Module content:

- Short-term income statement
- Standard cost accounting
- Contribution margin accounting

Submodule: Tax Theory

- Common tax theory
- Income tax
- Corporate tax
- Trade tax
- Value added tax

[updated 02.01.2019]

Teaching methods/Media:

Lecture with exercises and case studies

[updated 02.01.2019]

Recommended or required reading:

Submodule: Cost Management

- Coenenberg, A.G.: Kostenrechnung und Kostenanalyse, latest edition.
- Däumler, K.-D., Grabe, J.: Kostenrechnung 2 und 3, latest edition.
- Joos-Sachse, T.: Controlling, Kostenrechnung und Kostenmanagement, latest edition.
- Walter, W.G.: Einführung in die moderne Kostenrechnung, latest edition.
- Zell, M.: Kosten- und Performance Management, latest edition.

Submodule: Tax Theory

- Bornhofen, M.: Steuerlehre 2, latest edition.

[updated 02.01.2019]

Data and Business Process Management

Module name (EN): Data and Business Process Management
Degree programme: Business Administration, Bachelor, ASPO 01.10.2020
Module code: BBWL-2020-350
Hours per semester week / Teaching method: 4LU (4 hours per week)
ECTS credits: 5
Semester: 3
Mandatory course: yes
Language of instruction: German
Assessment: Written exam (60 min. / can be repeated semesterly)
Curricular relevance: BBWL-350 Business Administration, Bachelor, ASPO 01.10.2012, semester 3, mandatory course BBWL-350 Business Administration, Bachelor, ASPO 01.10.2016, semester 3, mandatory course BBWL-2020-350 Business Administration, Bachelor, ASPO 01.10.2020, semester 3, mandatory course
Workload: 60 class hours (= 45 clock hours) over a 15-week period. The total student study time is 150 hours (equivalent to 5 ECTS credits). There are therefore 105 hours available for class preparation and follow-up work and exam preparation.
Recommended prerequisites (modules): BBWL-2020-130 Business Informatics [updated 23.03.2020]
Recommended as prerequisite for: BBWL-2020-460 Business Information Systems BBWL-2020-500 BBWL-2020-571 Specialization (SP) Module 1: Software Engineering BBWL-2020-572 Specialization (SP) Module 2: IT Management BBWL-2020-673 Specialization (SP) Module 3: IT Consulting BBWL-2020-674 BBWL-2020-675 [updated 24.03.2020]
Module coordinator: Prof. Dr. Stefan Selle
Lecturer: Prof. Dr. Stefan Selle [updated 01.10.2016]

Learning outcomes:

After successfully completing this module, students will be able to:

- apply and describe business process management methods,
- model companies with the support of IT tools,
- analyze business processes and their weaknesses.
- explain the principles of data management,
- design, implement and use relational databases

[updated 02.01.2019]

Module content:**I. Business Process Management**

Processes, business processes, business process management, process maps, business process classification, process orientation, process modeling, process optimization, business process reengineering, total quality management, lean management, kaizen, Six Sigma, Aris concept, organizational chart, function tree, value chain diagram, (extended) event-driven process chain, function assignment diagram.

II. Data Management

Three-level framework, tables and relations, relational algebra, binary search, keys, integrity, transactions, data security, data warehouse, entity relationship model, relational model, normalization, SQL (Structured Query Language).

[updated 02.01.2019]

Teaching methods/Media:

Lecture with integrated exercises and case studies: Students will work independently on the PC to solve concrete business management tasks using suitable application software (ARIS, MS Visio, MS Access, MySQL). E-learning support.

[updated 02.01.2019]

Recommended or required reading:**I. Business Process Management**

- Becker, J., Kugeler, M., Rosemann, M. (Hrsg.): Prozessmanagement, 7. Auflage, Springer Gabler, Berlin, 2012.
- Gadatsch, A.: Geschäftsprozesse analysieren und optimieren, Springer Vieweg, Wiesbaden, 2015.
- Gadatsch, A.: Grundkurs Geschäftsprozessmanagement, 7. Auflage, Vieweg+Teubner, Wiesbaden, 2013.
- Schmelzer, H.J., Sesselmann, W.: Geschäftsprozessmanagement in der Praxis, 8. Auflage, Hanser Verlag, München, 2013.
- Seidlmeier, H.: Prozessmodellierung mit ARIS, 4. Auflage, Springer Vieweg, Wiesbaden, 2015.

II. Data Management

- Kemper, A., Eickler, A.: Datenbanksysteme. Eine Einführung, 8. Auflage, Oldenbourg, München, 2011
- Meier, A.: Relationale und postrelationale Datenbanken, 7. Auflage, Springer Verlag, Berlin, 2010.
- Schicker, E.: Datenbanken und SQL, 4. Auflage, Springer Vieweg, Wiesbaden, 2014.
- Steiner, R.: Grundkurs Relationale Datenbanken, 8. Auflage, Springer Vieweg, Wiesbaden, 2014.
- Swoboda, B. Buhlert, S.: Access 2013 - Grundlagen für Datenbankentwickler, Herdt-Verlag, Bodenheim, 2013.

[updated 02.01.2019]

Economic Policy

Module name (EN): Economic Policy
Degree programme: Business Administration, Bachelor, ASPO 01.10.2020
Module code: BBWL-2020-610
Hours per semester week / Teaching method: 4V (4 hours per week)
ECTS credits: 5
Semester: 6
Mandatory course: yes
Language of instruction: German
Assessment: Written exam (90 min. / Can be repeated semesterly)
Curricular relevance: BBWL-610 Business Administration, Bachelor, ASPO 01.10.2012, semester 6, mandatory course BBWL-610 Business Administration, Bachelor, ASPO 01.10.2016, semester 6, mandatory course BBWL-2020-610 Business Administration, Bachelor, ASPO 01.10.2020, semester 6, mandatory course
Workload: 60 class hours (= 45 clock hours) over a 15-week period. The total student study time is 150 hours (equivalent to 5 ECTS credits). There are therefore 105 hours available for class preparation and follow-up work and exam preparation.
Recommended prerequisites (modules): None.
Recommended as prerequisite for:
Module coordinator: Prof. Dr. Christian Conrad
Lecturer: Prof. Dr. Christian Conrad [updated 01.10.2016]

Learning outcomes:

After successfully completing this module, students will:

1. be able to explain how economic systems function (planned economy, market economy and social market economy).
2. be able to identify the reasons for allocative market failure and derive the role of the state from them.
3. be able to identify and apply the main restrictions of competition and the related competition policy of the Federal Republic of Germany.
4. be able to weigh up the advantages and disadvantages of state industrial policy.
5. be able to explain the reasons for economic fluctuations on the basis of economic theories.
6. be able to explain and apply foreign trade mechanisms.

[updated 02.01.2019]

Module content:

- Principles of economic policy
- Economic systems (planned economy, market economy and social market economy)
- Allocative market failure and the role of the state (e.g. environmental policy and labor market policy)

- Competition policy

- Industrial policy
- Economic policy
- Foreign trade

[updated 02.01.2019]

Teaching methods/Media:

Lecture and tutorial

[updated 02.01.2019]

Recommended or required reading:

- Conrad, Christian, A.: Die Notwendigkeit, die Möglichkeiten und die Grenzen einer internationalen Wettbewerbsordnung _ Reformansätze vor dem Hintergrund derzeitiger außenwirtschaftlicher Problemfelder und der Doha-Welthandelsrunde, Duncker & Humblot Berlin 2005.
- Fritsch, Michel/Wein, Thomas/Ewers, Hans-Jürgen: Marktversagen und Wirtschaftspolitik, München: Vahlen, latest edition.
- Koch, Walter S./Czogalla, Christian/Ehret, Martin: Grundlagen der Wirtschaftspolitik, Stuttgart: Lucius & Lucius, latest edition.
- Klump, Rainer: Wirtschaftspolitik, München, latest edition.
- Schmidt, Ingo: Wettbewerbspolitik und Kartellrecht, Stuttgart: Lucius & Lucius, latest edition.

[updated 02.01.2019]

Investment and Financing

Module name (EN): Investment and Financing
Degree programme: Business Administration, Bachelor, ASPO 01.10.2020
Module code: BBWL-2020-310
Hours per semester week / Teaching method: 4V (4 hours per week)
ECTS credits: 5
Semester: 3
Mandatory course: yes
Language of instruction: German
Assessment: Written exam (90 min. / Can be repeated semesterly)
Curricular relevance: BBWL-310 Business Administration, Bachelor, ASPO 01.10.2012, semester 3, mandatory course BBWL-310 Business Administration, Bachelor, ASPO 01.10.2016, semester 3, mandatory course BBWL-2020-310 Business Administration, Bachelor, ASPO 01.10.2020, semester 3, mandatory course
Workload: 60 class hours (= 45 clock hours) over a 15-week period. The total student study time is 150 hours (equivalent to 5 ECTS credits). There are therefore 105 hours available for class preparation and follow-up work and exam preparation.
Recommended prerequisites (modules): BBWL-2020-110 BBWL-2020-140 Mathematical Economics 1 BBWL-2020-240 Mathematical Economics 2 and Statistics 1 [updated 12.12.2019]
Recommended as prerequisite for: BBWL-2020-515 BBWL-2020-663 BBWL-2020-664 Specialization (SP) Module 4: International Finance [updated 26.02.2020]
Module coordinator: Prof. Dr. Matthias Gröhl
Lecturer: Prof. Dr. Matthias Gröhl [updated 01.10.2016]

Learning outcomes:

After successfully completing this module students will be able to do the following in the field of investment:

- describe the objectives of capital budgeting,
- describe and differentiate between static and dynamic investment calculation methods,
- discuss the advantages and disadvantages of investment calculation methods,

- apply the methods of static and dynamic investment calculation procedures to tasks,
- explain the approaches to selected problems in investment accounting,

- calculate the influence of income taxes, the optimum useful life and the optimal investment program.

In the field of financing students will be able to:

- explain the importance of financing in the context of business functions,
- describe and distinguish between debt and internal financing,

- name the financing instruments of self- and debt financing,
- recall and describe the possibilities of equity capital for different legal entities,
- calculate the regular capital increase of a public stock corporation,

- illustrate the instruments of short and long-term external financing with regard to their areas of application,
- create interest and repayment plans,

- calculate the effective yield according to the mean value method for bonds and trade credits,
- recognize the importance of cash flow for corporate financing,

- understand how financing potential arises from depreciation and provisions,
- describe the capacity-increasing effect,

- understand the meaning and purpose of horizontal capital structure rules and be able to apply the resp. calculation formulas,

- determine long-term and short-term capital requirements,

- create short-term liquidity planning.

[updated 02.01.2019]

Module content:

Investment

- Static investment calculation (cost comparison calculation, profit comparison method, profitability calculation, comparative amortization calculation)
- Dynamic investment calculation (net present value (NPV) method, annuity method, internal rate of return (IRR), final asset value model)
- Selected problems regarding investment decisions

Financing

- Debt financing (deposit and equity financing, external financing)
- Internal financing (financing from cash flow, financing from asset redeployment and equity release)
- Capital structure and debt policy (optimization of vertical capital structure, leverage effect, financing rules for horizontal balance sheet structure)
- Capital budgeting and financial planning (concept and tasks of financial planning, capital requirement planning and liquidity planning)

[updated 02.01.2019]

Teaching methods/Media:

Lecture and tutorial

[updated 02.01.2019]

Recommended or required reading:

- Becker, H.P.: Investition und Finanzierung, latest edition, Gabler, Wiesbaden.
- Berk, J./DeMarzo, P.; Grundlagen der Finanzwirtschaft : Analyse, Entscheidung und Umsetzung, latest edition, Pearson, München.
- Bieg, H./Kußmaul, H.: Investition, latest edition, Vahlen, München.
- Bieg, H./Kußmaul, H.: Finanzierung, latest edition, Vahlen, München.
- Däumler, K.-D.: Betriebliche Finanzwirtschaft, latest edition, NWB, Herne.
- Däumler, K.-D./Grabe, J.: Grundlagen der Investitions- und Wirtschaftlichkeitsrechnung, latest edition, NWB, Herne und Berlin.
- Gräfer, H. /Schiller, B. /Rösner, S.: Finanzierung, latest edition, ESV, Berlin.
- Jahrmann, F.-U.: Finanzierung, latest edition, NWB, Herne.
- Perridon, L./Steiner, M./Rathgeber, A.W.: Finanzwirtschaft der Unternehmung, latest edition, Vahlen, München.
- Wöhe, G. / Bilstein, J. / Ernst, D. / Häcker, J.: Grundzüge der Unternehmensfinanzierung, latest edition, Vahlen, München.
- Zantow, R.: Finanzwirtschaft der Unternehmung, latest edition, Pearson, München.

