Module handbook

Faculty of Management and Sales

Study program Global Digital Marketing and Sales, Bachelor of Arts (B.A.)

Start date	01.09.2025
Dean of Studies	Prof. Dr. Christian Buske
Status	13.03.2025
Workload	210 Credit Points ≙ 25h / Credit Point (ECTS)
Academic Regulation (SPO)	1 GDM

Module overview

Basic Studies

Semester	No.	Description
1	G1	General Business Administration
1	G2	Applied Mathematics
1	G3	Introduction to IFRS
1	G4	Economics
1	G5	International Law
1	A1/	German 1 Beginner
	B1	Spanish 1 Beginner
2	G6	Internal Accounting
2	G7	Statistics
2	G8	Management Decisions in Operational Performance Processes I
2	G9	Management Decisions in Operational Performance Processes II
2	G10	Scientific Work
2	A2/	German 2 Beginner
	B2	Spanish 2 Beginner

Main Studies

Semester	No.	Description
3	DM1	Digital Marketing I
3	DM2	Entrepreneurship
3	DM3	Innovation Management
3	GS1	International Logistics
3	GS2	Intercultural Competence and Ethics
3	A3/	German 3 Intermediate
	B3	Spanish 3 Intermediate
4	DM4	Digital Marketing II
4	DM5	Website Optimization
4	GS3	Global Market Research & Big Data
4	GS4	Customer Management
4	GS5	Marketing and Sales Law
4	A4/	German 4 Intermediate
	B4	Spanish 4 Intermediate

Practical Term

Semester	No.	Description
5	P	Internship Semester

Main Studies

Semester	No.	Description
6	DM6	Digital Leadership & Management
6	DM7	Website Coding and Tracking
6	DM8	Business Simulation
6	DM9	Digital Marketing Case Study
6	GS6	Sales Controlling
6	A5/	German 5 Advanced
	B5	Spanish 5 Advanced
7	DM10	Digital Marketing III

7	DM11	Business Transformation
7	A6/	German 6 Advanced
	B6	Spanish 6 Advanced
7	BT	Bachelor Thesis and Colloquium

List of Abbreviations:

GDM	**G**lobal **D**igital **M**arketing and **S**ales
B.A.	**B**achelor of **A**rts
SPO	Study and Exam Regulations (**S**tudien-und **P**rüfungs**o**rdnung)
SPO – AT	Study and Exam Regulations General Section (**S**tudien-und **P**rüfungs**o**rdnung **A**llgemeiner **T**eil)
SWS	Teaching hours per semester week (**S**emester**w**ochen**s**tunden)
ECTS	**E**uropean **C**redit **T**ransfer **S**ystem
DQR	German qualification framework (**D**eutscher **Q**ualifikations**r**ahmen)

Course Types

Abbreviation	Description
V	**Lecture** Lectures are used for the coherent presentation and communication of basic and specialized scientific knowledge and methodological skills. The lecture serves the coherent presentation of a subject matter as well as the communication of facts and methods. Broad and integrated knowledge of a scientific subject as well as theories and methods for dealing with complex problems, including the scientific principles, their practical application and a critical understanding of the most important theories and methods are conveyed (over the entire course of study). The lecturer presents and develops the subject matter with the active participation of the students.
S	**Seminar** The seminar serves to deepen a subject area. Students work independently on a limited subject area. Typically, the working method in seminars is the alternation between presentation (student and /or teacher) and discussion after previous student literature study (self-study). As a rule, students present the results of their work and improve their written and oral communication skills. The opportunity to work in a group also trains social skills. Students are in direct contact with the lecturer during the time they are working on their thesis.
Ü	**Exercise** Exercises serve the practical application and practice of scientific methods and procedures in narrowly defined subject areas. The subject matter of a course is deepened by means of exercises or practice cases.
SP	**Language Class** Language didactic colloquia are characterized by the teaching of material in small groups, in which the active participation of students is made possible. For this reason, student attendance is compulsory. Oral and written expression and listening comprehension skills are taught.
PS	**Simulation Game** Simulation games are used to simulate decision-making problems and to train decision-making under certain objectives and framework conditions. They make it possible to bring together different areas of knowledge by practicing decision-making situations.

Examination Types (see SPO-AT §32)

Abbr.	Description
LK	**Course-specific time-constraint assignment** In written examinations, students should demonstrate that they can solve problems and work on topics in a limited amount of time, with limited resources and using the usual methods of their subject. A written examination should also determine whether they have the necessary basic knowledge. The content of the respective subject is primarily tested. The written examination takes place in the examination period defined in the university's schedule.
LR	**Course-specific paper / presentation** In a presentation, students have to write a scientifically sound paper on a limited topic and present the results orally. As a rule, candidates provide additional documents (handouts) and use visualization options (slides, PowerPoint presentations, blackboard pictures, etc.).
LA	**Course-specific practice-related assignment** In a practical assignment, the solution to a certain number of problems must be planned and implemented with theoretical reference. As a rule, the results are recorded in writing.
LKBK	**Course-specific combination of assessments; concluded by a written examination** The combined examination form "LKBK" is a composite examination consisting of one or more oral or written partial examinations & a final written examination (final examination). The examiner responsible for the course determines in the first three weeks of the lecture period how many partial examinations will be held & on which dates. At the same time, he/she determines the proportion of the individual partial examinations in the final result. Students must be notified of this determination in writing & the examination board responsible for the degree program must be informed. The assessment of the combined examination is determined from the assessment of the partial examinations & the final examination, whereby the final examination must be passed & is included in the final result with at least 50%.
LKBR	**Course-specific combination of assessments; concluded by a paper / a presentation** The combined examination form "LKBR" is a composite examination consisting of one or more oral or written partial examinations and a final presentation (final examination). The examiner responsible for the course determines in the first three weeks of the lecture period how many partial examinations will be held and on which dates. At the same time, he/she determines the proportion of the individual partial examinations in the final result. Students must be notified of this decision in writing and the examination board responsible for the degree program must be informed. The assessment of the combined examination is determined in accordance with § 11 from the assessment of the partial examinations and the final presentation, whereby the final presentation must be passed and is included in the final result with at least 50 per cent.
PR	**Module-specific paper / presentation** In an overarching course presentation, students have to write a scientifically sound paper on an interdisciplinary topic and present the results orally. As a rule, candidates provide additional documents (handouts) and use visualization options (slides, PowerPoint presentations, blackboard pictures, etc.).
SA	**Preliminary examination based on a practice-related assignment (ungraded)** In a practical assignment, the solution to a specific number of problems must be planned and implemented with theoretical reference.
SR	**Preliminary examination based on a paper / a presentation (ungraded)** A distinction is made between "passed" and "failed" in the assessment of preliminary examination performance by presentation. A performance is assessed as "failed" if it no longer meets the requirements due to significant deficiencies. In a presentation, students have to write a scientifically sound paper on a limited topic and present the results orally. As a rule, candidates provide additional documents (handouts) and use visualization options (slides, PowerPoint presentations, blackboard pictures, etc.)

Objectives of the Global Digital Marketing course

Entrepreneurial success is significantly influenced by internationalization, digitization and professional marketing. The central objective of the program is thus to raise the next generation of academic leaders in global digital marketing. The Bachelor's degree program consists of three training pillars that offer students optimal training and preparation for practice. With the "General Management" pillar, students are introduced to business administration and acquire basic business knowledge. The skills acquired in the "General Sales Management" pillar enables graduates to design innovative sales structures and processes in companies. The "Special Sales Management E-Business" pillar qualifies students professionally and systematically for those subject areas that establish marketing excellence in the company's e-business sector. In addition, the "Elective Course" training pillar is intended to enable the target group of foreign students to have the German language skills they need for the German-speaking job market after their studies. Students with knowledge of the German language will be able to learn an additional language. The knowledge imparted is cross-sectoral. After successfully completing the bachelor's degree, graduates will have access to a wide range of employment opportunities in the marketing, sales and e-business areas of companies due to the course's focus on conveying key qualifications.
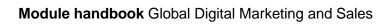
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Semester 1

Basic Studies

Module G1 600000 General Business Administration

Duration of the module	1 semester
Semester	1
Contact hours per week	4
Type of examination	PK
Credit Points (ECTS)	5
Requirements for awarding credit points	Passed examination (combined assessment of both sub-modules)
Module coordinator	Prof. Dr. En-Chi Chang
Teaching, learning and examination methods	
Course unit content	
Competence level according to DQR	5
Requirements for participation	None
Additional specifics	
Proof of achievement in a combined assessment	Details to be announced in the beginning of semester

Course G1.1 600001 Introduction to Business Administration

Course coordinator	Prof. Dr. Enchi Chang
Semester	1
Frequency	Winter term
Type of course	Lecture with exercises
Credit Points (ECTS)	3
Contact hours per week	2
Workload – contact hours	30
Workload – self-study	45
Detailed notes on workload	Preparation / follow-up and examination time totaling the indicated time. The instructions can be found in ILIAS learning management system (module preparation).
Type of examination	Combined exam at module level
Duration of examination	120 min
Engagement	Compulsory
Requirements for participation	None
Teaching / learning methods	Lecture with integrated tutorial / exercise Self-study: preparation and follow-up of lectures, processing of exercises, accompanying preparation for examinations
Professional competence: knowledge and comprehension	These professional competencies relate to both general management issues as well as the building of fundamental skills regarding legal framework conditions. The students are familiar with the subject and history of business administration, understand the legal and economic consequences resulting from the choice of company form as well as fundamental business decision-making factors. They have integrated, in-depth theoretical knowledge of this field. The students have a very broad spectrum of cognitive and practical skills and methods for solving problems in the specialized and constantly changing field of general business administration. Thereby they are able to take into account the interactions of decisions in individual operational functional areas when solving practical problems.