[updated 02.01.2019]

Law - Basic Course

Module name (EN): Law - Basic Course
Degree programme: Business Administration, Bachelor, ASPO 01.10.2020
Module code: BBWL-2020-230
Hours per semester week / Teaching method: 4V (4 hours per week)
ECTS credits: 5
Semester: 2
Mandatory course: yes
Language of instruction: German
Assessment: Written exam (90 min. / Can be repeated semesterly)
Curricular relevance: BBWL-2020-230 Business Administration, Bachelor, ASPO 01.10.2020, semester 2, mandatory course
Workload: 60 class hours (= 45 clock hours) over a 15-week period. The total student study time is 150 hours (equivalent to 5 ECTS credits). There are therefore 105 hours available for class preparation and follow-up work and exam preparation.
Recommended prerequisites (modules): None.
Recommended as prerequisite for:
Module coordinator: Prof. Dr. Holger Buck
Lecturer: Prof. Dr. Holger Buck Dozenten des Studiengangs [updated 18.12.2019]

Learning outcomes:

After successfully completing this module, students will:

- be familiar with the most important principles of German civil law for business economists
- understand the function and mechanisms of civil law and have improved their knowledge about the law of legal transactions
- be able to apply legal texts independently, interpret each regulation and relate them to one another
- be capable of understanding the relevance of regulations for business practice
- be able to develop proposals for solutions to specific cases relating to legal transactions and obligations by classifying the problem, subsuming the facts under the characteristics of the relevant regulations and deriving the result therefrom
- be able to review the results based on general legal value judgements

[updated 02.01.2019]

Module content:

- Legal system, jurisdiction structure
- Legal entities of private law (people, consumers, entrepreneurs, businessmen)
- Theory of legal transactions (declaration of intent, general legal transactions, contracts, abstraction principle)
- Inclusion and main features of the content control of GTCs
- Flaws in legal transactions (nullity due to form or content, contestability)
- Agency
- Statutory limitation
- Introduction to law of obligations
- Performance modalities and types of fulfilment
- Rescission and revocation rights for consumers
- Overview of defective performance and damages
- Default in payment
- Cession
- Participation of third parties in the contractual relationship

[updated 02.01.2019]

Teaching methods/Media:

- Lecture based on introductory cases with integrated exercises for solving civil law cases
- Board and slides
- Learning material from the Internet (charts, diagrams, practice cases)

[updated 02.01.2019]

Recommended or required reading:

- Führich, E. Wirtschaftsprivatrecht. München: Vahlen, latest edition
- Führich, E. & Werdan, I. Wirtschaftsprivatrecht in Fällen und Fragen. München: Vahlen, latest edition
- Hirsch, C. Der Allgemeine Teil des BGB. Baden-Baden: Nomos, latest edition.
- Hirsch, C. Allgemeines Schuldrecht. Baden-Baden: Nomos, latest edition.
- Wörlen, R. & Metzler-Müller, K. BGB AT. München: Vahlen, latest edition
- Wörlen, R. & Metzler-Müller, K. (2011). Schuldrecht AT. München: Vahlen, latest edition

[updated 02.01.2019]

Macroeconomics

Module name (EN): Macroeconomics
Degree programme: Business Administration, Bachelor, ASPO 01.10.2020
Module code: BBWL-2020-340
Hours per semester week / Teaching method: 4V (4 hours per week)
ECTS credits: 5
Semester: 3
Mandatory course: yes
Language of instruction: German
Assessment: Written exam (90 min. / Can be repeated semesterly)
Curricular relevance: BBWL-340 Business Administration, Bachelor, ASPO 01.10.2012, semester 3, mandatory course BBWL-340 Business Administration, Bachelor, ASPO 01.10.2016, semester 3, mandatory course BBWL-2020-340 Business Administration, Bachelor, ASPO 01.10.2020, semester 3, mandatory course
Workload: 60 class hours (= 45 clock hours) over a 15-week period. The total student study time is 150 hours (equivalent to 5 ECTS credits). There are therefore 105 hours available for class preparation and follow-up work and exam preparation.
Recommended prerequisites (modules): None.
Recommended as prerequisite for:
Module coordinator: Prof. Dr. Christian Conrad
Lecturer: Prof. Dr. Christian Conrad [updated 01.10.2016]

Learning outcomes:

After successfully completing this module, students will:

1. know and be able to explain the basic principles of national accounts.
2. be able to explain key macroeconomic variables such as the gross domestic product and place them in a macroeconomic context.
3. be able to identify and compare the components and determinants of macroeconomic supply and demand.
4. be able to explain the interplay between aggregate demand and aggregate supply on the supply and demand side and calculate the equilibrium in various model markets.
5. be able to explain economic crises such as the Great Depression of 1929 and the financial crisis of 2007/2008 in macroeconomic terms and derive the correct economic policy measures.

- Introduction

[updated 02.01.2019]

Module content:

- National accounts (NA)
- Neoclassical Macromodel
- Inflation
- The European Central Bank's monetary policy
- Booms and unemployment
- The Keynesian Economics Theory

[updated 02.01.2019]

Teaching methods/Media:

Lecture and tutorial

[updated 02.01.2019]

Recommended or required reading:

- Deutsche Bundesbank, Geld- und Geldpolitik, Frankfurt latest edition.
- Felderer, Bernhard/Homburg, Stefan, Makroökonomik und neue Makroökonomik, Berlin latest edition
- Frenkel, Michael, Volkswirtschaftliche Gesamtrechnung, München latest edition.
- Grögens, Egon/Ruckriegel, Karlheinz/Seitz, Franz, Europäische Geldpolitik, Theorie _ Empirie _ Praxis, 5. Auflage, Stuttgart latest edition.
- Mankiw, Gregory N., Makroökonomik, 5. Auflage, Stuttgart latest edition.
- Scheller, Hanspeter, Die Europäische Zentralbank, Geschichte, Rolle und Aufgaben, Frankfurt latest edition.

[updated 02.01.2019]

Marketing

Module name (EN): Marketing
Degree programme: Business Administration, Bachelor, ASPO 01.10.2020
Module code: BBWL-2020-150
Hours per semester week / Teaching method: 4V (4 hours per week)
ECTS credits: 5
Semester: 1
Mandatory course: yes
Language of instruction: German
Assessment: Written exam (90 min. / can be repeated semesterly)
Curricular relevance: BBWL-150 Business Administration, Bachelor, ASPO 01.10.2012, semester 1, mandatory course BBWL-150 Business Administration, Bachelor, ASPO 01.10.2016, semester 1, mandatory course BBWL-2020-150 Business Administration, Bachelor, ASPO 01.10.2020, semester 1, mandatory course
Workload: 60 class hours (= 45 clock hours) over a 15-week period. The total student study time is 150 hours (equivalent to 5 ECTS credits). There are therefore 105 hours available for class preparation and follow-up work and exam preparation.
Recommended prerequisites (modules): None.
Recommended as prerequisite for: BBWL-2020-541 BBWL-2020-542 Specialization (SP) Module 2: Marketing Tools BBWL-2020-643 BBWL-2020-645 [updated 22.02.2020]
Module coordinator: Prof. Dr. Nicole Schwarz
Lecturer: Prof. Dr. Nicole Schwarz [updated 01.10.2016]

Learning outcomes:

After successfully completing this module, students will be able to:

- list, describe and put basic marketing terms and content into context
- describe and explain different areas of marketing
- apply the steps for developing a marketing strategy
- describe the most important areas and methods of marketing information
- explain the importance of consumer behavior research for the field of marketing
- reflect basic knowledge about the marketing tools and demonstrate the relationship between them
- independently develop the content of the lecture on the basis of self-chosen/pre-selected literature
- work independently on smaller marketing issues in the form of case studies from practical experience using the theoretical knowledge acquired in the module
- Marketing development stages

[updated 02.01.2019]

Module content:

- Concept of market-oriented corporate management and the marketing management process
- Principles of consumer behavior and market research
- Market segmentation methods
- Approaches to strategic marketing (KKV, SWOT, Product Market Matrix)
- Basic principles of product policy, pricing policy, communication and distribution policy

[updated 02.01.2019]

Teaching methods/Media:

Lecture with group work and case studies

[updated 02.01.2019]

Recommended or required reading:

- Homburg, C., Krohmer, H. (2009), Marketingmanagement, 3. Auflage. Wiesbaden: Gabler.
- Kotler, P. et al (2010): Grundlagen des Marketing, 5. Auflage. München: Pearson Studium
- Kroeber-Riel, W., Weinberg, P., Gröppel-Klein, A. (2008): Konsumentenverhalten, 9. Aufl., München: Vahlen
- Meffert, H. et al. (2008): Marketing. Grundlagen marktorientierter Unternehmensführung. 10., vollst. überarb. u. erw. Auflage. Wiesbaden: Gabler.
- Nieschlag, R., Dichtl, E., Hörschgen, H. (2002), Marketing, 19. Auflage. Berlin: Duncker & Humblot
- Weis, H.-C. (2009), Marketing, 15. Auflage. Ludwigshafen: Kiehl

[updated 02.01.2019]

Mathematical Economics 1

Module name (EN): Mathematical Economics 1
Degree programme: Business Administration, Bachelor, ASPO 01.10.2020
Module code: BBWL-2020-140
Hours per semester week / Teaching method: 6V (6 hours per week)
ECTS credits: 5
Semester: 1
Mandatory course: yes
Language of instruction: German
Assessment: Written exam (90 min. / Can be repeated semesterly)
Curricular relevance: BBWL-140 Business Administration, Bachelor, ASPO 01.10.2012, semester 1, mandatory course BBWL-140 Business Administration, Bachelor, ASPO 01.10.2016, semester 1, mandatory course BBWL-2020-140 Business Administration, Bachelor, ASPO 01.10.2020, semester 1, mandatory course
Workload: 90 class hours (= 67.5 clock hours) over a 15-week period. The total student study time is 150 hours (equivalent to 5 ECTS credits). There are therefore 82.5 hours available for class preparation and follow-up work and exam preparation.
Recommended prerequisites (modules): None.
Recommended as prerequisite for: BBWL-2020-240 Mathematical Economics 2 and Statistics 1 BBWL-2020-250 Microeconomics BBWL-2020-310 Investment and Financing BBWL-2020-664 Specialization (SP) Module 4: International Finance [updated 23.03.2020]
Module coordinator: Prof. Dr. Teresa Melo
Lecturer: Prof. Dr. Teresa Melo [updated 01.10.2016]

Learning outcomes:

After successfully completing this module, students will be able to:

- model economic problems in the language of mathematics,
 - explain the basic formalities of differential and integral calculus, as well as matrix calculus,
 - be able to test fundamental mathematical methods of analysis and linear algebra
- using examples,
- be able to demonstrate the properties and possible applications of mathematical analysis methods and linear algebra and assess their limits,
 - be able to economically interpret and implement the results obtained by means of mathematical methods,
-
- have mastered basic concepts and calculation methods of financial mathematics with regard to interest, annuity and sinking fund calculations,
-
- have developed analytical skills by independently solving tasks in the subject area.

Differential calculus:

[updated 02.01.2019]

Module content:

- Functions of a variable, differentiation rules
- Application of differential calculus to basic business functions
- Functions with several variables, partial derivatives, extreme values with and without consideration of constraints

Integral calculus:

- Root functions, elementary integration rules
- Special integration techniques: partial integrations, substitution
- Specific integral and economic applications of integral calculus

Elements of financial mathematics:

- Interest-rate models
- Annuity calculation
- Sinking fund calculation

Basics of linear algebra:

- Description of business processes using matrices (e. g. production processes)
 - Elementary calculations with matrices, matrix multiplication
-
- Creation of linear systems of equations and solution methods (e. g. Gauss algorithm)

[updated 02.01.2019]

Teaching methods/Media:

Lecture and discussion in a large group using transparencies (projector) and the blackboard (theory and example calculations).

The lecture will be supplemented by exercises and tutorials. In order to support independent work, a large number of exercise sheets covering the wide range topics in this module will be provided.

Afterwards, the solutions will be discussed with the students.

Both the lecture notes and the exercise sheets will be available to students in electronic form.

[updated 02.01.2019]

Recommended or required reading:

- Karmann, Mathematik für Wirtschaftswissenschaftler, 6. Auflage, Oldenbourg Verlag, München/Wien, 2008
- Luderer, Einstieg in die Wirtschaftsmathematik, 8. überarb. u. erw. Auflage, Vieweg+ Teubner, Wiesbaden, 2011
- Salomon/Poguntke, Wirtschaftsmathematik, 2. Auflage, Fortis Verlag, Köln, 2003
- Sydsaeter/Hammond, Mathematik für Wirtschaftswissenschaftler: Basiswissen mit Praxisbezug, 3. Auflage, Pearson Studium, München, 2008
- Tietze, Einführung in die angewandte Wirtschaftsmathematik, 15. Auflage, Vieweg, Wiesbaden, 2010
- Tietze, Einführung in die Finanzmathematik - Klassische Verfahren und neuere Entwicklungen: Effektivzins- und Renditeberechnung, Investitionsrechnung, Derivative Finanzinstrumente, 10. aktualisierte Auflage, Vieweg+Teubner, Wiesbaden, 2010

[updated 02.01.2019]

Mathematical Economics 2 and Statistics 1

Module name (EN): Mathematical Economics 2 and Statistics 1
Degree programme: Business Administration, Bachelor, ASPO 01.10.2020
Module code: BBWL-2020-240
Hours per semester week / Teaching method: 6V (6 hours per week)
ECTS credits: 5
Semester: 2
Mandatory course: yes
Language of instruction: German
Assessment: Written exam (90 min. / Can be repeated semesterly)
Curricular relevance: BBWL-240 Business Administration, Bachelor, ASPO 01.10.2012, semester 2, mandatory course BBWL-240 Business Administration, Bachelor, ASPO 01.10.2016, semester 2, mandatory course BBWL-2020-240 Business Administration, Bachelor, ASPO 01.10.2020, semester 2, mandatory course
Workload: 90 class hours (= 67.5 clock hours) over a 15-week period. The total student study time is 150 hours (equivalent to 5 ECTS credits). There are therefore 82.5 hours available for class preparation and follow-up work and exam preparation.
Recommended prerequisites (modules): BBWL-2020-140 Mathematical Economics 1 [updated 17.12.2019]
Recommended as prerequisite for: BBWL-2020-310 Investment and Financing BBWL-2020-450 Statistics 2 BBWL-2020-633 BBWL-2020-664 Specialization (SP) Module 4: International Finance [updated 22.02.2020]
Module coordinator: Prof. Dr. Teresa Melo
Lecturer: Prof. Dr. Teresa Melo [updated 01.10.2016]

Learning outcomes:

Subarea: Mathematical Economics 2

After successfully completing this module, students will be able to:

- model economic linear optimization problems,
- apply the most important methods of Operations Research to solve linear optimization problems,
- describe concepts of duality theory,

- economically interpret the solutions obtained using quantitative methods and perform a sensitivity analysis,
- use standard software for modeling and solving economic optimization problems,

- In addition, students will have developed analytical skills by independently solving practical tasks.

Subarea: Statistics 1

After successfully completing this module, students will be able to:

- describe basic economic concepts of descriptive statistics for univariate and bivariate data analysis,
- select suitable methods for statistical data analysis and apply these independently to clearly defined research subjects,
- apply concepts for the graphical presentation of empirical data,
- interpret the results obtained from a data evaluation,
- analyze and interpret correlations between characteristics,
- characterize empirical data with the help of statistical software,
- establish an application reference to other fields of business studies and its practice.

Subarea: Mathematical Economics 2

- Introduction to linear optimization

[updated 02.01.2019]

Module content:

- Creating models for business problems (e. g. production, logistics, marketing, investment)
- Graphical solution method for solving linear optimization problems
- Simplex method, economic interpretation of optimal solutions and conducting a sensitivity analysis
- Duality theory and its economic interpretation

Subarea: Statistics 1

- Classification of features
- Frequency tables for classified and non-classified data
- Graphical representation of univariate data sets
- Description of univariate datasets using measures of central tendency, dispersion and concentration
- Bivariate data analysis: graphical representation of data sets and the correlation of statistical variables (contingency, correlation, rank correlation)
- Linear regression
- Statistic software (e.g. SPSS)

[updated 02.01.2019]

Teaching methods/Media:

Lecture and discussion in a large group using transparencies (projector) and the blackboard (theory and example calculations).

Both subareas (Mathematical Economics 2 / Statistics 1) will be supplemented by exercises and tutorials. A large number of exercise sheets covering the wide range topics in this module will be provided. Afterwards, the solutions will be discussed with the students.

Both the lecture notes and the exercise sheets will be available to students in electronic form.

[updated 02.01.2019]

Recommended or required reading:

Mathematical economics 2:

- Domschke, Drexl: Einführung in Operations Research, 7. Auflage, Springer, Berlin, Heidelberg, 2007
- Domschke, Drexl, Klein, Scholl, Voß: Übungen und Fallbeispiele zum Operations Research, 6. Auflage, Springer, Berlin, Heidelberg, 2007
- Gohout, Operations Research: Einige ausgewählte Gebiete der linearen und nichtlinearen Optimierung, 4. erw. Auflage, Oldenbourg Verlag, 2009
- Sydsaeter/Hammond, Mathematik für Wirtschaftswissenschaftler: Basiswissen mit Praxisbezug, 3. Auflage, Pearson Studium, München, 2008
- Werners, Grundlagen des Operations Research mit Aufgaben und Lösungen, 2. Auflage, Springer, Berlin/Heidelberg, 2008
- Winston: Operations Research: Applications and Algorithms, 4th edition, Duxbury Press 2004
- Zimmermann: Operations Research: Methoden und Modelle für Wirtschaftsingenieure, Betriebswirte, Informatiker, 2. Auflage, Vieweg, Wiesbaden, 2008

Statistics 1:

- Bamberg, Baur, Krapp: Statistik, 14. korr. Auflage, Oldenbourg, 2008
- Bamberg, Baur, Krapp: Statistik - Arbeitsbuch, 8. überarb. Auflage, Oldenbourg, München, 2008
- Caputo, Fahrmeir, Künstler, Lang, Pigeot-Kübler, Tutz: Arbeitsbuch Statistik, 5. Auflage, Springer, Berlin, 2009
- Fahrmeir, Künstler, Pigeot, Tutz: Statistik: Der Weg zur Datenanalyse, 6. überarbeitete Auflage, Springer-Verlag, Berlin, Heidelberg, 2007
- Mosler, Schmid: Beschreibende Statistik und Wirtschaftsstatistik, 3. Auflage, Springer-Verlag, Berlin, Heidelberg, 2006
- Schira: Statistische Methoden der VWL und BWL: Theorie und Praxis, 3., aktualisierte Auflage, Pearson Studium, 2009
- Schwarze: Grundlagen der Statistik, Band 1, 11. vollständig über. Auflage, Reihe: NWB Studium Betriebswirtschaft, nwb Verlag, 2009
- Toutenburg, Heumann: Deskriptive Statistik: Eine Einführung in Methoden und Anwendungen mit R und SPSS, 6. Auflage, Springer-Verlag, Berlin, Heidelberg, 2008

[updated 02.01.2019]

Microeconomics

Module name (EN): Microeconomics
Degree programme: Business Administration, Bachelor, ASPO 01.10.2020
Module code: BBWL-2020-250
Hours per semester week / Teaching method: 4V (4 hours per week)
ECTS credits: 5
Semester: 2
Mandatory course: yes
Language of instruction: German
Assessment: Written exam (90 min. / Can be repeated semesterly)
Curricular relevance: BBWL-250 Business Administration, Bachelor, ASPO 01.10.2012, semester 2, mandatory course BBWL-250 Business Administration, Bachelor, ASPO 01.10.2016, semester 2, mandatory course BBWL-2020-250 Business Administration, Bachelor, ASPO 01.10.2020, semester 2, mandatory course
Workload: 60 class hours (= 45 clock hours) over a 15-week period. The total student study time is 150 hours (equivalent to 5 ECTS credits). There are therefore 105 hours available for class preparation and follow-up work and exam preparation.
Recommended prerequisites (modules): BBWL-2020-140 Mathematical Economics 1 [updated 23.03.2020]
Recommended as prerequisite for: BBWL-2020-515 [updated 22.02.2020]
Module coordinator: Prof. Dr. Markus Münter
Lecturer: Prof. Dr. Markus Münter [updated 01.10.2016]

Learning outcomes:

After successfully completing this module, students will have acquired knowledge about microeconomic considerations and models that can be used to:

- explain consumer and business behavior and the decisions of consumers and businesses in markets
- analyze and develop business strategies in different market structures
- work on case studies on consumer behavior and business strategies.

[updated 02.01.2019]

Module content:

- Consumer behavior and demand decisions
- Decisions with regard to risk and from a behavioral perspective
- Companies, competition and market structure
- Company size and production decisions
- Costs, restructuring and M&A
- Perfect competition and the monopoly as a framework for competition policy
- Pricing strategies with market power
- Strategic decisions with the game theory
- Strategic competition in the oligopoly

[updated 02.01.2019]

Teaching methods/Media:

Lecture, exercises, case studies, workshop.

[updated 02.01.2019]

Recommended or required reading:

- Pindyck, R. and Rubinfeld, D., Microeconomics, latest edition, Pearson, New Jersey.
- Pindyck, R. und Rubinfeld, D., Mikroökonomie, latest edition, Pearson, München.
- Besanko, D. and Braeutigam, R., Microeconomics, latest edition, Wiley, New Jersey.
- Frank, R. and Cartwright, E., Microeconomics and behaviour, latest edition, McGraw Hill, Maidenhead.

[updated 02.01.2019]

Personnel and Organization

Module name (EN): Personnel and Organization
Degree programme: Business Administration, Bachelor, ASPO 01.10.2020
Module code: BBWL-2020-210
Hours per semester week / Teaching method: 4V (4 hours per week)
ECTS credits: 5
Semester: 2
Mandatory course: yes
Language of instruction: German
Assessment: Written exam (90 min. / Can be repeated semesterly)
Curricular relevance: BBWL-210 Business Administration, Bachelor, ASPO 01.10.2012, semester 2, mandatory course BBWL-210 Business Administration, Bachelor, ASPO 01.10.2016, semester 2, mandatory course BBWL-2020-210 Business Administration, Bachelor, ASPO 01.10.2020, semester 2, mandatory course
Workload: 60 class hours (= 45 clock hours) over a 15-week period. The total student study time is 150 hours (equivalent to 5 ECTS credits). There are therefore 105 hours available for class preparation and follow-up work and exam preparation.
Recommended prerequisites (modules): BBWL-2020-110 [updated 23.03.2020]
Recommended as prerequisite for: BBWL-2020-360 BBWL-2020-551 BBWL-2020-552 BBWL-2020-653 BBWL-2020-654 Specialization (SP) Module 4: Human Resources Processes and Electronic Human Resources or E-HR [updated 22.02.2020]
Module coordinator: Prof. Dr. Wolfgang Appel
Lecturer: Prof. Dr. Wolfgang Appel [updated 01.10.2016]

Learning outcomes:

After successfully completing this course, students will: be familiar with the importance and characteristics of human resources.

- They will be familiar with the basics of human behavior at work and its legal regulation
- Students will be able to address simple issues along the human resources value chain

- They will be familiar with the methodology and design of selection, qualification and incentive systems

- They will be familiar with the efficiency of different forms of cooperation in companies and the structuring of tasks and competences (organization)

- The task spectrum of personnel management

[updated 02.01.2019]

Module content:

- Integration of personnel management into corporate management
- Recruiting and personnel marketing
- Personnel selection
- Human resource development
- Personnel management
- Personnel redundancy
- Job evaluation and remuneration systems
- Basic concepts of and understanding organizations
- Organizational theory
- Organizational and operational structure
- Organizational structures
- Organizational behavior

[updated 02.01.2019]

Teaching methods/Media:

Lecture supplemented by student talks / exercises / discussions / case study

[updated 02.01.2019]

Recommended or required reading:

- Christian Scholz: Personalmanagement, Vahlen, München _ latest edition
- Klaus Olfert; Pitter A. Steinbuch: Personalwirtschaft, Kiehl, Ludwigshafen _ latest edition
- Bröckermann, Reiner: Personalwirtschaft, Schäffer-Poeschel, Stuttgart _ latest edition
- Scholz, Christian: Strategische Organisation, 2. Auflage, Saarbrücken 2007

[updated 02.01.2019]

Practical Training Phase

Module name (EN): Practical Training Phase
Degree programme: Business Administration, Bachelor, ASPO 01.10.2020
Module code: BBWL-2020-710
Hours per semester week / Teaching method: -
ECTS credits: 15
Semester: 7
Mandatory course: yes
Language of instruction: German
Assessment: Study report, certificate confirming practical experience
Curricular relevance: BBWL-710 Business Administration, Bachelor, ASPO 01.10.2012, semester 7, mandatory course BBWL-710 Business Administration, Bachelor, ASPO 01.10.2016, semester 7, mandatory course BBWL-2020-710 Business Administration, Bachelor, ASPO 01.10.2020, semester 7, mandatory course
Workload: The total student study time for this course is 450 hours.
Recommended prerequisites (modules): None.
Recommended as prerequisite for:
Module coordinator: Prof. Dr. Michael Zell
Lecturer: Dozenten des Studiengangs
<i>[updated 22.02.2020]</i>

Learning outcomes:

After successfully completing this module, students will:

- be able to apply the knowledge they acquired during their studies to specific problems and tasks in a company,
- be able to work independently on the tasks assigned to them in practice,
- be capable of working in a team and communicate with the people involved in the company in a targeted manner,
- be able to present the results of their work internally and externally.

The practical training phase is an integrated part of the course of study that is coordinated with the content of the course of study and supervised.

[updated 02.01.2019]

Module content:

As a rule, it must be carried out in a company or other professional institution. During their internship, students should carry out tasks in the company that correspond to the job description of a business administration graduate and, if possible, also correspond to the contents of their major field of study. The practical study phase comprises a duration of 12 weeks. Upon request, the examination board can approve an interruption of the internship for good cause. A continuous period of 10 weeks can be dispensed with if students participate in a cooperative study program.

Students must sign a study contract with the company at the beginning of their practical phase. Before concluding the contract, the office responsible for the practical study phase must approve the internship.

Students must prepare a study report on their activities during the practical study phase.

This must be submitted to the office responsible for internships/practical study phase no later than 4 weeks after completion of the practical study phase.