Personal competence: social skills	
Personal competence: independence / autonomy	
Competence level according to DQR	5

Contents	History and subject of business administration
	   • Business administration as a science
	   • History of business administration
	   • Necessity, benefit expectation and demand
	   • Business, household and company
	
	Companies and their types
	   • The life cycle of companies
	   • Types of companies, legal forms
	   • Types of cooperation
	   • Types of concentration
	
	Corporate decisions
	   • Decision making and decision pathologies
	   • Framework conditions for business decisions
	   • A company's target system
	   • Strategic and operational planning processes
	   • Selected decision-making techniques

Recommended supplementary classes	
Additional specifics	
Literature	Ebert, R., Ebert, R.J., and Griffin, R.W. (2022), *Business Essentials, Global Edition, 13th Edition*, Harlow, England: Pearson
Scheduled	Regularly, StarPlan

Course G1.2 600002 Digital Business Management

Course coordinator	Prof. Dr. Enchi Chang
Semester	1
Frequency	Winter term
Type of course	Lecture with exercises
Credit Points (ECTS)	2
Contact hours per week	2
Workload – contact hours	30
Workload – self-study	20
Detailed notes on workload	Preparation / follow-up and examination time totaling the indicated time. The instructions can be found in ILIAS learning management system (module preparation).
Type of examination	Combined exam at module level
Duration of examination	120 min
Engagement	Compulsory
Requirements for participation	None
Teaching / learning methods	Lecture with integrated tutorial / exercise
Professional competence: knowledge and comprehension	Students will develop a comprehensive understanding of digitization through real-world case studies from both research and industry practice. Students will acquire theoretical knowledge from the lectures to then apply it in interactive discussions and embedded group assignments to hot topics in the field.
Personal competence: social skills	Through the use of practical examples and research-driven methodologies, students will gain insights into the concepts, frameworks, and methods of business information systems.

	Students acquire theoretical knowledge from lectures and then apply it to current topics in practice through interactive discussions and embedded group tasks.
Personal competence: independence / autonomy	
Competence level according to DQR	5
Contents	Digital products and services have become an essential part of everyday life for individuals and organizations alike. The profound effects of digitization compel organizations to adapt to changing business paradigms and leverage digital technologies and media. However, what opportunities and risks do companies face when employing digital technologies and media, such as artificial intelligence? How can these opportunities be seized while mitigating potential risks? Furthermore, what ethical and societal implications arise from the process of digitization? This module focuses on the foundational and forward-thinking concepts of digitization concerning individuals, businesses, and society as a whole. It explores the potentials and constraints, as well as the challenges that digitization imposes, particularly on companies and other entities.
Recommended supplementary classes	
Additional specifics	
Literature	Hanlon, A. (2024), Digital Business, London: Sage Wirtz, B.W. (2024), Digital Business and Electronic Commerce, 2nd Edition, Cham, Switzerland: Springer Nature
Scheduled	Regularly, StarPlan

Module G2 600010 Applied Mathematics

Duration of the module	1 semester
Semester	1
Contact hours per week	4
Type of examination	LK
Credit Points (ECTS)	5
Requirements for awarding credit points	Passed examination
Module coordinator	Prof. Dr. Christian Buske
Teaching, learning and examination methods	
Course unit content	
Competence level according to DQR	6
Requirements for participation	None
Additional specifics	
Proof of achievement in a combined examination	Not applicable

Course G2.1 600011 Applied Mathematics

Course coordinator	Charles Gish
Semester	1
Frequency	Winter term
Type of course	Lecture with exercises
Credit Points (ECTS)	5

Contact hours per week	4
Workload – contact hours	60
Workload – self-study	65
Detailed notes on workload	Preparation / follow-up and examination time totaling the indicated time. The instructions can be found in ILIAS learning management system (module preparation).
Type of examination	Exam at module level
Duration of examination	120 min
Engagement	Compulsory
Requirements for participation	None
Teaching / learning methods	
Professional competence: knowledge and comprehension	Students can name and explain the methods of linear algebra and multi-variable analysis. They are able to list and interpret these methods and transfer them to areas of application in business administration and thus draw appropriate conclusions. Students are able to select and apply the appropriate methods for corresponding questions. Students can use these methods to solve economic problems and recognize correlations.
Personal competence: social skills	
Personal competence: independence / autonomy	
Competence level according to DQR	6
Contents	1. Differential calculus with functions of one independent variable - Differential quotient and derivation rules - Higher derivatives - Determining extreme values 2. Differential calculus with functions with several independent variables - Partial derivatives - Partial and total differential - Determining extreme values with and without constraints 3. Linear algebra - Matrices and vectors - Matrix and vector operations - Linear systems of equations - Economic applications 4. Linear optimization - Graphical solution of linear programs - Simplex methods
Recommended supplementary classes	Mathematics foundation course (elective, during welcome week)
Additional specifics	
Literature	Calculus Vol. 1 - openstax.org: https://openstax.org/details/books/calculus-volume-1

	Linear Algebra Done Wrong - Brown University: https://www.math.brown.edu/streil/papers/LADW/LADW_2017-09-04.pdf
Scheduled	Regularly, StarPlan

Module G3 600020 Introduction to IFRS

Duration of the module	1 semester
Semester	1
Contact hours per week	4
Type of examination	LK
Credit Points (ECTS)	5
Requirements for awarding credit points	Passed examination
Module coordinator	Prof. Dr. Karola Bastini
Teaching, learning and examination methods	
Course unit content	
Competence level according to DQR	5
Requirements for participation	None
Additional specifics	
Proof of achievement in a combined examination	Not applicable

Course G3.1 600021 Introduction to IFRS

Course coordinator	Prof. Dr. Karola Bastini
Semester	1
Frequency	Winter term
Type of course	Lecture with exercises
Credit Points (ECTS)	5
Contact hours per week	4
Workload – contact hours	60
Workload – self-study	65
Detailed notes on workload	
Type of examination	Exam at module level
Duration of examination	120 min
Engagement	Compulsory
Requirements for participation	None
Teaching / learning methods	Lecture with integrated tutorial / exercise Self-study: preparation and follow-up of the lecture, processing of questions, accompanying exam preparation
Professional competence: knowledge and comprehension	Students are able to use and differentiate between national and international accounting standards. They can describe and derive the key elements of IFRS financial statements. Students are also able to follow questions related to international accounting and measurement standards and compare them with national regulations. Students are able to apply international accounting and measurement standards to important business transactions within the company. They can thus derive their accounting treatment from the existing legal basis and are able to analyze the necessary assessment steps for individual situations.

Personal competence: social skills	
Personal competence: independence / autonomy	
Competence level according to DQR	5
Contents	1. Legal bases and technology of corporate accounting
	- Bookkeeping in the context of accounting
	- System and technology/technique of double-entry bookkeeping: Stocktaking - Inventory - Balance sheet - Inventory postings - Profit and loss postings - Chart of accounts
	2. Selected booking cases
	3. Preparation of financial statements with balance sheet and profit and loss account
	4. Introduction to national/international accounting and its conceptual foundations/differences
	a. Commercial Code (HGB)
	b. International Financial Reporting Standards (IFRS)
	5. Central components of IFRS (consolidated) financial statements and their distinctive features/specifics
	a. Balance
	b. Income Statement and Statement of Comprehensive Income
	c. Statement of Cash Flow
	d. Appendix
	6. Accounting for assets
	a. Fixed assets
	b. Financial assets and instruments
	c. Intangible assets
	d. Orders for production/manufacturing
	e. Inventories
	7. Accounting for liabilities
	a. Equity
	b. Provisions
	c. Liabilities
Recommended supplementary classes	
Additional specifics	
Literature	**International Financial Reporting Standards (IFRS) 2025** 19. Auflage. 2025 1696 S. Wiley-VCH. ISBN 978-3-527-51204-1
Scheduled	Regularly, StarPlan

Module G4 600030 Economics

Duration of the module	1 semester
Semester	1
Contact hours per week	4

Type of examination	PK
Credit Points (ECTS)	5
Requirements for awarding credit points	Passed examination
Module coordinator	Prof. Dr. En-Chi Chang
Teaching, learning and examination methods	
Course unit content	
Competence level according to DQR	6
Requirements for participation	
Additional specifics	
Proof of achievement in a combined examination	Details to be announced in the beginning of semester

Course G4.1 600031 Microeconomics

Course coordinator	Prof. Dr. Enchi Chang
Semester	1
Frequency	Winter term
Type of course	Lecture with exercises
Credit Points (ECTS)	2
Contact hours per week	2
Workload – contact hours	30
Workload – self-study	20
Detailed notes on workload	
Type of examination	Exam at module level
Duration of examination	120 min
Engagement	Compulsory
Requirements for participation	None
Teaching / learning methods	Lecture with integrated tutorial / exercise Self-study: preparation and follow-up of the lecture, processing of questions, accompanying exam preparation
Professional competence: knowledge and comprehension	Students are familiar with topics and issues in microeconomics, understand the functioning of individual markets and the decision-making parameters of companies and consumers from the perspective of microeconomics. They have an integrated, in-depth theoretical knowledge of this field of study. Students have a very broad range of cognitive and practical skills and methods for solving problems in the highly specialized field of microeconomics and can take into account the interactions of decisions in individual market segments when solving practical problems.
Personal competence: social skills	
Personal competence: independence / autonomy	Students learn to achieve, reflect on and evaluate their own and externally set learning and working group goals in a self-directed manner, either individually or in working group teams.
Competence level according to DQR	6
Contents	Introduction to Microeconomics Coordinating function of the market • The market processes • Division of Labor, Comparative Costs and Prosperity

	• Problems regarding information and coordination The optimal consumption decision – the demand • Budget restriction • Utility function • Decision The offer • Individual supply curve • Long-term supply curve Monopolies and cartels • Optimization of the sales price • Product differentiation The labor market • Supply and demand on the labor market Functions of the State • Distribution function and social aspects • Allocation function and environmental policy
Recommended supplementary classes	
Additional specifics	
Literature	Flynn, S.M.(2023), Economics for Dummies, 4th Edition, Hoboken, NJ: Wiley. Parkin, M. (2022), Microeconomics, Global Edition, 14th Edition, Harlow, England: Pearson.
Scheduled	Regularly, StarPlan

Course G4.2 600032 Macroeconomics

Course coordinator	Prof. Dr. Enchi Chang
Semester	1
Frequency	Winter term
Type of course	Lecture with exercises
Credit Points (ECTS)	3
Contact hours per week	2
Workload – contact hours	30
Workload – self-study	45
Detailed notes on workload	
Type of examination	Exam at module level
Duration of examination	120 min
Engagement	Compulsory
Requirements for participation	None
Teaching / learning methods	Lecture with integrated tutorial / exercise Self-study: preparation and follow-up of the lecture, processing of questions, accompanying exam preparation

Professional competence: knowledge and comprehension	Students are familiar with topics and issues in microeconomics, understand the functioning of individual markets and the decision-making parameters of companies and consumers from the perspective of microeconomics. They have an integrated, in-depth theoretical knowledge of this field of study. Students have a very broad range of cognitive and practical skills and methods for solving problems in the highly specialized field of microeconomics and can take into account the interactions of decisions in individual market segments when solving practical problems.
Personal competence: social skills	
Personal competence: independence / autonomy	Students learn to achieve, reflect on and evaluate their own and externally set learning and working group goals in a self-directed manner, either individually or in working group teams.
Competence level according to DQR	6
Contents	1. National accounts 2. Goods market 3. Money and capital market 4 IS-LM model 5. Labor market 6. Macroeconomic equilibrium 7. Interest rate and inflation theory 8. Money and fiscal policy 9. Exchange rates and exchange rate systems 10. Relative and absolute price advantages 11. Factor migration 12 Real exchange ratio and trade equilibrium 13 Trade policy instruments 14. Balance of payments and balance of payments mechanisms 15. Stabilization policy with fixed and flexible exchange rates
Recommended supplementary classes	
Additional specifics	
Literature	Flynn, S.M.(2023), Economics for Dummies, 4th Edition, Hoboken, NJ: Wiley. Parkin, M. (2022), Macroeconomics, Global Edition, 14th Edition, Harlow, England: Pearson.
Scheduled	Regularly, StarPlan

Module G5 600040 International Law

Duration of the module	1 semester
Semester	1
Contact hours per week	4
Type of examination	LK
Credit Points (ECTS)	5
Requirements for awarding credit points	Passed examination
Module coordinator	Prof. Dr. Christine Monsch

Teaching, learning and examination methods	
Course unit content	
Competence level according to DQR	5
Requirements for participation	None
Additional specifics	
Proof of achievement in a combined examination	Not applicable

Course G5.1 600041 International Law

Course coordinator	Prof. Dr. Christine Monsch
Semester	1
Frequency	Winter term
Type of course	Lecture with exercises
Credit Points (ECTS)	5
Contact hours per week	4
Workload – contact hours	60
Workload – self-study	65
Detailed notes on workload	Workload preparation/follow-up: Preparation / follow-up outside lecture and examination periods to the extent specified. The instructions can be found in ILIAS (module preparation)
Type of examination	Exam at module level
Duration of examination	120 min
Engagement	Compulsory
Requirements for participation	Keine
Teaching / learning methods	Lecture with integrated exercise Self-study: preparation and follow-up of the lecture, processing of questions, accompanying exam preparation
Professional competence: knowledge and comprehension	Students can identify the content of legal methodology and are able to characterize the general theory of legal transactions. This will enable them to recognize the theoretical foundations and practical significance of private commercial law. Students will be able to describe and demonstrate the most important types of contracts and the disruptions to performance and liability issues that arise in this context. Particularities of commercial transactions and the most important corporate types can be reproduced, described and differentiated. Students are able to apply the regulations of contract law to important legal relationships in business practice. They are able to analyze a specific case, differentiate its essential legal aspects and develop a well-founded solution proposal. Students will also be able to apply the general regulations to commercial transactions. They will also be able to clarify the relationships between the legal structures of legal forms and the choice of legal form.
Personal competence: social skills	
Personal competence: independence / autonomy	
Competence level according to DQR	5
Contents	• Legal methodology • Legal subjects, legal objects and general legal business theory • Basics of contract law

	• Economically relevant types of contracts
	• Performance failure and liability
	• Basics of property law
	• Particularities of the trading business
	• Essential corporate forms
	• Aspects of the choice of legal form
	• International legal forms
	• International legal interpretation
Recommended supplementary classes	
Additional specifics	
Literature	To be announced after beginning of semester
Scheduled	Regularly, StarPlan

Module EC A1 600050 German 1 Beginner

Duration of the module	1 semester
Semester	1
Contact hours per week	4
Type of examination	LK
Credit Points (ECTS)	5
Requirements for awarding credit points	Passed examination
Module coordinator	Prof. Dr. Christian Buske
Teaching, learning and examination methods	
Course unit content	
Competence level according to DQR	6
Requirements for participation	Keine
Additional specifics	
Proof of achievement in a combined examination	Not applicable

Course EC A1.1 600051 German Beginner

Course coordinator	Andrea Hesse
Semester	1
Frequency	Winter term
Type of course	Lecture with exercise
Credit Points (ECTS)	5
Contact hours per week	4
Workload – contact hours	60
Workload – self-study	65
Detailed notes on workload	Workload preparation/follow-up: Preparation/follow-up outside lecture and examination periods to the extent specified.
Type of examination	Exam on module level
Duration of examination	120 min
Engagement	Compulsory elective subject
Requirements for participation	None
Teaching / learning methods	Seminar-based teaching with exercises in the courses. Self-study includes regular homework, preparation and follow-up of the

	courses as well as timely submission of examination results and preparation for examinations.
Professional competence: knowledge and comprehension	After successfully completing the module, learners will be able to - understand familiar words and simple sentences in texts - understand familiar words and simple sentences when spoken slowly and clearly - communicate in a simple way, ask and answer simple questions about immediately necessary things and familiar topics - introduce and describe themselves and others - write simple messages and fill in simple forms
Personal competence: social skills	Students practice teamwork skills through cooperative action in multinational mixed groups.
Personal competence: independence / autonomy	
Competence level according to DQR	5
Contents	This module teaches basic knowledge of German as a foreign language, taking into account intercultural and regional aspects, enabling students to find their way around in everyday situations - e.g., when shopping, in restaurants, on public transport, etc. - despite having little knowledge of the language. You will learn/practice basic vocabulary on topics such as family, work, leisure and food, plural nouns, personal and demonstrative pronouns and simple negation forms, asking and answering simple questions about yourself/your family, understanding and using numbers, prices and times and reporting everyday situations in the present tense in simply structured main clauses. Opportunities are shown to organize the learning process in the foreign language independently and effectively. The module generally covers the following topics (including the necessary vocabulary and grammar): - Getting to know each other and family - Dates and numbers - Leisure time - Living - Clothing - Traveling - Shopping, eating and drinking
Recommended supplementary classes	Pre-arrival online course: https://a1.vhs-lernportal.de/wws/9.php#/wws/home.php
Additional specifics	
Literature	Kurs DaF. Deutsch für Studium und Beruf. Klett Verlag
Scheduled	Regularly, StarPlan

Module EC B1 600060 Spanish 1 Beginner

Duration of the module	1 semester
Semester	1

Contact hours per week	4
Type of examination	LK
Credit Points (ECTS)	5
Requirements for awarding credit points	Passed examination
Module coordinator	Prof. Dr.-Ing. Ricarda Schlimbach
Teaching, learning and examination methods	
Course unit content	
Competence level according to DQR	6
Requirements for participation	
Additional specifics	
Proof of achievement in a combined examination	Not applicable

Course EC B1.1 600061 Spanish 1 Beginner

Course coordinator	
Semester	1
Frequency	Winter term
Type of course	Lecture with exercise
Credit Points (ECTS)	5
Contact hours per week	4
Workload – contact hours	60
Workload – self-study	65
Detailed notes on workload	Workload preparation/follow-up: Preparation/follow-up outside lecture and examination periods to the extent specified.
Type of examination	Exam on module level
Duration of examination	120 min
Engagement	Compulsory elective subject
Requirements for participation	None
Teaching / learning methods	Seminar-based teaching with exercises in the courses. Self-study includes regular homework, preparation and follow-up of the courses as well as timely submission of examination results and preparation for examinations.
Professional competence: knowledge and comprehension	After successfully completing the module, learners will be able to - understand familiar words and simple sentences in texts - understand familiar words and simple sentences when spoken slowly and clearly - communicate in a simple way, ask and answer simple questions about immediately necessary things and familiar topics - introduce and describe themselves and others - write simple messages and fill in simple forms
Personal competence: social skills	Students practice teamwork skills through cooperative action in multinational mixed groups.
Personal competence: independence / autonomy	
Competence level according to DQR	5
Contents	This module teaches basic knowledge of Spanish as a foreign language, taking into account intercultural and regional aspects, enabling students to find their way around in everyday situations - e.g., when shopping, in restaurants, on public transport, etc. - despite having little knowledge of the language. You will learn/practice basic vocabulary on topics such as family,

	work, leisure and food, plural nouns, personal and demonstrative pronouns and simple negation forms, asking and answering simple questions about yourself/your family, understanding and using numbers, prices and times and reporting everyday situations in the present tense in simply structured main clauses.