[updated 02.01.2019]

Teaching methods/Media:

Practical work; study report on practical work

[updated 02.01.2019]

Recommended or required reading:

[updated 02.01.2019]

Principles of Accounting

Module name (EN): Principles of Accounting
Degree programme: Business Administration, Bachelor, ASPO 01.10.2020
Module code: BBWL-2020-320
Hours per semester week / Teaching method: 4V (4 hours per week)
ECTS credits: 5
Semester: 3
Mandatory course: yes
Language of instruction: German
Assessment: Written exam (90 min. / Can be repeated semesterly)
Curricular relevance: BBWL-320 Business Administration, Bachelor, ASPO 01.10.2012, semester 3, mandatory course BBWL-320 Business Administration, Bachelor, ASPO 01.10.2016, semester 3, mandatory course BBWL-2020-320 Business Administration, Bachelor, ASPO 01.10.2020, semester 3, mandatory course
Workload: 60 class hours (= 45 clock hours) over a 15-week period. The total student study time is 150 hours (equivalent to 5 ECTS credits). There are therefore 105 hours available for class preparation and follow-up work and exam preparation.
Recommended prerequisites (modules): None.
Recommended as prerequisite for: BBWL-2020-562 [updated 26.02.2020]
Module coordinator: Prof. Dr. Christoph Freichel
Lecturer: Prof. Dr. Christoph Freichel [updated 01.10.2016]

Learning outcomes:

After successfully completing this module, students will:

- be familiar with the conceptual and legal principles of German accounting law (HGB) and, in this context, have a comprehensive understanding of the link between financial accounts and tax accounts (authoritative principle);
- be familiar with the generally accepted accounting principles (GAAP) as well as the basic concepts regarding the approach, valuation (initial and subsequent valuation) and disclosure in order to be able to apply these methods on practice-related questions;

- be able to describe the main national accounting standards for selected accounting topics (e.g. property, plant and equipment, leasing, intangible assets, etc.) and analyze their effects on the assets, finances and income of an annual financial statement prepared in accordance with national accounting standards;

- be familiar with different types of balance sheet policies and discretionary decisions and can apply these to practical questions depending on a management´s objectives;

- be able to apply their knowledge to practical problems, e.g. in the form of exercises and case studies;

- Legal basis of the annual financial statements

[updated 02.01.2019]

Module content:

- Accounting purposes
- German principles of proper accounting
- Accounting principles in terms of accountability (approach)
- Accounting principles in terms of the amount (valuation)
 - a) Initial valuation (including acquisition costs, production costs)
 - b) Subsequent valuation (including scheduled/extraordinary depreciation, write-ups)
- Accounting for property, plant and equipment (incl. leasing)
- Recognition of intangible fixed assets in the balance sheet

[updated 02.01.2019]

Teaching methods/Media:

Lecture and tutorial

[updated 02.01.2019]

Recommended or required reading:

- Baetge et al., Bilanzen, Düsseldorf
- Coenenberg et al., Jahresabschluss und Jahresabschlussanalyse, Landsberg/Lech
- Döring/Buchholz, Buchhaltung und Jahresabschluss, Berlin
- Grefe, Kompakt-Training Bilanzen, Ludwigshafen (Rhein)
- Meyer, Bilanzierung nach Handels- und Steuerrecht, Herne/Berlin

Kommentare:

- Adler/Düring/Schmaltz, Rechnungslegung und Prüfung der Unternehmen, Stuttgart
- Küting/Weber, Handbuch der Rechnungslegung (Einzelabschluss), Stuttgart
- Berger/Ellrott/Förschle, Beck_scher Bilanzkommentar, München

(Always the latest edition.)

[*updated 02.01.2019*]

Production, Logistics and Purchasing (Operations Management)

Module name (EN): Production, Logistics and Purchasing (Operations Management)
Degree programme: Business Administration, Bachelor, ASPO 01.10.2020
Module code: BBWL-2020-410
Hours per semester week / Teaching method: 4V (4 hours per week)
ECTS credits: 5
Semester: 4
Mandatory course: yes
Language of instruction: German
Assessment: Written exam (90 min. / Can be repeated semesterly)
Curricular relevance: BBWL-410 Business Administration, Bachelor, ASPO 01.10.2012, semester 4, mandatory course BBWL-410 Business Administration, Bachelor, ASPO 01.10.2016, semester 4, mandatory course BBWL-2020-410 Business Administration, Bachelor, ASPO 01.10.2020, semester 4, mandatory course
Workload: 60 class hours (= 45 clock hours) over a 15-week period. The total student study time is 150 hours (equivalent to 5 ECTS credits). There are therefore 105 hours available for class preparation and follow-up work and exam preparation.
Recommended prerequisites (modules): None.
Recommended as prerequisite for: BBWL-2020-531 BBWL-2020-634 BBWL-2020-635 [updated 24.02.2020]
Module coordinator: Prof. Dr. Thomas Korne
Lecturer: Prof. Dr. Thomas Korne [updated 01.10.2016]

Learning outcomes:

After successfully completing this course, students will be able to use their knowledge about the theoretical foundations of operations management and the practical experience gained by working on cases studies to do the following:

- Explain the significance of vertical integration decisions, as well as list the advantages and disadvantages of outsourcing,
 - Describe the criteria and procedures necessary for supplier evaluation,
 - Apply basic methods for the qualitative and quantitative selection of production and distribution locations

 - Specify goals in the design of production and storage systems,
 - Evaluate alternative possibilities for the design of production and storage systems,
 - Describe the basic methods of quality management for these systems and processes,

 - List the advantages and disadvantages of different modes of transportation,

 - Explain and quantify the connection between delivery services and logistic costs based on examples,
 - Explain the way alternative inventory policies work and discuss their respective advantages and disadvantages,

 - Describe methods for sales planning and apply a procedure for time series forecasting,

 - Explain each step within the framework of hierarchical production program planning,
 - Draw up a production program based on a sales plan and given capacities,
 - Calculate material requirements based on a production program, a parts list and a work plan,
 - Explain the consequences of economic lot size decisions,

 - Describe the possibilities of production control,
 - Explain the task of vehicle routing and possible approaches to this problem,

 - Identify macroeconomic trends and their impact on production, logistics and procurement.
- 1.

[updated 02.01.2019]

Module content:

Introduction

2. Strategic tasks in production, logistics and procurement

- 2.1. Market and production strategy
- 2.2. Decision on vertical integration and outsourcing
- 2.3. Managing supplier relationships
- 2.4. Location planning

3. Tactical tasks in production, logistics and procurement

- 3.1. The basics of process design
- 3.2. Production system design
- 3.3. The design of warehouse and order picking systems
- 3.4. Quality management
- 3.5. Selecting a mode of transport and delivery frequencies
- 3.6. Inventory policies

4. Operational production, logistics and procurement management

- 4.1. Sales planning and forecasts
- 4.2. Hierarchical planning concept: PPS/MRP II
- 4.3. Production program planning
- 4.4. Material requirements planning
- 4.5. Lot size planning
- 4.6. Production control
- 4.7. Shipping and packaging
- 4.8. Vehicle routing

5. Trends in production, logistics and purchasing

[updated 02.01.2019]

Teaching methods/Media:

Lecture, instructive discourse, mathematical exercises, case studies, group work

[updated 02.01.2019]

Recommended or required reading:

- Kiener, Stefan et al.: Produktionsmanagement. München: Oldenbourg, latest edition
- Günther, Hans-Otto, and Horst Tempelmeier. Produktion und Logistik. Heidelberg Berlin: Springer, latest edition.
- Thonemann, Ulrich. Operations Management. München: Pearson Studium, latest edition
- Large, Rudolf: Strategisches Beschaffungsmanagement. Eine praxisorientierte Einführung mit Fallstudien. 3. vollst. überarb. u. erw. Aufl. Wiesbaden: Gabler, latest edition.
- Schneeweiß, Christoph: Einführung in die Produktionswirtschaft. 8., verb. u. erw. Aufl. Berlin u.a. 2002.
- Vahrenkamp, Richard: Logistik. 6. Auflage, München: Oldenbourg, latest edition
- Krajewski, Lee J., Ritzman, Larry P., and Manoj K. Malhotra. Operations management. Upper Saddle River, N.J., Pearson Education, latest edition

[updated 02.01.2019]

Statistics 2

Module name (EN): Statistics 2
Degree programme: Business Administration, Bachelor, ASPO 01.10.2020
Module code: BBWL-2020-450
Hours per semester week / Teaching method: 6V (6 hours per week)
ECTS credits: 5
Semester: 4
Mandatory course: yes
Language of instruction: German
Assessment: Written exam (90 min. / can be repeated semesterly)
Curricular relevance: BBWL-450 Business Administration, Bachelor, ASPO 01.10.2012, semester 4, mandatory course BBWL-450 Business Administration, Bachelor, ASPO 01.10.2016, semester 4, mandatory course BBWL-2020-450 Business Administration, Bachelor, ASPO 01.10.2020, semester 4, mandatory course
Workload: 90 class hours (= 67.5 clock hours) over a 15-week period. The total student study time is 150 hours (equivalent to 5 ECTS credits). There are therefore 82.5 hours available for class preparation and follow-up work and exam preparation.
Recommended prerequisites (modules): BBWL-2020-240 Mathematical Economics 2 and Statistics 1 [updated 17.12.2019]
Recommended as prerequisite for:
Module coordinator: Prof. Dr. Teresa Melo
Lecturer: Prof. Dr. Teresa Melo [updated 01.10.2016]

Learning outcomes:

After successfully completing this module, students will be able to:

- describe and model random phenomena using concepts from the probability theory,
- describe basic methods from the probability theory and apply them to exemplary economic situations,
- develop and interpret statements of probability,
- apply the most important discrete and continuous probability distributions (e. g. binomial and normal distributions),
- explain basic procedures of inferential statistics such as the principle of point and interval estimators and the testing of hypotheses,
- solve business practice problems with the help of adequate statistical methods and interpret the results obtained,
- describe the structure and procedures of non-parametric methods and use them to analyze economic data sets,
- Students will know and be able to critically discuss the limits of the statistical methodology used.

Probability calculation:

[updated 02.01.2019]

Module content:

- Combinatorics
- Basic principles of set theory
- Probability terms: Laplace distribution, statistical probability, Kolmogorov 's probability theory
- Elementary computation rules, total probability theorem, Bayesian theorem
- Discrete and continuous random variables
- Special distribution models (e.g. binomial and normal distribution)

Inferential statistics:

- Properties and construction of estimators
- Estimation of parameters (point and interval estimation)
- Formulation of statistical hypotheses
- Test procedure for expected values, proportional values and variances
- Nonparametric methods: Goodness-of-Fit, independence and homogeneity tests
- Other nonparametric methods: distribution-free methods

[updated 02.01.2019]

Teaching methods/Media:

Lecture and discussion in a large group using transparencies (projector) and the blackboard (theory and example computations).

The lecture will be supplemented by exercises and tutorials. A large number of exercise sheets covering the wide range topics in this module will be provided. Afterwards, the solutions will be discussed with the students.

Both the lecture notes and the exercise sheets will be available to students in electronic form.

[updated 02.01.2019]

Recommended or required reading:

- Bamberg, Baur, Krapp: Statistik, 14. Auflage, Oldenbourg, 2008
- Bamberg, Baur, Krapp: Statistik - Arbeitsbuch, 8. überarb. Auflage, Oldenbourg, München, 2008
- Caputo, Fahrmeir, Künstler, Lang, Pigeot-Kübler, Tutz: Arbeitsbuch Statistik, 5. Auflage, Springer, Berlin, 2009
- Fahrmeir, Künstler, Pigeot, Tutz: Statistik: Der Weg zur Datenanalyse, 6. überarbeitete Auflage, Springer-Verlag, Berlin, Heidelberg, 2007
- Mosler, Schmid: Wahrscheinlichkeitsrechnung und schließende Statistik, 2. Auflage, Springer-Verlag, Berlin, Heidelberg, 2006
- Schira: Statistische Methoden der VWL und BWL: Theorie und Praxis, 3., aktualisierte Auflage, Pearson Studium, 2009
- Schwarze: Grundlagen der Statistik, Band 2: Wahrscheinlichkeitsrechnung und induktive Statistik, 9. vollständig über. Auflage, Reihe: NWB Studium Betriebswirtschaft, nwb Verlag, 2009
- Toutenburg, Heumann: Induktive Statistik: Eine Einführung mit R und SPSS, 4. überab. und erw. Auflage, Springer-Verlag, Berlin, Heidelberg, 2008
- Toutenburg, Heumann: Arbeitsbuch zur deskriptiven und induktiven Statistik, 2. Auflage, Springer, 2009

[updated 02.01.2019]

Business Administration Bachelor - optional courses

Business English 1

Module name (EN): Business English 1
Degree programme: Business Administration, Bachelor, ASPO 01.10.2020
Module code: BBWL-2020-160
Hours per semester week / Teaching method: 4V (4 hours per week)
ECTS credits: 5
Semester: 1
Mandatory course: no
Language of instruction: English
Assessment: Written exam (90 min. / Can be repeated semesterly)
Curricular relevance: BBWL-160 Business Administration, Bachelor, ASPO 01.10.2012, semester 1, optional course BBWL-160 Business Administration, Bachelor, ASPO 01.10.2016, semester 1, optional course BBWL-2020-160 Business Administration, Bachelor, ASPO 01.10.2020, semester 1, optional course
Workload: 60 class hours (= 45 clock hours) over a 15-week period. The total student study time is 150 hours (equivalent to 5 ECTS credits). There are therefore 105 hours available for class preparation and follow-up work and exam preparation.
Recommended prerequisites (modules): None.
Recommended as prerequisite for: BBWL-2020-513 Business English: Communication and Discussion [updated 03.01.2020]
Module coordinator: Prof. Dr. Thomas Tinnefeld
Lecturer: Prof. Dr. Thomas Tinnefeld [updated 01.10.2016]
Learning outcomes: After successfully completing this module, students will: have strengthened and developed their knowledge in the four essential language skills in general language. - They will have basic knowledge in standard business language. - Students will have basic knowledge about the regions of their target language countries. - They will have increased their awareness with regard to intercultural content and experiences. - They will have reviewed basic school grammar. [updated 02.01.2019]

Module content:

- Understanding and creating special types of texts such as for example, business letters, memos, bulletins
- Practice in dealing with oral business situations, such as small talk, telephone conversations, receiving guests, basic professional presentations.
- Listening comprehension training for technical language
- Situational, communication-oriented grammar work
- The development and expansion of general vocabulary
- The development of a functional technical vocabulary

[updated 02.01.2019]

Teaching methods/Media:

- Use of a multimedia computer language laboratory
- Use of a wide range of multimedia available in the language laboratory: television and video, radio, magazines and newspapers, computer-based interactivity
- Partner work, group work and role playing
- Presentations by the lecturer
- Student presentations
- Discussions
- The goal is to enable authentic foreign language communication within the teaching environment.