Opportunities are shown to organize the learning process in the foreign language independently and effectively.

The module generally covers the following topics (including the necessary vocabulary and grammar):

- Getting to know each other and family

- Dates and numbers

- Leisure time

- Living

- Clothing

- Traveling

- Shopping, eating and drinking |
Recommended supplementary classes	
Additional specifics	
Literature	"Adelante! Nivel elemental!" Klett Verlag
Scheduled	Regularly, StarPlan

Semester 2

Module G6 600070 Internal Accounting

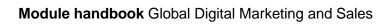|	
Duration of the module	1 semester
Semester	2
Contact hours per week	4
Type of examination	LK
Credit Points (ECTS)	5
Requirements for awarding credit points	Passed examination
Module coordinator	Prof. Dr. Gerold Heizmann
Teaching, learning and examination methods	
Course unit content	1. Cost accounting as an information tool 2. Cost Theory Basics of Cost Accounting 3. Characteristics of Cost Accounting Systems 4. Cost element accounting 5. Cost Center Accounting 6. Cost Object Accounting Full and partial cost accounting systems
Competence level according to DQR	6
Requirements for participation	
Additional specifics	
Proof of achievement	

Course G6.1 600071 Internal Accounting

Course coordinator	
Semester	2
Frequency	Summer term
Type of course	Lecture with exercises
Credit Points (ECTS)	5
Contact hours per week	4
Workload – contact hours	60
Workload – self-study	65
Detailed notes on workload	Workload preparation/follow-up: Preparation / follow-up outside lecture and examination periods to the extent specified. The instructions can be found in ILIAS (module preparation)
Type of examination	Exam at module level
Duration of examination	120 min
Engagement	Compulsory
Requirements for participation	
Teaching / learning methods	Lecture with integrated exercise Self-study: preparation and follow-up of the lecture, processing of questions, accompanying exam preparation
Professional competence: knowledge and comprehension	The students are able to name the function of cost accounting as a company information tool in detail and demonstrate it in an exemplary manner. They are able to define the concept of costs in a purpose-oriented manner and to compare different concepts of costs with each other; They can therefore use the scientific or cost-theoretical basics. They are also able to characterize the areas of cost accounting (cost element, cost center and cost unit accounting) and to differentiate them from each other. They will be able to characterize and explain full and partial cost systems in their essence. Students are able to apply the techniques of cost element accounting and are thus able to calculate costs according to type and amount. Thereby they can determine the amount and thus

	analyze operational cost structures. They can carry out cost center calculations on the basis of operational data and are able, for example, in the case of cost allocations, to recognize and critically assess implicit assumptions. Students are able to calculate, for example, the cost price of a product using various methods and can clarify the dependencies and relationships involved.
Personal competence: social skills	
Personal competence: independence / autonomy	
Competence level according to DQR	6
Contents	• Cost accounting as an information tool • Cost Theory Basics of Cost Accounting • Features of Cost Accounting Systems • Cost element accounting • Cost center accounting • Cost unit accounting • Full and partial cost accounting systems
Recommended supplementary classes	
Additional specifics	
Literature	Horngren, C. T., Sundem, G. L., & Stratton, W. O. (2002). Introduction to Management Accounting. Upper Saddle River, NJ: Pearson Prentice Hall. Garrison, R. H., Noreen, E. W., & Brewer, P. C. (2018). Managerial Accounting. New York, NY: McGraw-Hill Education. Drury, C. (2013). Management and Cost Accounting. Hampshire: Cengage Learning. Bhimani, A., Horngren, C. T., Datar, S. M., & Rajan, M. (2019). Management Accounting. Harlow: Pearson Education Limited.
Scheduled	Regularly, StarPlan
Proof of achievement	

Module G7 600080 Statistics

Duration of the module	1 semester
Semester	2
Contact hours per week	4
Type of examination	LK
Credit Points (ECTS)	5
Requirements for awarding credit points	Passed examination
Module coordinator	Prof. Dr. Danny Stadelmayer
Teaching, learning and examination methods	
Course unit content	
Competence level according to DQR	
Requirements for participation	

Additional specifics	
Proof of achievement	

Course G7.1 600081 Statistics

Course coordinator	
Semester	2
Frequency	Summer term
Type of course	Lecture with exercises
Credit Points (ECTS)	5
Contact hours per week	4
Workload – contact hours	60
Workload – self-study	65
Detailed notes on workload	Workload preparation/follow-up: Preparation / follow-up outside lecture and examination periods to the extent specified. The instructions can be found in ILIAS (module preparation)
Type of examination	Exam at module level
Duration of examination	120 min
Engagement	Compulsory
Requirements for participation	
Teaching / learning methods	
Professional competence: knowledge and comprehension	Students are able to name and explain the methods of statistics. They are able to list or interpret these methods and transfer them to business application areas and thus draw appropriate conclusions. The students are able to select and apply the appropriate methods for corresponding questions. With the help of the methods, students can find solutions to economic issues and recognize contexts.
Personal competence: social skills	
Personal competence: independence / autonomy	
Competence level according to DQR	6
Contents	1. Statistical characteristics and frequencies 2. Averages 3. Dispersion 4. Concentration measurement 5. Two-dimensional frequency distribution 6. Regression and correlation 7. Time Series Analysis 8. Index Numbers 9. Probabilities 10. Chance Variables and Probability Distributions 11. Estimation of unknown parameters 12. Statistical testing
Recommended supplementary classes	
Additional specifics	
Literature	Anderson, D. R., Sweeney, D. J., & Williams, T. A. (2018). Statistics. Boston, MA: Cengage Learning.

	Sullivan, M. (2019). Statistics. Boston, MA: Pearson.
	Triola, M. F. (2018). Elementary Statistics. Boston, MA: Pearson.
	Moore, D. S., McCabe, G. P., & Craig, B. A. (2018). Introduction to the Practice of Statistics. New York, NY: W. H. Freeman and Company.
Scheduled	Regularly, StarPlan
Proof of achievement	

Module G8 600090 Management Decisions in Operational Performance Processes I

Duration of the module	1 semester
Semester	2
Contact hours per week	4
Type of examination	PK
Credit Points (ECTS)	5
Requirements for awarding credit points	Passed examination
Module coordinator	Prof. Dr. Benjamin Österle
Teaching, learning and examination methods	
Course unit content	
Competence level according to DQR	
Requirements for participation	
Additional specifics	
Proof of achievement	

Course G8.1 600091 Marketing

Course coordinator	
Semester	2
Frequency	Summer term
Type of course	Lecture with exercises
Credit Points (ECTS)	3
Contact hours per week	2
Workload – contact hours	30
Workload – self-study	45
Detailed notes on workload	Workload preparation/follow-up: Preparation / follow-up outside lecture and examination periods to the extent specified. The instructions can be found in ILIAS (module preparation)
Type of examination	Exam at module level
Duration of examination	120 min
Engagement	Compulsory
Requirements for participation	
Teaching / learning methods	Seminar with integrated exercises Self-study: preparation and follow-up of the lecture, processing of questions, accompanying exam preparation
Professional competence: knowledge and comprehension	Students are able to classify and differentiate between conceptual foundations and institutional characteristics of marketing. Additionally, they are able to correctly reproduce the basics of market research and consumer behavior studies. Furthermore,

	the students can highlight the importance of marketing planning and describe the four marketing mix instruments. They will be able to explain various marketing controlling key figures. Students will be able to classify the individual marketing mix instruments, establish their relationships with each other and uncover relevant dependencies. Students are able to apply different forms of market segmentation. Furthermore, they can correctly interpret the core statements of consumer behavior studies and derive practice-relevant conclusions from them.
Personal competence: social skills	
Personal competence: independence / autonomy	
Competence level according to DQR	5
Contents	1. Basics of Marketing • Conceptual basics • Institutional specifics of marketing 2. Behavioral and information basics of marketing • Consumer behavior research • Basics of market research • Market segmentation 3. Strategic Marketing Planning • Strategic analysis • Marketing goals • Marketing strategies 4. Marketing mix • Product and program policy decisions • Pricing policy decisions • Distribution policy decisions • Communication policy decisions 5. Marketing controlling Objectives and decision-making elements of marketing controlling Key figures and key figure systems Calculation of customer and brand values
Recommended supplementary classes	
Additional specifics	
Literature	Kotler, P., & Keller, K. L. (2016). Marketing Management. Upper Saddle River, NJ: Pearson. Solomon, M. R., Marshall, G. W., & Stuart, E. W. (2012). Marketing: Real People, Real Choices. Upper Saddle River, NJ: Pearson.