[updated 02.01.2019]

Recommended or required reading:

- Business language textbooks
- Articles from renowned newspapers and magazines from the target language countries
- Individually tailored vocabulary and grammar exercises for the target audience
- Additional literature will be announced in the course

[updated 02.01.2019]

Business English 2

Module name (EN): Business English 2
Degree programme: Business Administration, Bachelor, ASPO 01.10.2020
Module code: BBWL-2020-260
Hours per semester week / Teaching method: 4V (4 hours per week)
ECTS credits: 5
Semester: 2
Mandatory course: no
Language of instruction: English
Assessment: Written exam (90 min. / Can be repeated semesterly)
Curricular relevance: BBWL-260 Business Administration, Bachelor, ASPO 01.10.2012, semester 2, optional course BBWL-260 Business Administration, Bachelor, ASPO 01.10.2016, semester 2, optional course BBWL-2020-260 Business Administration, Bachelor, ASPO 01.10.2020, semester 2, optional course
Workload: 60 class hours (= 45 clock hours) over a 15-week period. The total student study time is 150 hours (equivalent to 5 ECTS credits). There are therefore 105 hours available for class preparation and follow-up work and exam preparation.
Recommended prerequisites (modules): None.
Recommended as prerequisite for: BBWL-2020-513 Business English: Communication and Discussion [updated 03.01.2020]
Module coordinator: Prof. Dr. Thomas Tinnefeld
Lecturer: Prof. Dr. Thomas Tinnefeld [updated 01.10.2016]

Learning outcomes:

After successfully completing this module, students will: have strengthened and advanced their knowledge in the four essential language skills in general language.

- They will have acquired further knowledge of standard business language.
- They will have acquired further knowledge of the target language countries' regional and cultural backgrounds.
- They will have increased their awareness with regard to intercultural content and experiences.
- They will be able to use grammatically relevant structures in technical language functionally.
- Advanced writing skills for special types of texts

[updated 02.01.2019]

Module content:

- Advanced skills for dealing with oral business situations
- Advanced listening comprehension training for technical language
- Continuation of situation-specific, benefit-oriented grammar work
- Advanced development and expansion of general vocabulary
- Further development of the functional technical vocabulary developed in the previous course
- Use of a multimedia computer language laboratory

[updated 02.01.2019]

Teaching methods/Media:

- Use of a wide range of multimedia available in the language laboratory: television and video, radio, magazines and newspapers, computer-based interactivity
- Partner work, group work and role playing
- Presentations by the lecturer
- Student presentations
- Discussions
- The goal is to enable authentic foreign language communication within the teaching environment.

[updated 02.01.2019]

Recommended or required reading:

- Business language textbooks
- Articles from renowned newspapers and magazines from the target language countries
- Individually tailored vocabulary and grammar exercises for the target audience
- Additional literature will be announced in the course

[updated 02.01.2019]

Business English: Communication and Discussion

Module name (EN): Business English: Communication and Discussion
Degree programme: Business Administration, Bachelor, ASPO 01.10.2020
Module code: BBWL-2020-513
Hours per semester week / Teaching method: 4V (4 hours per week)
ECTS credits: 5
Semester: 5
Mandatory course: no
Language of instruction: English
Assessment: Written exam (90 min. / Can be repeated semesterly)
Curricular relevance: BBWL-513 Business Administration, Bachelor, ASPO 01.10.2012, semester 5, optional course BBWL-513 Business Administration, Bachelor, ASPO 01.10.2016, semester 5, optional course BBWL-2020-513 Business Administration, Bachelor, ASPO 01.10.2020, semester 5, optional course
Workload: 60 class hours (= 45 clock hours) over a 15-week period. The total student study time is 150 hours (equivalent to 5 ECTS credits). There are therefore 105 hours available for class preparation and follow-up work and exam preparation.
Recommended prerequisites (modules): BBWL-2020-160 Business English 1 BBWL-2020-260 Business English 2 [updated 03.01.2020]
Recommended as prerequisite for:
Module coordinator: Prof. Dr. Thomas Tinnefeld
Lecturer: Prof. Dr. Thomas Tinnefeld [updated 01.10.2016]

Learning outcomes:

After successfully completing this course, students will: have consolidated their existing knowledge of business terminology

- They will have received an in-depth introduction to the reality of the Anglo-American political and economic sphere
- They will be aware of economic and foreign policy issues

- One of the objectives of this course is to trigger interculturally relevant learning processes.
- Students will have refined their discussion skills in the foreign language
- They will have had the opportunity to practice working in a project and in a team
- This course is practically oriented.
- Dealing with economic issues

[updated 02.01.2019]

Module content:

- Exercises in communication and discussion skills (specialized oral text production)
- Foreign language-oriented negotiation techniques and efficient conflict management will be trained

- Vocabulary and grammar work

- Multimedia language lab
- Job-related role playing and simulations; case studies
- Creation of subject-related, specialized presentations

[updated 02.01.2019]

Teaching methods/Media:

- Presentations by the lecturer
- Plenary discussions, group discussions and partner work
- Multimedia language lab
- Presentations and short talks by students
- Internet research

[updated 02.01.2019]

Recommended or required reading:

- Use of free materials compiled by the lecturer (no textbooks)
 - Listening comprehension texts (audio and/or video)
- Newspaper and magazine articles from the English press
- Internet resources
- Subject-related multimedia programs
- Additional teaching materials related to general and/or technical vocabulary and grammar

[updated 02.01.2019]

Business French 1

Module name (EN): Business French 1
Degree programme: Business Administration, Bachelor, ASPO 01.10.2020
Module code: BBWL-2020-170
Hours per semester week / Teaching method: 4V (4 hours per week)
ECTS credits: 5
Semester: 1
Mandatory course: no
Language of instruction: French
Assessment: Written exam (90 min. / Can be repeated semesterly)
Curricular relevance: BBWL-170 Business Administration, Bachelor, ASPO 01.10.2012, semester 1, optional course BBWL-170 Business Administration, Bachelor, ASPO 01.10.2016, semester 1, optional course BBWL-2020-170 Business Administration, Bachelor, ASPO 01.10.2020, semester 1, optional course
Workload: 60 class hours (= 45 clock hours) over a 15-week period. The total student study time is 150 hours (equivalent to 5 ECTS credits). There are therefore 105 hours available for class preparation and follow-up work and exam preparation.
Recommended prerequisites (modules): None.
Recommended as prerequisite for: BBWL-2020-270 Business French 2 [updated 03.01.2020]
Module coordinator: Prof. Dr. Thomas Tinnefeld
Lecturer: Prof. Dr. Thomas Tinnefeld [updated 01.10.2016]
Learning outcomes: After successfully completing this module, students will: have strengthened and developed their knowledge in the four essential language skills in general language. - They will have further developed their existing basic knowledge in standard business language. - Students will have further developed their basic knowledge about the regions of their target language countries. - They will have increased their awareness with regard to intercultural content and experiences. - They will have reviewed basic school grammar. [updated 02.01.2019]

Module content:

- Understanding and creating special types of texts such as for example, business letters, memos, bulletins
- Practice in dealing with oral business situations, such as small talk, telephone conversations, receiving guests, basic professional presentations.
- Listening comprehension training for technical language
- Situational, communication-oriented grammar work
- The development and expansion of general vocabulary
- The development of a functional technical vocabulary

[updated 02.01.2019]

Teaching methods/Media:

- Use of a multimedia computer language laboratory
- Use of a wide range of multimedia available in the language laboratory: television and video, radio, magazines and newspapers, computer-based interactivity
- Partner work, group work and role playing
- Presentations by the lecturer
- Student presentations
- Discussions
- The goal is to enable authentic foreign language communication within the teaching environment.

[updated 02.01.2019]

Recommended or required reading:

- Business language textbooks
- Articles from renowned newspapers and magazines from the target language countries
- Individually tailored vocabulary and grammar exercises for the target audience
- Additional literature will be announced in the course

[updated 02.01.2019]

Business French 2

Module name (EN): Business French 2
Degree programme: Business Administration, Bachelor, ASPO 01.10.2020
Module code: BBWL-2020-270
Hours per semester week / Teaching method: 4V (4 hours per week)
ECTS credits: 5
Semester: 2
Mandatory course: no
Language of instruction: French
Assessment: Written exam (90 min. / Can be repeated semesterly)
Curricular relevance: BBWL-270 Business Administration, Bachelor, ASPO 01.10.2012, semester 2, optional course BBWL-270 Business Administration, Bachelor, ASPO 01.10.2016, semester 2, optional course BBWL-2020-270 Business Administration, Bachelor, ASPO 01.10.2020, semester 2, optional course
Workload: 60 class hours (= 45 clock hours) over a 15-week period. The total student study time is 150 hours (equivalent to 5 ECTS credits). There are therefore 105 hours available for class preparation and follow-up work and exam preparation.
Recommended prerequisites (modules): BBWL-2020-170 Business French 1 [updated 03.01.2020]
Recommended as prerequisite for:
Module coordinator: Prof. Dr. Thomas Tinnefeld
Lecturer: Prof. Dr. Thomas Tinnefeld [updated 01.10.2016]

Learning outcomes:

After successfully completing this module, students will: have strengthened and advanced their knowledge in the four essential language skills in general language.

- They will have acquired further knowledge of standard business language.
- They will have acquired further knowledge of the target language countries' regional and cultural backgrounds.
- They will have increased their awareness with regard to intercultural content and experiences.
- They will be able to use grammatically relevant structures in technical language functionally.
- Advanced writing skills for special types of texts

[updated 02.01.2019]

Module content:

- Advanced skills for dealing with oral business situations
- Advanced listening comprehension training for technical language
- Continuation of situation-specific, benefit-oriented grammar work
- Advanced development and expansion of general vocabulary
- Further development of the functional technical vocabulary developed in the previous course
- Use of a multimedia computer language laboratory

[updated 02.01.2019]

Teaching methods/Media:

- Use of a wide range of multimedia available in the language laboratory: television and video, radio, magazines and newspapers, computer-based interactivity
- Partner work, group work and role playing
- Presentations by the lecturer
- Student presentations
- Discussions
- The goal is to enable authentic foreign language communication within the teaching environment.

[updated 02.01.2019]

Recommended or required reading:

- Business language textbooks
- Articles from renowned newspapers and magazines from the target language countries
- Individually tailored vocabulary and grammar exercises for the target audience
- Additional literature will be announced in the course

[updated 02.01.2019]

Decision Theory

Module name (EN): Decision Theory
Degree programme: Business Administration, Bachelor, ASPO 01.10.2020
Module code: BBWL-2020-511
Hours per semester week / Teaching method: 4V (4 hours per week)
ECTS credits: 5
Semester: 5
Mandatory course: no
Language of instruction: German
Assessment: Written exam (90 min. / can be repeated semesterly)
Curricular relevance: BBWL-511 Business Administration, Bachelor, ASPO 01.10.2012, semester 5, optional course BBWL-511 Business Administration, Bachelor, ASPO 01.10.2016, semester 5, optional course BBWL-2020-511 Business Administration, Bachelor, ASPO 01.10.2020, semester 5, optional course
Workload: 60 class hours (= 45 clock hours) over a 15-week period. The total student study time is 150 hours (equivalent to 5 ECTS credits). There are therefore 105 hours available for class preparation and follow-up work and exam preparation.
Recommended prerequisites (modules): None.
Recommended as prerequisite for:
Module coordinator: Prof. Dr. Susan Pulham
Lecturer: Prof. Dr. Susan Pulham [updated 01.10.2016]
Learning outcomes: After successfully completing this module, students will have an overview of the current decision models of prescriptive decision theory. They will be familiar with the most important findings of descriptive decision theory, can name and explain them and can critically compare both theories. Students will be able to analyze real decision-making situations and understand and improve their own and other people's behavior. They will have the opportunity to make their own bad decisions in an experimental environment and will be able to explain what they did wrong. [updated 02.01.2019]

Module content:

Part A: Psychology

Chapter 1: The Cognitive Limitations of Man

Chapter 2: The Perception of New Information

Chapter 3: Access to Information Available in the Head

Chapter 4: Processing the Information

Chapter 5: Motivation and Emotion

Chapter 6: Groups and Masses

Part B: Relative Perception and Evaluation

Chapter 1: On the Path to Rationality

Chapter 2: Why People Evaluate Relatively and Why this is Often Unreasonable

Chapter 3: Why Probabilities are also Evaluated Relatively

Chapter 4: It is Possible Without an Irrational Relative Evaluation

Part C: Decision Analysis

Chapter 1: Simple Decision Support without Modeling Preferences

Chapter 2: Setting up a Preference Model

Chapter 3: Probabilities

Chapter 4: Expected Utility Theory

Chapter 5: Solving Problems with Incomplete Information

Chapter 6: Multi-Level Decision Problems

[updated 02.01.2019]

Teaching methods/Media:

Lecture

Exercises

Experiments

[updated 02.01.2019]

Recommended or required reading:

-Eisenführ, F./ Weber, M./ Langer, T.: Rationales Entscheiden (2010)

- Kahneman, D./ Slovic, P./ Tversky, A.: Judgment under Uncertainty: Heuristics and Biases (1982)

- Kahneman, D./ Tversky, A.: Choices, Values and Frames (2000)

- Von Nitzsch, R./ Goldberg, J.: Behavioral Finance 4. Aufl. (2004)

- Von Nitzsch, R.: Entscheidungslehre - Wie Menschen entscheiden und wie sie entscheiden sollten 5. Aufl. (2008)

- Von Nitzsch, R.: Entscheidungslehre: Der Weg zur besseren Entscheidung 3. Aufl. (2011)

- Zimmermann, H.-J.: Operations Research, 2. Aufl. (2007)

[updated 02.01.2019]

Mexican Spring Academy (MSA)

Module name (EN): Mexican Spring Academy (MSA)
Degree programme: Business Administration, Bachelor, ASPO 01.10.2020
Module code: BBWL-2020-516
Hours per semester week / Teaching method: 4EX (4 hours per week)
ECTS credits: 5
Semester: 5
Mandatory course: no
Language of instruction: English
Assessment: Term paper with presentation (Can be repeated annually)
Curricular relevance: BBWL-516 Business Administration, Bachelor, ASPO 01.10.2016, semester 5, optional course, general subject BBWL-2020-516 Business Administration, Bachelor, ASPO 01.10.2020, semester 5, optional course, general subject
Workload: 60 class hours (= 45 clock hours) over a 15-week period. The total student study time is 150 hours (equivalent to 5 ECTS credits). There are therefore 105 hours available for class preparation and follow-up work and exam preparation.
Recommended prerequisites (modules): None.
Recommended as prerequisite for:
Module coordinator: Prof. Dr. Stefanie Jensen
Lecturer: Prof. Dr. Stefanie Jensen [updated 26.04.2018]

Learning outcomes:

After successfully completing this module, students will be well-prepared for a study excursion abroad.