Scheduled	Regularly, StarPlan
Proof of achievement	

Course G8.2 600092 Human Resource Management

Course coordinator	
Semester	2
Frequency	Summer term
Type of course	Lecture with exercises
Credit Points (ECTS)	2
Contact hours per week	2
Workload – contact hours	30
Workload – self-study	20
Detailed notes on workload	Workload preparation/follow-up: Preparation / follow-up outside lecture and examination periods to the extent specified. The instructions can be found in ILIAS (module preparation)
Type of examination	Exam at module level
Duration of examination	120 min
Engagement	Compulsory
Requirements for participation	
Teaching / learning methods	Seminar with integrated exercises Self-study: preparation and follow-up of the lecture, processing of questions, accompanying exam preparation
Professional competence: knowledge and comprehension	Students are able to reproduce the basics of human resources management and the framework conditions of modern human resources work. Within personnel management, personnel recruiting, personnel development, staff leave and personnel deployment planning can be explained and differentiated from each other. Questions about remuneration and personnel controlling can be explained by the students. Legal framework conditions in the field of human resources management can be named by the students and correctly classified. Students are able to work out the importance of the instruments of personnel recruiting, personnel development, staff leave and personnel scheduling in order to apply them in practical situations. Students are able to analyze different remuneration models and apply them in practice. Key figures of personnel controlling can be analyzed and interpreted by the students.
Personal competence: social skills	
Personal competence: independence / autonomy	
Competence level according to DQR	5
Contents	1. Basics of Human Resources Management 2. Framework conditions of modern HR work 3. Planning in the personnel area 4. Personnel recruiting 5. Personnel development 6. Staff leave 7. Deployment of personnel 8. Questions of remuneration

	9. Controlling in the Human Resources Area
Recommended supplementary classes	
Additional specifics	
Literature	Armstrong, M., & Taylor, S. (2014). Armstrong's Handbook of Human Resource Management Practice. London: Kogan Page. Dessler, G. (2019). Human Resource Management. Upper Saddle River, NJ: Pearson.
Scheduled	Regularly, StarPlan
Proof of achievement	

Module G9 600100 Management Decisions in Operational Performance Processes II

Duration of the module	1 semester
Semester	2
Contact hours per week	4
Type of examination	PA
Credit Points (ECTS)	5
Requirements for awarding credit points	Passed examination
Module coordinator	Prof. Dr.-Ing. Ricarda Schlimbach
Teaching, learning and examination methods	Lecture and seminar with embedded practical exercises
Course unit content	Digital and digitized products have been increasingly entering the reality of consumers and the value creation processes of companies for years. A human-centric design approach and digital platform business models dominate the global economy. The change of existing products through digitization as well as the development of new digital products has become increasingly important in recent years. Driven by new technologies, this relevance will continue to grow in the coming years. This module therefore deals with changed framework conditions and decision-making processes in operational performance processes in an increasingly digitized world with a focus on the customer experience at the center.
Competence level according to DQR	5
Requirements for participation	None
Additional specifics	
Proof of achievement	Successful completion of the module (combined examination of both sub-modules) based on exam and semester project

Course G9.1 600101 Design Thinking

Course coordinator	
Semester	2
Frequency	Summer term
Type of course	Lecture with exercises
Credit Points (ECTS)	2
Contact hours per week	2
Workload – contact hours	30

Workload – self-study	20
Detailed notes on workload	
Type of examination	Exam at module level
Duration of examination	30 min
Engagement	Compulsory
Requirements for participation	None
Teaching / learning methods	Seminar with mandatory team project running in parallel
Professional competence: knowledge and comprehension	Students understand the basic idea of Design Thinking and acquire practical knowledge and an understanding of the Design Thinking process in order to subsequently apply, analyze, and link theory and practice. Students learn to find solutions to a given problem by applying a human-centered approach. They thus gain knowledge while implementing the Design Thinking approach in practice.
Personal competence: social skills	Students are expected to learn methodological competence, including problem-solving, critical thinking, scientific methods, work methods, techniques, and procedures, as well as the use of information, creativity, and innovation in a divergent-convergent thinking process.
Personal competence: independence / autonomy	
Competence level according to DQR	5
Contents	Design Thinking is an iterative problem-solving process that consistently puts the customer and their needs at the center. Around the topics of digitization, agility, and innovation, Design Thinking is becoming increasingly important in everyday business. In this module, students will learn the underlying concept and process phases in a short time to successfully implement Design Thinking projects.
Recommended supplementary classes	
Additional specifics	
Literature	Lee, J. H., Ostwald, M. J., & Gu, N. (2020). *Design Thinking: Creativity, Collaboration and Culture*. Springer International Publishing. https://doi.org/10.1007/978-3-030-56558-9 Brown, T. (2009). Change by Design: How Design Thinking Creates New Alternatives for Business and Society. New York, NY: HarperBusiness. Liedtka, J. (2011). Design Thinking: A Guide to Creative Problem Solving for Everyone. New York, NY: Columbia University Press.
Scheduled	Regularly, StarPlan
Proof of achievement	

Course G9.2 600102 Digital Product Management

Course coordinator	
Semester	2
Frequency	Summer term
Type of course	Seminar with interactive elements
Credit Points (ECTS)	3
Contact hours per week	2
Workload – contact hours	30
Workload – self-study	45

Detailed notes on workload	
Type of examination	Exam at module level
Duration of examination	30 min
Engagement	Compulsory
Requirements for participation	None
Teaching / learning methods	
Professional competence: knowledge and comprehension	• Introduction to customer-centric development of product ideas • Methods for idea generation and validation • Planning in product development • Development of product concepts • Identification of customer needs • Creation of digital product/solution concepts • Differentiation of concepts including elaboration of competitive advantages • Testing and refinement of concepts Students create Minimum Viable Products (MVPs) in the form of basic prototypes to then test these towards the given problem. That way, students learn formulate adequate requirements and build (digital) product components thereupon.
Personal competence: social skills	Students are expected to learn methodological competence, including problem-solving, critical thinking, as well as the use of information provided by different stakeholders.
Personal competence: independence / autonomy	
Competence level according to DQR	5
Contents	The module focuses on the adequate formulation of requirements for digital products, taking into account cost aspects, network partners, and (hybrid) product components. Students are enabled to develop their own ideas, test them, coordinate with various stakeholders, and prepare them for product development.
Recommended supplementary classes	
Additional specifics	
Literature	Aumayr, K. J. (2023). *Successful Product Management: Tool Box for Professional Product Management and Product Marketing.* Springer Fachmedien Wiesbaden. https://doi.org/10.1007/978-3-658-38276-6 Kerzner, H. (2017). Project Management: A Systems Approach to Planning, Scheduling, and Controlling. Hoboken, NJ: Wiley. Schneider, J., & Stickel, M. (2019). Digital Project Management: How to Deliver Projects in a Digital World. London: Kogan Page.
Scheduled	Regularly, StarPlan
Proof of achievement	

Module G10 600110 Scientific Work

Duration of the module	1 semester
Semester	2
Contact hours per week	2
Type of examination	LKBR
Credit Points (ECTS)	5
Requirements for awarding credit points	Passed examination
Module coordinator	Prof. Dr.-Ing. Ricarda Schlimbach

Teaching, learning and examination methods	
Course unit content	
Competence level according to DQR	6
Requirements for participation	None
Additional specifics	
Proof of achievement	

Course G10.1 600111 Scientific Work

Course coordinator	
Semester	2
Frequency	Summer term
Type of course	Seminar with exercises
Credit Points (ECTS)	5
Contact hours per week	2
Workload – contact hours	30
Workload – self-study	95
Detailed notes on workload	Workload preparation/ follow-up outside of seminar or exam period to the specified extent. The information on this can be found in ILIAS (Module Preparation)
Type of examination	Exam at module level
Duration of examination	30 min
Engagement	Compulsory
Requirements for participation	None
Teaching / learning methods	Seminar with integrated exercises Self-study: elaboration of the proseminar topic in written form; creation of a media-supported presentation on the subject
Professional competence: knowledge and comprehension	The students are able to apply the central techniques of scientific work to the subject areas presented to them. They can explore the subject area scientifically through literature-based and/or empirical work, assess and combine scientific findings and develop their own findings.
Personal competence: social skills	
Personal competence: independence / autonomy	Students are able to reflect, evaluate, pursue and take responsibility for their own and others' learning and work goals, as well as draw consequences for work processes in individual work or in a team.
Competence level according to DQR	6
Contents	**Scientific work** 1. Basic principles of scientific work 2. Scientific work process • Overview; Importance of independence • Planning • Preparatory work • Overview of material and definition of topics • Material selection • Material evaluation • Manuscript • Result design and typescript 3. Criteria for assessing scientific work 4. Presentation **Seminar paper** Students are to work independently on a specific issue present in

	the economic field. Including: • Writing a scientific paper • Creating a media-supported presentation (improving communication, presentation and moderation skills) • Presentation of the scientific lecture and moderation of the discussion group
Recommended supplementary classes	
Additional specifics	
Literature	Turabian, K. L. (2018). A Manual for Writers of Research Papers, Theses, and Dissertations. Chicago, IL: University of Chicago Press. Becker, H. S. (2007). Writing for Social Scientists: How to Start and Finish Your Thesis, Book, or Article. Chicago, IL: University of Chicago Press. Day, R. A., & Gastel, B. (2012). How to Write and Publish a Scientific Paper. Cambridge: Cambridge University Press. Wallwork, A. (2016). English for Writing Research Papers. New York, NY: Springer.
Scheduled	Regularly, StarPlan
Proof of achievement	

Module EC A2 600120 German 2 Beginner

Duration of the module	1 semester
Semester	2
Contact hours per week	4
Type of examination	LK
Credit Points (ECTS)	5
Requirements for awarding credit points	Passed examination
Module coordinator	Prof. Dr. Christian Buske
Teaching, learning and examination methods	
Course unit content	
Competence level according to DQR	5
Requirements for participation	None
Additional specifics	
Proof of achievement	

Course EC A2 600121 German 2 Beginner

Course coordinator	Andrea Hesse
Semester	2
Frequency	Summer term
Type of course	Seminar with integrated exercises
Credit Points (ECTS)	5
Contact hours per week	4
Workload – contact hours	60
Workload – self-study	65
Detailed notes on workload	Workload preparation/ follow-up outside of seminar or exam period to the specified extent. The information on this can be found in ILIAS (Module Preparation)

Type of examination	Exam at module level
Duration of examination	120 min
Engagement	Compulsory / elective
Requirements for participation	None
Teaching / learning methods	Seminar-like lessons with exercises in the classes. Self-study includes regular homework, preparation and follow-up of classes, and exam preparation.
Professional competence: knowledge and comprehension	
Personal competence: social skills	
Personal competence: independence / autonomy	
Competence level according to DQR	5
Contents	After successfully completing the module, learners will be able to: • Understand sentences and frequently used expressions about things that are important to them (e.g., family, shopping, work, environment) and understand the essence of short, clear and simple messages and announcements • read short, simple texts and find information • Communicate about familiar and common things and have short conversations in simple, routine situations • write short, simple notes and messages The module usually covers the following topics (including necessary vocabulary and grammar): • Festivals and celebrations • Housing • Sightseeing attractions • Money and administrative procedures • Health • Weather • Travel and vacation • Education and career
Recommended supplementary classes	
Additional specifics	
Literature	*DaF kompakt neu A2* (Modul- und Übungsbuch + MP3-CD), ISBN 978-3-12-676314-1
Scheduled	Regularly, StarPlan
Proof of achievement	

Module EC B2 600130 Spanish 2 Beginner

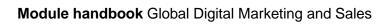| Duration of the module	1 semester
Semester	2
Contact hours per week	4
Type of examination	LK

Credit Points (ECTS)	5
Requirements for awarding credit points	Passed examination
Module coordinator	Prof. Dr.-Ing. Ricarda Schlimbach
Teaching, learning and examination methods	
Course unit content	
Competence level according to DQR	5
Requirements for participation	None
Additional specifics	
Proof of achievement	

Course EC B2.1 600131 Spanish 2 Beginner

Course coordinator	
Semester	2
Frequency	Summer term
Type of course	Seminar with integrated exercises
Credit Points (ECTS)	5
Contact hours per week	4
Workload – contact hours	60
Workload – self-study	65
Detailed notes on workload	Workload preparation/ follow-up outside of seminar or exam period to the specified extent. The information on this can be found in ILIAS (Module Preparation)
Type of examination	Exam at module level
Duration of examination	120 min
Engagement	Compulsory / elective
Requirements for participation	None
Teaching / learning methods	Seminar-like lessons with exercises in the classes. Self-study includes regular homework, preparation and follow-up of classes, and exam preparation.
Professional competence: knowledge and comprehension	
Personal competence: social skills	
Personal competence: independence / autonomy	
Competence level according to DQR	5
Contents	After successfully completing the module, learners will be able to: • Understand sentences and frequently used expressions about things that are important to them (e.g., family, shopping, work, environment) and understand the essence of short, clear and simple messages and announcements • read short, simple texts and find information • Communicate about familiar and common things and have short conversations in simple, routine situations • write short, simple notes and messages The module usually covers the following topics (including necessary vocabulary and grammar):

	• Festivals and celebrations
	• Housing
	• Sightseeing attractions
	• Money and administrative procedures
	• Health
	• Weather
	• Travel and vacation
	• Education and career
Recommended supplementary classes	
Additional specifics	
Literature	
Scheduled	Regularly, StarPlan
Proof of achievement	

Semester 3

Module DM1 600140 Digital Marketing I

Duration of the module	1 semester
Semester	3
Contact hours per week	4
Type of examination	PK
Credit Points (ECTS)	5
Requirements for awarding credit points	Passed examination
Module coordinator	Prof. Dr. Benjamin Österle
Teaching, learning and examination methods	
Course unit content	Marketing is digital today. For this reason, in addition to knowledge of classic marketing theory, knowledge of digital marketing and its methods is a key qualification for a successful career start. The module teaches basic digital skills in the areas of marketing and digital brand management
Competence level according to DQR	6
Requirements for participation	
Additional specifics	
Proof of achievement	

Course DM1.1 600141 Digital Brand Management

Course coordinator	
Semester	3
Frequency	Winter term
Type of course	Seminar with integrated exercises
Credit Points (ECTS)	3
Contact hours per week	2
Workload – contact hours	30
Workload – self-study	45
Detailed notes on workload	Workload preparation/ follow-up outside of seminar or exam period to the specified extent. The information on this can be found in ILIAS (Module Preparation)
Type of examination	Exam at module level
Duration of examination	120 min
Engagement	Compulsory
Requirements for participation	None
Teaching / learning methods	Seminar-like lessons with exercises in the classes. Self-study includes regular homework, preparation and follow-up of classes, and exam preparation.
Professional competence: knowledge and comprehension	The students are able to describe the meaning of brand identity and brand positioning. In addition, they can differentiate between internal and external brand enforcement. You are also able to characterize the brand portfolio and the challenges of brand positioning. Students are able to apply their knowledge and understanding of brand management to create targeted measures to enforce a brand. They can implement brand strategies and uncover the connections between brand identity and brand positioning. They can also determine the significance for the entire brand portfolio and derive recommendations for action.
Personal competence: social skills	
Personal competence: independence / autonomy	

Competence level according to DQR	6
Contents	1. Conceptual foundation 2. Brand identity and brand positioning 3. The internal enforcement of the brand 4. Enforcement of the brand external to the company 5. Management of the brand portfolio
Recommended supplementary classes	
Additional specifics	
Literature	Kotler, P., & Keller, K. L. (2016). Marketing Management. Upper Saddle River, NJ: Pearson. Aaker, D. A. (2014). Building Strong Brands. New York, NY: Free Press.
Scheduled	Regularly, StarPlan
Proof of achievement	

Course DM1.2 600142 Introduction to Online Marketing

Course coordinator	
Semester	3
Frequency	Winter term
Type of course	Seminar with integrated exercises
Credit Points (ECTS)	2
Contact hours per week	2
Workload – contact hours	30
Workload – self-study	20
Detailed notes on workload	Workload preparation/ follow-up outside of seminar or exam period to the specified extent. The information on this can be found in ILIAS (Module Preparation)
Type of examination	Exam at module level
Duration of examination	120 min
Engagement	Compulsory
Requirements for participation	None
Teaching / learning methods	Seminar-like lessons with exercises in the classes. Self-study includes regular homework, preparation and follow-up of classes, and exam preparation.
Professional competence: knowledge and comprehension	The students can describe the business models and forms of online trading and estimate the effects of online marketing. They can define the business systems and success factors in e-commerce and compare them. They can describe selected online marketing instruments and name their specifications and mechanisms of action. The students are able to analyze the opportunities and challenges in online marketing and at the same time are able to derive alternative courses of action for practice.
Personal competence: social skills	
Personal competence: independence / autonomy	
Competence level according to DQR	6
Contents	Conceptual-systematic basics

	• Digital universe
	• Changes in Internet usage
	• Innovations in online sales
	• Relevant key trends in online sales
	The business model of online sales
	• Basics of online sales
	• Customer interaction in online sales
	• Marketing policy and CRM in online sales
	• Customer centricity as a basic requirement for online sales
	3 forms of online sales
	• Types of online sales operations
	• Innovative forms of interactive online sales
	• B2B online sales and multi-channel distribution
	Social Media Marketing
Recommended supplementary classes	
Additional specifics	
Literature	Chaffey, D., & Ellis-Chadwick, F. (2019). Digital Marketing. Harlow: Pearson Education Limited.
	Ryan, D. (2016). Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation. London: Kogan Page.
Scheduled	Regularly, StarPlan
Proof of achievement	

Module DM2 600150 Entrepreneurship

Duration of the module	1 semester
Semester	3
Contact hours per week	4
Type of examination	LA
Credit Points (ECTS)	5
Requirements for awarding credit points	Passed examination
Module coordinator	Prof. Dr.-Ing. Ricarda Schlimbach
Teaching, learning and examination methods	
Course unit content	The students will be familiarized with an independent entrepreneurial activity
Competence level according to DQR	6
Requirements for participation	
Additional specifics	
Proof of achievement	