They will learn:

to adapt to the cultural customs, economic situation, political framework and historical background of their host country.

_ Students will be able to evaluate English literature on economics and other topics.

They will also be able to search foreign databases independently.

_ The intercultural aspects of this module will help students develop an understanding for their host country.

The project topics will enable students to present complex issues from heterogeneous subject areas in English (if necessary without the aids typically available in lecture halls).

After completing this module, students will have developed social and language skills through joint meetings with students and representatives from their host country.

In addition:

they will also have demonstrated a high degree of commitment, motivation, independence and creativity.

Students will be able to prepare for business visits and work meetings abroad in a structured manner.

The main elements of this module are:

[updated 02.01.2019]

Module content:

Participation in lectures, workshops and discussions at the partner university.

Visits to companies and institutions in the vicinity of the partner university or the region visited.

In connection with these activities, topics from the fields of economics, culture, history and politics and topics from the specific regions being visited will be presented, for example:

Relations between the EU and the host country

The host country's political system

Economic relations between the host country's regions/states and the Saarland, resp. Germany

Key industries and the economic situation in the regions visited

The development and importance of tourism in the host country or regions thereof

Sustainability aspects in the host economy

Comparative representation of educational / higher education systems

The social situation in the host country and current problems

How minorities are dealt with (e.g. indigenous people)

Cultural and economic aspects of the host country with regard to migration

A comparison of the legal systems in Germany and the host country

Creation of a term paper and presentation in English on a specific topic

_ Intercultural communication skills and their use when working in a team

[updated 02.01.2019]

Teaching methods/Media:

Lectures/talks, interactive workshops, group work, exchange with students from the partner university, visits to companies and institutes, term paper with presentation

[updated 02.01.2019]

Recommended or required reading:

To be announced.

[updated 02.01.2019]

Project

Module name (EN): Project
Degree programme: Business Administration, Bachelor, ASPO 01.10.2020
Module code: BBWL-2020-522
Hours per semester week / Teaching method: 4PA (4 hours per week)
ECTS credits: 5
Semester: 5
Mandatory course: no
Language of instruction: German
Assessment:
Curricular relevance: BBWL-2020-522 Business Administration, Bachelor, ASPO 01.10.2020, semester 5, optional course
Workload: 60 class hours (= 45 clock hours) over a 15-week period. The total student study time is 150 hours (equivalent to 5 ECTS credits). There are therefore 105 hours available for class preparation and follow-up work and exam preparation.
Recommended prerequisites (modules): None.
Recommended as prerequisite for:
Module coordinator: Prof. Dr. Michael Zell
Lecturer: Dozenten des Studiengangs [updated 11.12.2019]
Learning outcomes: [still undocumented]
Module content: [still undocumented]
Recommended or required reading: [still undocumented]

Seminar

Module name (EN): Seminar
Degree programme: Business Administration, Bachelor, ASPO 01.10.2020
Module code: BBWL-2020-521
Hours per semester week / Teaching method: 4S (4 hours per week)
ECTS credits: 5
Semester: 5
Mandatory course: no
Language of instruction: German
Assessment:
Curricular relevance: BBWL-2020-521 Business Administration, Bachelor, ASPO 01.10.2020, semester 5, optional course
Workload: 60 class hours (= 45 clock hours) over a 15-week period. The total student study time is 150 hours (equivalent to 5 ECTS credits). There are therefore 105 hours available for class preparation and follow-up work and exam preparation.
Recommended prerequisites (modules): BBWL-2020-470 [updated 12.12.2019]
Recommended as prerequisite for:
Module coordinator: Prof. Dr. Michael Zell
Lecturer: Dozenten des Studiengangs [updated 12.12.2019]
Learning outcomes: [still undocumented]
Module content: [still undocumented]

Recommended or required reading:

[still undocumented]

Specialization (SP) Module 1: Controlling

Module name (EN): Specialization (SP) Module 1: Controlling
Degree programme: Business Administration, Bachelor, ASPO 01.10.2020
Module code: BBWL-2020-561
Hours per semester week / Teaching method: 4V (4 hours per week)
ECTS credits: 5
Semester: 5
Mandatory course: no
Language of instruction: German
Assessment: Written exam (120 min. / Can be repeated semesterly)
Curricular relevance: BBWL-561 Business Administration, Bachelor, ASPO 01.10.2012, optional course BBWL-561/661 Business Administration, Bachelor, ASPO 01.10.2016, optional course BBWL-2020-561 Business Administration, Bachelor, ASPO 01.10.2020, semester 5, optional course
Workload: 60 class hours (= 45 clock hours) over a 15-week period. The total student study time is 150 hours (equivalent to 5 ECTS credits). There are therefore 105 hours available for class preparation and follow-up work and exam preparation.
Recommended prerequisites (modules): BBWL-2020-120 Cost Accounting BBWL-2020-220 Cost Management and Tax Theory [updated 11.12.2019]
Recommended as prerequisite for:
Module coordinator: Prof. Dr. Michael Zell
Lecturer: Prof. Dr. Michael Zell [updated 11.12.2019]

Learning outcomes:

After successfully completing this module, students will:

- be able to reflect upon different aspects of controlling (contents, tasks, goals and functions),
- have mastered the main instruments of operative controlling,

especially for planning, control and deviation analysis, and be able to implement them using computer technology (e. g. in Excel),
- be able to assess the necessity and effectiveness of strategic cost management measures,
- be familiar with the key performance indicators and methods for performance management within a company,

- be able to apply their knowledge to practical questions, e.g. in the form of exercises and case studies.

- Controlling _ Tasks and career prospects

[updated 02.01.2019]

Module content:

- Planning, control and deviation analysis
- Strategic cost management
- Key performance indicators and value management
- Performance management
- Risk management

[updated 02.01.2019]

Teaching methods/Media:

Lecture, exercises, group work and case studies; comprehensive Excel case study for planning and budgeting

[updated 02.01.2019]

Recommended or required reading:

- Horváth, P.: Controlling, München, latest edition.
- Reichmann, T.: Controlling mit Kennzahlen, München, latest edition.
- Gladen, W.: Kennzahlen- und Berichtssysteme, Wiesbaden, latest edition.
- Weber, J., Schäffer, U.: Einführung in das Controlling, Stuttgart, latest edition.
- Zell, M.: Kosten- und Performance Management, Wiesbaden, latest edition.

[updated 02.01.2019]

Specialization (SP) Module 1: Software Engineering

Module name (EN): Specialization (SP) Module 1: Software Engineering
Degree programme: Business Administration, Bachelor, ASPO 01.10.2020
Module code: BBWL-2020-571
Hours per semester week / Teaching method: 4LU (4 hours per week)
ECTS credits: 5
Semester: 5
Mandatory course: no
Language of instruction: German
Assessment: Written exam (120 min. / Can be repeated semesterly)
Curricular relevance: BBWL-571 Business Administration, Bachelor, ASPO 01.10.2012, optional course BBWL-571/671 Business Administration, Bachelor, ASPO 01.10.2016, optional course BBWL-2020-571 Business Administration, Bachelor, ASPO 01.10.2020, semester 5, optional course
Workload: 60 class hours (= 45 clock hours) over a 15-week period. The total student study time is 150 hours (equivalent to 5 ECTS credits). There are therefore 105 hours available for class preparation and follow-up work and exam preparation.
Recommended prerequisites (modules): BBWL-2020-130 Business Informatics BBWL-2020-350 Data and Business Process Management BBWL-2020-460 Business Information Systems [updated 17.12.2019]
Recommended as prerequisite for: BBWL-2020-674 BBWL-2020-675 [updated 04.01.2020]
Module coordinator: Prof. Dr. Stefan Selle
Lecturer: Prof. Dr. Stefan Selle [updated 01.10.2016]

Learning outcomes:

After successfully completing this module, students will be able to:

- describe the basic principles of software engineering,
- model operational information systems in an object-oriented manner,
- implement and test software in an object-oriented manner,
- analyze and improve source codes.

[updated 02.01.2019]

Module content:

- Basic principles of software engineering
- Object oriented modeling with UML
- Object oriented programming with Java
- Automated testing with JUnit
- Development of modern apps based on the Android platform

[updated 02.01.2019]

Teaching methods/Media:

Lecture with integrated exercises and case studies: Students will work independently on the PC to solve concrete business management tasks using the suitable software (Visio, Eclipse, Java, JUnit etc.). E-learning support.

[updated 02.01.2019]

Recommended or required reading:

- Balzert, H.: Lehrbuch der Softwaretechnik - Basiskonzepte und Requirements Engineering, 3. Auflage, Spektrum Akademischer Verlag, Heidelberg, 2009.
- Balzert, H.: UML 2 kompakt, 3. Auflage, Spektrum Akademischer Verlag, Heidelberg, 2010.
- Deck, K.-G., Neuendorf, H.: Java-Grundkurs für Wirtschaftsinformatiker, 2. Auflage, Vieweg+Teubner, Wiesbaden, 2010.
- Louis, D., Müller, P.: Jetzt lerne ich Android, Markt + Technik Verlag, München, 2011.
- Post, U.: Android-Apps entwickeln, Galileo Press, Bonn, 2012.
- Ratz, D. et al: Grundkurs Programmieren in Java, 6. Auflage, Carl Hanser Verlag, München, 2011.
- Sierra, K., Bates, B.: Java von Kopf bis Fuß, 3. korrigierter Nachdruck, O_Reilly Verlag, Köln, 2008.
- Ullenboom, C.: Java ist auch eine Insel, 13. Auflage, Rheinwerk Verlag, Bonn, 2017.

[updated 02.01.2019]

Specialization (SP) Module 2: IT Management

Module name (EN): Specialization (SP) Module 2: IT Management
Degree programme: Business Administration, Bachelor, ASPO 01.10.2020
Module code: BBWL-2020-572
Hours per semester week / Teaching method: 4LU (4 hours per week)
ECTS credits: 5
Semester: 5
Mandatory course: no
Language of instruction: German
Assessment: Written exam (120 min. / can be repeated semesterly)
Curricular relevance: BBWL-572 Business Administration, Bachelor, ASPO 01.10.2012, optional course BBWL-572/672 Business Administration, Bachelor, ASPO 01.10.2016, optional course BBWL-2020-572 Business Administration, Bachelor, ASPO 01.10.2020, semester 5, optional course
Workload: 60 class hours (= 45 clock hours) over a 15-week period. The total student study time is 150 hours (equivalent to 5 ECTS credits). There are therefore 105 hours available for class preparation and follow-up work and exam preparation.
Recommended prerequisites (modules): BBWL-2020-130 Business Informatics BBWL-2020-350 Data and Business Process Management BBWL-2020-460 Business Information Systems [updated 17.12.2019]
Recommended as prerequisite for: BBWL-2020-675 [updated 04.01.2020]
Module coordinator: Prof. Dr. Stefan Selle
Lecturer: Prof. Dr. Stefan Selle [updated 01.10.2016]

Learning outcomes:

After successfully completing this module, students will:

- be familiar with the basics of IT management,
- understand and be able to apply IT management methods,
- be capable of working in self-organized teams,
- be able to consolidate and present work results,
- be able to criticize and reflect upon project results.

[updated 02.01.2019]

Module content:

- IT strategy, controlling, alignment and enabling
- IT governance and compliance management
- IT service management
- IT resources and IT program management
- Reference models: ITIL, CobiT, CMMI
- IT project management
- IT quality management
- IT risk management
- SAP Solution Manager

[updated 02.01.2019]

Teaching methods/Media:

Lecture with integrated exercises, cases studies and project work: Students will work independently on the PC to solve concrete business management tasks using the suitable software (SAP Solution Manager). E-learning support.