Course DM2.1 600151 Entrepreneurship

Course coordinator	
Semester	3
Frequency	Winter term
Type of course	Seminar with integrated exercises
Credit Points (ECTS)	5
Contact hours per week	4
Workload – contact hours	60
Workload – self-study	65
Detailed notes on workload	
Type of examination	Exam at module level
Duration of examination	30 min
Engagement	Compulsory
Requirements for participation	None
Teaching / learning methods	Seminar with interactive elements
Professional competence: knowledge and comprehension	• Acquiring a general understanding of entrepreneurship and high-tech entrepreneurship • Understanding the difference between invention and innovation, and explaining disruptive innovation • Basic understanding of business model generation • Analyzing and developing appropriate value propositions for specific market targets • Describing the characteristics of entrepreneurial mindset • Familiarity with the Lean Startup Approach • Knowledge of different tools facilitating business startup • Understanding how to validate business models • Describing the key stakeholders of an entrepreneurial ecosystem • Understanding the sustainable business concept • Basic understanding of venture capital • Exploring relevant determinants of entrepreneurship by creating a novel business model idea and pitching it in the classroom • Developing startup ideas in the areas of sustainable entrepreneurship, social entrepreneurship, and high-tech entrepreneurship based on real projects (potentially with cooperating companies or real-world challenges)
Personal competence: social skills	• Cultivating an entrepreneurial mindset • Developing critical thinking skills in analyzing and developing value propositions • Enhancing communication skills through business model presentations and discussions • Developing problem-solving skills through lean startup methodologies • Cultivating creativity and innovation in business model generation • Fostering teamwork and collaboration through group discussions and projects in the entrepreneurial context
Personal competence: independence / autonomy	Promoting self-motivation and self-directed learning in developing own startup ideas
Competence level according to DQR	6
Contents	• Introduction to entrepreneurship • Differentiating between entrepreneurship and intrapreneurship • Theories and concepts of entrepreneurship

	• Building an entrepreneurial mindset
	• Applying the lean manifesto
	• Understanding value proposition and market targeting
	• Introduction to business model development tools like business model canvas, business model navigator or PICO
	• Novel approaches (e.g., Serious Games; ideation with AI) for business model innovation
	• Writing a business plan and creating a pitch
Recommended supplementary classes	
Additional specifics	
Literature	Mazzarol, T.; Reboud, S. (2020). Entrepreneurship and Innovation: Theory, Practice and Context, Springer, 4th edition. ISBN 978-9811394119 Osterwalder, A., & Pigneur, Y. (2010). Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers. Wiley, Hoboken. Ries, E. (2011). The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses. Crown Business, New York. Blank, S., & Dorf, B. (2012). The Startup Owner's Manual: The Step-by-Step Guide for Building a Great Company. K&S Ranch, Pescadero. Maurya, A. (2012). Running Lean: Iterate from Plan A to a Plan That Works. O'Reilly Media, Sebastopol.
Scheduled	Regularly, StarPlan
Proof of achievement	

Module DM3 600160 Innovation Management

Duration of the module	1 semester
Semester	3
Contact hours per week	4
Type of examination	LA
Credit Points (ECTS)	5
Requirements for awarding credit points	Passed examination
Module coordinator	Prof. Dr.-Ing. Ricarda Schlimbach
Teaching, learning and examination methods	
Course unit content	
Competence level according to DQR	6
Requirements for participation	None
Additional specifics	
Proof of achievement	

Course DM3.1 600161 Innovation Management (Project)

Course coordinator	
Semester	3
Frequency	Winter term
Type of course	Seminar with integrated exercises
Credit Points (ECTS)	5
Contact hours per week	4
Workload – contact hours	60
Workload – self-study	65
Detailed notes on workload	
Type of examination	Exam at module level
Duration of examination	30 min
Engagement	Compulsory
Requirements for participation	None
Teaching / learning methods	Lecture with integrated exercises Self-study: preparation and follow-up of the lecture, processing of questions, accompanying exam preparation
Professional competence: knowledge and comprehension	Students are able to critically analyze "The Case of Change" and at the same time are able to derive alternative courses of action for practice and represent these in plenary. The students are able to recognize implicit assumptions of exemplary topics in the group and determine the significance for practice.
Personal competence: social skills	In the course, the students are able to work together on results of case studies with a focus on change and innovation management and represent the decisions made and work results, especially in the form of presentations, and subsequently discuss and jointly evaluate questions on the topic.
Personal competence: independence / autonomy	Students can prove their skills by working on their own projects
Competence level according to DQR	6
Contents	Foundation of innovation management: • Basics of innovation management • Driving forces for innovation • Classification and differentiation of innovations • Innovations: barriers and resistance • Success factors of innovation management • Innovation goals Planning innovation: • Development of innovation strategies • Organizational anchoring of innovation management • Corporate culture that promotes innovation: meaning, requirements and characteristics Developing innovation: • Innovation process models • Driving force for innovation • Selected methods to develop ideas - Intuitive-creative processes - Systematic-logical/analytical procedures - Combined methods • Idea evaluation and idea selection

	• Innovation controlling
	Property rights and property rights strategy
	• Property rights
	• Property rights strategy
Recommended supplementary classes	
Additional specifics	
Literature	Tidd, J., & Bessant, J. (2018). *Innovation and Entrepreneurship: Strategic and Organizational Implications*. Wiley, Chichester. Pisano, G. P. (2015). *Creative Construction: The DNA of Sustained Innovation*. Public Affairs, New York. Utterback, J. M. (1994). *Mastering the Dynamics of Innovation*. Harvard Business Review Press, Boston.
Scheduled	Regularly, StarPlan
Proof of achievement	

Module GS1 600170 International Logistics

Duration of the module	1 semester
Semester	3
Contact hours per week	4
Type of examination	LK
Credit Points (ECTS)	5
Requirements for awarding credit points	Passed examination
Module coordinator	Prof. Dr. Christian Buske
Teaching, learning and examination methods	
Course unit content	
Competence level according to DQR	6
Requirements for participation	None
Additional specifics	
Proof of achievement	

Course GS1.1 600171 International Logistics

Course coordinator	
Semester	3
Frequency	Winter term
Type of course	Seminar with integrated exercises
Credit Points (ECTS)	5
Contact hours per week	4
Workload – contact hours	60
Workload – self-study	65
Detailed notes on workload	Workload preparation/ follow-up outside of seminar or exam period to the specified extent. The information on this can be found in ILIAS (Module Preparation)
Type of examination	Exam at module level
Duration of examination	120 min
Engagement	Compulsory
Requirements for participation	None

Teaching / learning methods	Seminar with integrated exercises Self-study: preparation and follow-up of the lecture, processing of questions, accompanying exam preparation
Professional competence: knowledge and comprehension	The students are able to explain the concept of logistics in a wide variety of facets and describe essential sub-areas such as procurement, production and distribution logistics. The students are able to characterize concrete logistics problems, divide them into concrete steps to take action and proactively find solutions. Students develop a comprehensive understanding of operational and strategic problems and solution approaches in logistics. The students are able to present the logistics concepts as such with their organizational principles as well as the structure and process organization. As part of the knowledge transfer in the course, the students are enabled to break down logistics management as such into the essential elements and steps and to justify them. The students are able to design the individual task areas within logistics management and derive the resulting challenges.
Personal competence: social skills	
Personal competence: independence / autonomy	
Competence level according to DQR	6
Contents	Introduction to logistics • Macro vs. micro logistics • Definition of logistics • objectives and responsibilities of logistics Procurement logistics • Procurement concepts/provision concepts • Order quantity optimization • Supplier evaluation • Case studies Production logistics • Production concepts • Material supply in production • Material flow analysis • Case studies Distribution logistics • Warehousing • Distribution concepts • Case studies Normative logistics management Strategic logistics management Operational logistics management
Recommended supplementary classes	
Additional specifics	
Literature	Christopher, M. (2016). *Logistics & Supply Chain Management*. Pearson Education, Harlow.

	Chopra, S., & Meindl, P. (2019). *Supply Chain Management: Strategy, Planning, and Operation*. Pearson, Harlow. Ballou, R. H. (2004). *Business Logistics/Supply Chain Management*. Pearson, Upper Saddle River.
Scheduled	Regularly, StarPlan
Proof of achievement	

Module GS2 600180 Intercultural Competence and Ethics

Duration of the module	1 semester
Semester	3
Contact hours per week	4
Type of examination	LR
Credit Points (ECTS)	5
Requirements for awarding credit points	Passed examination
Module coordinator	Prof. Dr.-Ing. Ricarda Schlimbach
Teaching, learning and examination methods	
Course unit content	
Competence level according to DQR	6
Requirements for participation	None
Additional specifics	
Proof of achievement	