[updated 02.01.2019]

Recommended or required reading:

- Tiemeyer, E.: Handbuch IT-Management, 3. Auflage, Carl Hanser Verlag, München, 2009.
- Resch, O.: Einführung in das IT-Management: Grundlagen, Umsetzung, Best Practice, Erich Schmidt Verlag, Berlin, 2009.
- Johannsen, W., Goeken, M.: Referenzmodelle für IT-Governance: Methodische Unterstützung der Unternehmens-IT mit COBIT, ITIL & Co, 2. Auflage, Dpunkt Verlag, Heidelberg, 2010.
- Buchsein, F., Victor, F., Günther, H., Machmeier, V.: IT-Management mit ITIL V3, Vieweg Verlag, Wiesbaden, 2007.
- Köhler, P.T.: ITIL, 2. Auflage, Springer Verlag, Berlin, 2007.
- Olbrich, A.: ITIL kompakt und verständlich, 4. Auflage, Vieweg+Teubner Verlag, Wiesbaden, 2008.
- Goltsche, W.: COBIT kompakt und verständlich, Vieweg Verlag, Wiesbaden, 2006.
- Hofmann, J., Schmidt, W.: Masterkurs IT-Management, Vieweg Verlag, Wiesbaden, 2007.
- Chrissis, M.B., Konrad, M., Shrum, S.: CMMI _ Richtlinien für Prozess-Integration und Produkt-Verbesserung, Addison-Wesley Verlag, München, 2006.
- Foegen, J.M., Raak, C., Solbach, M.: Der Weg zur professionellen IT, Springer Verlag, Berlin, 2007.
- Kütz, M.: Kennzahlen in der IT: Werkzeuge für Controlling und Management, 4. Auflage, Dpunkt Verlag, Heidelberg, 2010.
- Friedrich, M., Sternberg, T.: SAP Solution Manager 7.0 - Service Desk, 2. Auflage, SAP Press, Bonn, 2010.
- Anderhub, V.: Service Level Management - der ITIL-Prozess mit dem SAP Solution Manager, 2. Auflage, SAP Press, Bonn, 2011.
- Helfen, M., Trauthwein, H.M.: SAP-Lösungen testen, 2. Auflage, SAP Press, Bonn, 2009.

[updated 02.01.2019]

Specialization (SP) Module 2: Labor Law

Module name (EN): Specialization (SP) Module 2: Labor Law
Degree programme: Business Administration, Bachelor, ASPO 01.10.2020
Module code: BBWL-2020-655
Hours per semester week / Teaching method: 4V (4 hours per week)
ECTS credits: 5
Semester: 6
Mandatory course: no
Language of instruction: German
Assessment:
Curricular relevance: BBWL-2020-655 Business Administration, Bachelor, ASPO 01.10.2020, semester 6, optional course
Workload: 60 class hours (= 45 clock hours) over a 15-week period. The total student study time is 150 hours (equivalent to 5 ECTS credits). There are therefore 105 hours available for class preparation and follow-up work and exam preparation.
Recommended prerequisites (modules): None.
Recommended as prerequisite for:
Module coordinator: Prof. Dr. Holger Buck
Lecturer: N.N. [updated 17.12.2019]
Learning outcomes: [still undocumented]
Module content: [still undocumented]
Recommended or required reading: [still undocumented]

Specialization (SP) Module 2: Marketing Tools

Module name (EN): Specialization (SP) Module 2: Marketing Tools
Degree programme: Business Administration, Bachelor, ASPO 01.10.2020
Module code: BBWL-2020-542
Hours per semester week / Teaching method: 4V (4 hours per week)
ECTS credits: 5
Semester: 5
Mandatory course: no
Language of instruction: German
Assessment: Oral test or written exam (120 min. / Can be repeated semesterly)
Curricular relevance: BBWL-542 Business Administration, Bachelor, ASPO 01.10.2012, optional course BBWL-542/642 Business Administration, Bachelor, ASPO 01.10.2016, optional course BBWL-2020-542 Business Administration, Bachelor, ASPO 01.10.2020, semester 5, optional course
Workload: 60 class hours (= 45 clock hours) over a 15-week period. The total student study time is 150 hours (equivalent to 5 ECTS credits). There are therefore 105 hours available for class preparation and follow-up work and exam preparation.
Recommended prerequisites (modules): BBWL-2020-150 Marketing [updated 19.12.2019]
Recommended as prerequisite for: BBWL-2020-643 BBWL-2020-644 Specialization (SP) Module 4: International Marketing and Market Research BBWL-2020-645 [updated 22.02.2020]
Module coordinator: Prof. Dr. Tatjana König
Lecturer: Prof. Dr. Frank Hälsig (lecture) Prof. Dr. Tatjana König (lecture) [updated 10.12.2019]

Learning outcomes:

After successfully completing this module, students will:

- be familiar with the characteristics of individual marketing tools
- be able to explain the difficulties of consistently coordinating between tools
- be able to identify the decision-making fields of the marketing tools and relate them to one another

- be able to apply the various design options to problems in a company after analyzing the respective situation.

1.

[updated 02.01.2019]

Module content:

Product policy (new product design and market launch, phase-related product management, product elimination, brand basics)

2. Pricing policy (price sales functions and elasticities, cost-oriented, competitive and customer-oriented pricing strategies, as well as price perception and structuring pricing and conditions)
3. Communication policy (design possibilities in the field of advertising, sponsoring, public relations and sales promotion)
4. Sales policy: Sales organization and structures (sales areas, online sales, internal sales organization, key account management, global account management), sales forms, lead management, support concepts)

[updated 02.01.2019]

Teaching methods/Media:

Lecture with case studies and exercises

[updated 02.01.2019]

Recommended or required reading:

- Ahlert, D., Hesse, J., Jullens, J., Smend, P. (Hrsg.), Multikanalstrategien: Konzepte, Methoden, Erfahrungen, Wiesbaden 2003.
- Albers, S. (Hrsg.), Handbuch Produktpolitik, latest edition, Wiesbaden.
- Becker, J. (latest edition), Marketing-Konzeptionen: Grundlagen des zielstrategischen und operativen Marketing-Managements, München.
- Bruhn, M. (2010), Kommunikationspolitik: Systematischer Einsatz der Kommunikation für Unternehmen, 6. Auflage, München.
- Diller, H. (latest edition), Preispolitik, Stuttgart.
- Diller, H., Herrmann, A. (Hrsg.), Handbuch Produktpolitik, latest edition, Wiesbaden.
- Esch, F.-R. (latest edition), Strategie und Technik der Markenführung, München.
- Koppelman, U. (latest edition), Produktmarketing, Hamburg.
- Meffert, H., Burmann, C., Kirchgeorg, M. (latest edition): Marketing: Grundlagen marktorientierter Unternehmensführung _ Konzepte, Instrumente, Praxisbeispiele, Wiesbaden.
- Pepels, W. (2004), Marketing, 4. Auflage, München.
- Simon, H., Fassnacht, M. (2009), Preismanagement, 3. Auflage, Wiesbaden.
- Winkelmann, P. (latest edition), Marketing und Vertrieb, München.

[updated 02.01.2019]

Specialization (SP) Module 3: IT Consulting

Module name (EN): Specialization (SP) Module 3: IT Consulting
Degree programme: Business Administration, Bachelor, ASPO 01.10.2020
Module code: BBWL-2020-673
Hours per semester week / Teaching method: 4LU (4 hours per week)
ECTS credits: 5
Semester: 6
Mandatory course: no
Language of instruction: German
Assessment: Written exam (120 min. / can be repeated semesterly)
Curricular relevance: BBWL-573 Business Administration, Bachelor, ASPO 01.10.2012, optional course BBWL-573/673 Business Administration, Bachelor, ASPO 01.10.2016, optional course BBWL-2020-673 Business Administration, Bachelor, ASPO 01.10.2020, semester 6, optional course
Workload: 60 class hours (= 45 clock hours) over a 15-week period. The total student study time is 150 hours (equivalent to 5 ECTS credits). There are therefore 105 hours available for class preparation and follow-up work and exam preparation.
Recommended prerequisites (modules): BBWL-2020-130 Business Informatics BBWL-2020-350 Data and Business Process Management BBWL-2020-460 Business Information Systems [updated 17.12.2019]
Recommended as prerequisite for:
Module coordinator: Prof. Dr. Christian Liebig
Lecturer: Prof. Dr. Christian Liebig [updated 01.10.2016]

Learning outcomes:

After successfully completing this module, students will:

- be able to describe the analysis steps necessary before introducing an ERP system,
- be able to describe the various steps involved in implementing an ERP system,
- be able to make the basic customizing settings for a specific module in an SAP System,
- be capable of processing specific business transactions in a selected module in an SAP system,
- understand the basic relationships between the SAP modules,
- be able to master the basic analysis possibilities in SAP ERP.

[updated 02.01.2019]

Module content:

- Methods for the analysis of business processes within a company
- Approaches to process optimization in connection with IT implementation projects
- Customizing and setting up the SAP system based on a case study
- Processing a business transaction based on an example case
- Evaluating data based on a case study

[updated 02.01.2019]

Teaching methods/Media:

Lecture with integrated exercises and case studies: Students will work independently on the PC to solve concrete business management tasks using the suitable software (ARIS, SAP ERP etc.). E-learning support.

[updated 02.01.2019]

Recommended or required reading:

- Baumeister A., Floren C. und U. Sträßer: Controlling mit SAP ERP. Entscheidungsunterstützung für das betriebliche Kostenmanagement. Vahlen Verlag, München, 2016.
- Greiner, E.: SAP-Materialwirtschaft _ Customizing: Beschaffung, Bestandsführung, Kontenfindung und Rechnungsprüfung in SAP MM konfigurieren, 3. Auflage, SAP Press, 2016.
- Muzel, R., Munzel, M.: SAP-Finanzwesen _ Customizing: Eine echte Hilfe für jeden SAP FI/CO-Berater, SAP Press, 2016.
- Pedel, B., Friedl G. und C. Hilz: Controlling mit SAP: Eine praxisorientierte Einführung - Umfassende Fallstudie - Beispielhafte Anwendungen. 6. Auflage, Vieweg Verlag, Wiesbaden 2013.

[updated 02.01.2019]

Specialization (SP) Module 4: Human Resources Processes and Electronic Human Resources or E-HR

Module name (EN): Specialization (SP) Module 4: Human Resources Processes and Electronic Human Resources or E-HR
Degree programme: Business Administration, Bachelor, ASPO 01.10.2020
Module code: BBWL-2020-654
Hours per semester week / Teaching method: 4V (4 hours per week)
ECTS credits: 5
Semester: 6
Mandatory course: no
Language of instruction: German
Assessment: Written composition, presentation, exercises (can be repeated semesterly)
Curricular relevance: BBWL-554 Business Administration, Bachelor, ASPO 01.10.2012, optional course BBWL-554/654 Business Administration, Bachelor, ASPO 01.10.2016, optional course BBWL-2020-654 Business Administration, Bachelor, ASPO 01.10.2020, semester 6, optional course
Workload: 60 class hours (= 45 clock hours) over a 15-week period. The total student study time is 150 hours (equivalent to 5 ECTS credits). There are therefore 105 hours available for class preparation and follow-up work and exam preparation.
Recommended prerequisites (modules): BBWL-2020-110 BBWL-2020-210 Personnel and Organization BBWL-2020-551 [updated 13.01.2020]
Recommended as prerequisite for:
Module coordinator: Prof. Dr. Wolfgang Appel
Lecturer: Prof. Dr. Wolfgang Appel [updated 01.10.2016]

Learning outcomes:

After successfully completing this module, students will:

- be able to map simple and relatively complex human resources information in the SAP HR system according to specifications.
 - be able to assess human resources processes with regard to IT support options, derive requirements from these and map them in a specialist concept.
 - be able to discuss technical concepts with an IT expert to prepare for implementation.
 - understand formal regulations with effects on personnel processes.
- They will be able to derive change requirements for processes and IT systems and pass these on to employees, HR experts, managers and employee representatives in a targeted manner.
In addition, they will be able to apply central HR processes to operational decision-making situations.

[updated 02.01.2019]

Module content:

- Overview of the structure and function of SAP HR, including Manager and Employee Self Services.
- Formal principles of central personnel processes such as working time management, working time changes, leave, maternity/parental leave, and the mapping of these processes in SAP HR.
- Quality management in HR processes
- Organization of HR services in HR service centers
- Principles of payroll accounting
- Further HR-IT knowledge: Creating and managing employee master data records

[updated 02.01.2019]

Teaching methods/Media:

Lecture, exercises, computer simulation

[updated 02.01.2019]

Recommended or required reading:

Cuello, Nathalie / Gilberg, Peter / Junold, Anja / Möller, Sven-Olaf: Praxishandbuch SAP-Personalwirtschaft, SAP PRESS 2011.

[updated 02.01.2019]

Specialization (SP) Module 4: International Finance

Module name (EN): Specialization (SP) Module 4: International Finance
Degree programme: Business Administration, Bachelor, ASPO 01.10.2020
Module code: BBWL-2020-664
Hours per semester week / Teaching method: 4V (4 hours per week)
ECTS credits: 5
Semester: 6
Mandatory course: no
Language of instruction: German
Assessment: Written exam (120 min. / can be repeated semesterly)
Curricular relevance: BBWL-564 Business Administration, Bachelor, ASPO 01.10.2012, optional course BBWL-564/664 Business Administration, Bachelor, ASPO 01.10.2016, optional course BBWL-2020-664 Business Administration, Bachelor, ASPO 01.10.2020, semester 6, optional course WIBAS450/550M4p Industrial Engineering, Bachelor, ASPO 01.10.2013, semester 5, optional course, corporate governance, course inactive since 02.12.2019
Workload: 60 class hours (= 45 clock hours) over a 15-week period. The total student study time is 150 hours (equivalent to 5 ECTS credits). There are therefore 105 hours available for class preparation and follow-up work and exam preparation.
Recommended prerequisites (modules): BBWL-2020-140 Mathematical Economics 1 BBWL-2020-240 Mathematical Economics 2 and Statistics 1 BBWL-2020-310 Investment and Financing [updated 22.02.2020]
Recommended as prerequisite for:
Module coordinator: Prof. Dr. Matthias Gröhl
Lecturer: Prof. Dr. Matthias Gröhl [updated 01.10.2016]

Learning outcomes:

After successfully completing this course, students will have gained insight into the life cycle of a company and will be able to reflect upon the financial challenges of each phase of the life cycle. This will allow them to identify possible stakeholder contributions to the financing of the company.

In addition, students will be able to analyze the theoretical foundations of financing theory by demonstrating the relationship between return, risk and benefit, as well as the criteria for capital structure decisions. They will also be able to reliably determine the origin and areas of application of equity, debt and mezzanine capital.

Students will have also developed the ability to identify ethical problems in corporate financing.

They will be capable of describing the tasks inherent to financial management and explaining financial decision criteria on the basis of examples.

Furthermore, they will be able to systematically name and describe common financial market transactions and the functions of financial intermediaries. In addition, students will also be able to identify factors that influence the financial markets and necessary regulatory rules.

Students will learn about the prerequisites for and difficulties of setting up a business and be able to describe the financing components common in this phase. In addition, they will also be capable of assessing all of the elements of a credit negotiation, calculating a company's debt limit and illustrating the structure and application of a credit rating.

Students will have detailed knowledge about the structure and application areas of the financing instruments mainly used in the growth phase. Students will also learn to:

- analyze sensitivities and risks,
- examine the advantages of leasing and factoring.

They will be able to explain the functions of the capital markets and foreign trade financing. In addition, they will:

- be able to compare the various capital market instruments and understand how they are issued,
- be able to mathematically analyze convertible bonds and bonds with warrants,

- be able to compare the conditions of "Genussscheine" (participation certificates),

- be able to present the terms of payment for documentary credit and documentary collection with regard to the procedure and benefits for the parties involved and explain their integration into foreign trade financing.

Finally, students will be able to explain the typical development of company crises. In doing so, they will develop solutions to the crises and test their feasibility.

[updated 02.01.2019]

Module content:

- 1 Theory of Managerial Finance
 - 1.1 Terms
 - 1.2 The life cycle of a company
 - 1.3 Stakeholders as a source of financing
 - 1.4 Information asymmetries and the Agency Theory
 - 1.5 Return, risk and utility
 - 1.6 Decisions on capital structure
 - 1.7 Equity, liabilities and mezzanine capital
 - 1.8 Ethical aspects of corporate financing

- 2 Finance-oriented corporate management
 - 2.1 Financial management
 - 2.2. Financial decision criteria
 - 2.3 Financing behavior (_pecking order_)
 - 2.4 Investor relations

- 3 Functional mechanisms of financial markets
 - 3.1 Financial transactions
 - 3.2 Financial intermediaries
 - 3.3 Factors influencing the markets
 - 3.4 Government supervision

- 4 Launch financing
 - 4.1 Business idea and business plan
 - 4.2 Financial challenges in the launch stage
 - 4.3 Typical sources of financing
 - 4.4 External financing with loans

5. Growth financing
 - 5.1 The challenge of investment risk
 - 5.1.1 Sensitivity analysis
 - 5.1.2 Risk analysis
 - 5.2 Leasing
 - 5.3 Financing receivables
 - 5.4 Aval or guarantee credits
 - 5.5 Project financing
 - 5.6 Equity interests
 - 5.7 Mezzanine capital

- 6 Financing in the maturity stage
 - 6.1 Financing via capital markets
 - 6.2 Foreign trade financing

- 7 Financing in a crisis
 - 7.1 Types of business crises
 - 7.2 Financing opportunities
 - 7.3 Sources of financing in a crisis
 - 7.4 Insolvency proceedings

[updated 02.01.2019]

Teaching methods/Media:

Lecture, exercises, case studies

[updated 02.01.2019]

Recommended or required reading:

- Backhaus, K./Werthschulte, H. (Hrsg.) Projektfinanzierung, latest edition Schäffer-Poeschel Verlag, Stuttgart.
- Bieg, H./Kußmaul, H.: Finanzierung, latest edition, Verlag Franz Vahlen, München.
- Bieg, H./Kußmaul, H.: Investitions- und Finanzierungsmanagement, Band III: Finanzwirtschaftliche Entscheidungen, Verlag Franz Vahlen, München 2000.
- Brealy, R. A./Myers, S. C.: Principles of Corporate Finance, latest edition, Verlag McGraw-Hill, Boston.
- Bundesverband Deutscher Leasing-Unternehmen e.V. (Hrsg.): Abwicklung des Leasing-Vertrages, in: Kleines Leasing-Lexikon, www.bdl-leasing-verband.de, Berlin.
- Dortschy, J. W./Jung, K.-H./Köller, R.: Auslandsgeschäfte _ Banktechnik und Finanzierung, latest edition, Verlag Schäffer-Poeschel, Stuttgart.
- Falter, M.: Die Praxis des Kreditgeschäfts, latest edition, Deutscher Sparkassen Verlag, Stuttgart.
- Häberle, S. G.: Handbuch der Außenhandelsfinanzierung, latest edition, München.
- Dahmen, A./Jacobi, P./Rosbach, P.: Corporate Banking, latest edition, Bankakademie-Verlag, Frankfurt a. M.
- Perridon, L./Steiner, M./Rathgeber, A.W.: Finanzwirtschaft der Unternehmung, latest edition, Vahlen-Verlag, München.
- Portisch, W.: Finanzierung im Unternehmenslebenszyklus, München 2008.
- Prätsch, J./Schikorra, U./Ludwig, E.: Finanzmanagement, latest edition, Hanser Verlag, München und Wien.
- Rösler, P./Mackenthun, T./Pohl, R.: Handbuch Kreditgeschäft, latest edition, Gabler-Verlag, Wiesbaden.
- Ross, S. A./Westerfield, R. W./Jordan, B.D.: Fundamentals of Corporate Finance, latest edition, Verlag McGraw-Hill, Boston.

[updated 02.01.2019]

Specialization (SP) Module 4: International Marketing and Market Research

Module name (EN): Specialization (SP) Module 4: International Marketing and Market Research
Degree programme: Business Administration, Bachelor, ASPO 01.10.2020
Module code: BBWL-2020-644
Hours per semester week / Teaching method: 4V (4 hours per week)
ECTS credits: 5
Semester: 6
Mandatory course: no
Language of instruction: German
Assessment: Written exam, project
Curricular relevance: BBWL-544/644 Business Administration, Bachelor, ASPO 01.10.2016, optional course BBWL-2020-644 Business Administration, Bachelor, ASPO 01.10.2020, semester 6, optional course
Workload: 60 class hours (= 45 clock hours) over a 15-week period. The total student study time is 150 hours (equivalent to 5 ECTS credits). There are therefore 105 hours available for class preparation and follow-up work and exam preparation.
Recommended prerequisites (modules): BBWL-2020-541 BBWL-2020-542 Specialization (SP) Module 2: Marketing Tools [updated 22.02.2020]
Recommended as prerequisite for:
Module coordinator: Prof. Dr. Tatjana König
Lecturer: Prof. Dr. Tatjana König [updated 01.10.2016]

Learning outcomes:

After successfully completing this module, students will:

International marketing:

- have developed a basic understanding of the necessity of intercultural marketing and the fundamental orientation patterns of international market cultivation
- be able to explain and apply the concept of culture and selected cultural studies
- have developed and demonstrated intercultural competence
- be able to describe and characterize the problems of international market segmentation, as well as different market entry and cultivation strategies
- be able to apply the marketing tools in an international context

Market research:

- be able to assess the sub-areas of marketing information and their significance
- be able to present basic principles and procedures from the field of market research
- be able design a market research tool and evaluate simple questions

General topics:

- have developed their conceptual, technical and communicative skills from past semesters
- be able to develop and expand upon the content of the lecture
- be able to work independently on questions from the fields of international marketing and market research in the form of practical case studies, thereby consolidating their theoretical knowledge

[updated 02.01.2019]

Module content:**1. International Marketing**

- _ Market cultivation orientation between standardization and differentiation
- _ The concept of culture, cultural dimensions, cultural distance and cultural clusters
- _ Market evaluation, market entry
- _ International market segmentation and designing marketing tools in an international environment
- _ Negotiating, CRM in an international context

2. Market Research

- _ Phases of a market research project, designing questions and scales, scale levels and evaluation options, SPSS training
- Implementation project in the field of market research: participation in all project phases

[updated 02.01.2019]

Teaching methods/Media:

Lecture mit case studies and project work inkl. presentations by the students

[updated 02.01.2019]

Recommended or required reading:

1. Internationales Marketing

- Backhaus, K.; Voeth, M. (latest edition): Internationales Marketing, Stuttgart
- Meffert, H.; Burmann, C.; Becker, C. (latest edition): Internationales Marketing-Management, 4. Aufl., Stuttgart
- Müller, S.; Gelbrich, K. (latest edition): Interkulturelles Marketing, München
- Zentes, J.; Swoboda, B.; Schramm-Klein, H. (latest edition): Internationales Marketing, München

2. Marketing Information

- Berekoven, L., Eckert, W., Ellenrieder, P. (latest edition), Marktforschung _ Methodische Grundlagen und praktische Anwendung, Wiesbaden.
- Foscht, T., Swoboda B. (latest edition), Käuferverhalten: Grundlagen, Perspektiven, Anwendungen, Wiesbaden

[updated 02.01.2019]

Specialization (SP) Module 4: Supply Chain Management and Case Studies

Module name (EN): Specialization (SP) Module 4: Supply Chain Management and Case Studies
Degree programme: Business Administration, Bachelor, ASPO 01.10.2020
Module code: BBWL-2020-532
Hours per semester week / Teaching method: 4V (4 hours per week)
ECTS credits: 5
Semester: 5
Mandatory course: no
Language of instruction: German
Assessment: Written exam and composition with presentation (90 minutes / Weighting 1:1 / Can be repeated semesterly)
Curricular relevance: BBWL-534 Business Administration, Bachelor, ASPO 01.10.2012, optional course BBWL-534/634 Business Administration, Bachelor, ASPO 01.10.2016, optional course BBWL-2020-532 Business Administration, Bachelor, ASPO 01.10.2020, semester 5, optional course
Workload: 60 class hours (= 45 clock hours) over a 15-week period. The total student study time is 150 hours (equivalent to 5 ECTS credits). There are therefore 105 hours available for class preparation and follow-up work and exam preparation.
Recommended prerequisites (modules): None.
Recommended as prerequisite for: BBWL-2020-635 [updated 24.02.2020]
Module coordinator: Prof. Dr. Thomas Korne
Lecturer: Prof. Dr. Thomas Korne [updated 01.10.2016]

Learning outcomes:

After successfully completing this module students will be able to:

- name and explain the drivers for supply chain management,
- explain the benefits of cooperation across company boundaries,
- understand supply chain management as the management of cross-company processes,
- describe specific forms of cooperation in trade,

- understand the (information) technological principles of efficient supply chain management and use them in a professional discussion,
- apply quantitative methods to (re)design a supply chain.
- analyze a relevant problem in a larger context and solve it using the right tools.

Learning outcomes/soft skills:

Delegating tasks when working on the case study in a team; adherence to deadlines, presenting case study results in a target group-oriented manner

[updated 02.01.2019]

Module content:

Submodule: Supply Chain Management

- Introduction to supply chain management
- Subject matter and examples
- Bullwhip effect and beer game
- Inter-company process management
- Supply chain processes, SCOR model
- Supply chain management in retail
- ECR, VMI, CPFR
- Case study on vendor managed inventory (VMI)
- Information technology and SCM
- Internet, basic software architectures for distributed applications
- EDI, e-business, logistics portals
- Network planning in supply chains
- Models for network planning
- Case study on network-related production program planning
- Advanced planning systems (APS)

Submodule: Case studies

- Identifying the problem, developing solutions, evaluating alternatives, presenting and documenting results in a target group-oriented manner
- Current topics in logistics (e.g. dimensioning KANBAN control loops for

consumption-oriented, multi-level production)

[updated 02.01.2019]

Teaching methods/Media:

Lecture, discussions, case studies, use of software to solve linear optimization models (e.g. Excel Solver)

Case study work in groups, presentations

[updated 02.01.2019]

Recommended or required reading:

- Werner, H.: Supply Chain Management, 3., vollst. überarb. u. erw. Aufl., Wiesbaden 2008.
- Chopra, S., Meindl, P.: Supply Chain Management, 4. Aufl., Upper Saddle River NJ 2010.
- Simchi-Levi, D., Kaminsky, P., Simchi-Levi, E.: Designing and Managing the Supply Chain: Concepts, Strategies and Case Studies, 3. Aufl., Boston 2008.
- Stadtler, H., Kilger, C.: Supply Chain Management and Advanced Planning, 4. Aufl., Berlin Heidelberg 2008.

[updated 02.01.2019]