Course GS2.1 600181 Intercultural Competence and Ethics

Course coordinator	
Semester	3
Frequency	Winter term
Type of course	Seminar with integrated exercises
Credit Points (ECTS)	5
Contact hours per week	4
Workload – contact hours	60
Workload – self-study	65
Detailed notes on workload	Workload preparation/ follow-up outside of seminar or exam period to the specified extent. The information on this can be found in ILIAS (Module Preparation)
Type of examination	Exam at module level
Duration of examination	30 min
Engagement	Compulsory
Requirements for participation	None
Teaching / learning methods	Seminar with integrated exercises
Professional competence: knowledge and comprehension	The students understand the meaning of intercultural competence and which cultural factors, norms and beliefs influence intercultural cooperation. The students can check statements about intercultural cooperation for accuracy and derive conclusions. They are able to reliably recognize cultural influences and can uncover them.
Personal competence: social skills	The students can test and evaluate intercultural practices and take a critical stance on them. The students are able to discuss and jointly evaluate questions on the topic in the group and subsequently represent them in the plenum. The students can

	draw conclusions together with the group and clearly state the significance of norms and values for human action.
Personal competence: independence / autonomy	Based on the various theoretical approaches they are familiar with; students are able to critically reflect on their own cultural perceptions and characteristics and can draw conclusions for the design of work processes in the team.
Competence level according to DQR	6
Contents	In today's business world the topic of intercultural competence is unavoidable. The ability to not only communicate effectively with international partners, but also to recognize and respect cultural differences is essential. Regardless of whether working in international teams, with foreign suppliers, in new markets, or in a multinational company, successful cooperation with people from different cultural backgrounds is required.
	The aim of this course is to look at scientific examples and understand how theory translates into reality.
	Students will research and create their own seminar paper on a topic of intercultural competence, preferably working with a tandem, partner from another cultural background. The goal is to improve their ability to critically reflect on a specific intercultural topic relevant to them or their future career path.
	Theoretical foundations of intercultural cooperation • Definitions and terms • Comparison of cultural models • Categorization of cultural elements
	Culturally conditioned perception and action • Self-perception and perception by others • The influence of cultures on perception processes • Culture-specific forms of thinking • Intercultural verbal and non-verbal problems • The importance of norms and values for human action
	Practicing and testing intercultural cooperation • Special cultural area studies • Knowledge transfer about individual target cultures • Leadership of intercultural teams • Cooperation on international markets
Recommended supplementary classes	
Additional specifics	
Literature	
Scheduled	Regularly, StarPlan
Proof of achievement	

Module EC A3 600190 German 3 Intermediate

Duration of the module	1 semester

Semester	3
Contact hours per week	4
Type of examination	LK
Credit Points (ECTS)	5
Requirements for awarding credit points	Passed examination
Module coordinator	Prof. Dr. Christian Buske
Teaching, learning and examination methods	
Course unit content	
Competence level according to DQR	5
Requirements for participation	None
Additional specifics	
Proof of achievement	

Course EC A3.1 600191 German 3 Intermediate

Course coordinator	Andrea Hesse
Semester	3
Frequency	Winter term
Type of course	Seminar with integrated exercises
Credit Points (ECTS)	5
Contact hours per week	4
Workload – contact hours	60
Workload – self-study	65
Detailed notes on workload	
Type of examination	Exam at module level
Duration of examination	120 min
Engagement	Compulsory / elective
Requirements for participation	None
Teaching / learning methods	Seminar lessons with exercises in the courses. Self-study includes regular homework, preparation and follow-up of the events, as well as timely submission of exams and exam preparation.
Professional competence: knowledge and comprehension	
Personal competence: social skills	
Personal competence: independence / autonomy	
Competence level according to DQR	5
Contents	The module usually covers the following subject areas (including necessary vocabulary and grammar): • Travel and transport • Complaints • Studies • Nature • Work • Emigration • German political system
Recommended supplementary classes	
Additional specifics	

Literature	
Scheduled	Regularly, StarPlan
Proof of achievement	

Module EC B3 600200 Spanish 3 Intermediate

Duration of the module	1 semester
Semester	3
Contact hours per week	4
Type of examination	LK
Credit Points (ECTS)	5
Requirements for awarding credit points	Passed examination
Module coordinator	Prof. Dr.-Ing. Ricarda Schlimbach
Teaching, learning and examination methods	
Course unit content	
Competence level according to DQR	5
Requirements for participation	None
Additional specifics	
Proof of achievement	

Course EC B3 600201 Spanish 3 Intermediate

Course coordinator	
Semester	3
Frequency	Winter term
Type of course	Seminar with integrated exercises
Credit Points (ECTS)	5
Contact hours per week	4
Workload – contact hours	60
Workload – self-study	65
Detailed notes on workload	
Type of examination	Exam at module level
Duration of examination	120 min
Engagement	Compulsory / elective
Requirements for participation	None
Teaching / learning methods	Seminar lessons with exercises in the courses. Self-study includes regular homework, preparation and follow-up of the events, as well as timely submission of exams and exam preparation.
Professional competence: knowledge and comprehension	
Personal competence: social skills	
Personal competence: independence / autonomy	
Competence level according to DQR	5
Contents	The module usually covers the following subject areas (including necessary vocabulary and grammar): • Travel and transport • Complaints • Studies

	• Nature • Work • Emigration • German political system
Recommended supplementary classes	
Additional specifics	
Literature	
Scheduled	Regularly, StarPlan
Proof of achievement	

Semester 4

Module DM4 600210 Digital Marketing II

Duration of the module	1 semester
Semester	4
Contact hours per week	4
Type of examination	PK
Credit Points (ECTS)	5
Requirements for awarding credit points	Passed examination
Module coordinator	Prof. Dr. Christian Buske
Teaching, learning and examination methods	
Course unit content	
Competence level according to DQR	6
Requirements for participation	None
Additional specifics	
Proof of achievement	

Course DM4.1 600211 Social Media Marketing

Course coordinator	Prof. Dr. Enchi Chang
Semester	4
Frequency	Summer term
Type of course	Lecture with integrated exercises
Credit Points (ECTS)	3
Contact hours per week	2
Workload – contact hours	30
Workload – self-study	45
Detailed notes on workload	Preparation/post-preparation outside lecture and examination time to the extent indicated. The instructions for this can be found in ILIAS learning management system (module preparation).
Type of examination	Combined exam at module level
Duration of examination	120 min
Engagement	Compulsory
Requirements for participation	None
Teaching / learning methods	
Professional competence: knowledge and comprehension	The students can formulate and model social media objectives, framework conditions, requirement profiles and organizational, editorial and communication technology requirements. They can develop, organize and operationally implement social media communication strategies as well as carry out success and efficiency measurements or strength-weakness analyzes and tracking analyses. In particular, the ability to plan the use of social media instruments in the internal and external corporate context as well as online marketing tools within the context of the marketing mix (e.g., via Facebook Advertising, XING, Twitter, etc.), branding management, campaign management and event planning is taught and trained in an application-oriented manner. Students also master the quantitative-analytical tools of social network analysis in order to specifically control user and promoter acquisition processes, support link building via seeding as part of viral online marketing and monetize social media business activities as well as carry out the associated financial assessments and economic efficiency and user analyses.
Personal competence: social skills	

Personal competence: independence / autonomy	
Competence level according to DQR	6
Contents	Focus: Introduction to Social Media; Social Media Marketing & Corporate Marketing ; Social Media Tracking & KPIs; Social media & events / campaigns; Social media and Management Accounting; Social media and web analysis; Social media and experimental research methods; Social media and network analysis
Recommended supplementary classes	
Additional specifics	
Literature	Safko, Lon; Brake, David: The Social Media Bible: Tactics, Tools, and Strategies for Business Success; John Wiley & Sons; Hoboken 2009 Zarrella, Dan: The Social Media Marketing Book; O'Reilly; Beijing, Cambridge et al. 2009 Kutner, J. (2018). *Social Media Marketing Workbook: How to Use Social Media for Business*. Createspace, Charleston.
Scheduled	Regularly, StarPlan
Proof of achievement	

Course DM4.2 Search Engine Marketing and Optimization

Course coordinator	Prof. Dr. Christian Buske
Semester	4
Frequency	Summer term
Type of course	Lecture with integrated exercises
Credit Points (ECTS)	2
Contact hours per week	2
Workload – contact hours	30
Workload – self-study	20
Detailed notes on workload	Preparation/post-preparation outside lecture and examination time to the extent indicated. The instructions for this can be found in ILIAS learning management system (module preparation).
Type of examination	Combined exam at module level
Duration of examination	120 min
Engagement	Compulsory
Requirements for participation	None
Teaching / learning methods	
Professional competence: knowledge and comprehension	Usually more than half of the visitors to a website are redirected by search engines such as Google, Bing or Yahoo. SEO (Search Engine Optimization) and SEA (Search Engine Analytics) have the task of improving visibility and thus the flow of visitors from organic and paid search results. This course teaches the basics of search engine marketing. The students know the basic methods and procedures in search engine marketing. In addition to operational traffic generation techniques, students can develop sustainable strategies and solutions to find and convert the right customers. The students research current research findings in the subject area and apply them to operational issues.

Personal competence: social skills	The students will be able to optimize their own content in individual corporate context so they will be indexed optimally by search engines and services.
Personal competence: independence / autonomy	The students will be able to apply methods and procedures for search engine marketing and critically examine their effectiveness in specific applications.
Competence level according to DQR	6
Contents	• Search engine marketing – the basics • Functionality of search engines • Basics of web technologies i.e., HTML • Determination of keywords • Ranking of keyword ads • On-Page-Optimization • Off-Page-Optimization • Keyword Advertising (SEA) • Google Universal Search & Amazon SEO
Recommended supplementary classes	
Additional specifics	
Literature	Chaffey, D., & Ellis-Chadwick, F. (2019). *Digital Marketing: Strategy, Implementation and Practice*. Pearson Education, Harlow. Ryan, D. (2016). *Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation*. Kogan Page, London. Ledford, J. L. (2015). *Digital Marketing: Integrating Strategy and Tactics with Values*. Pearson, Boston. Google. (2018). The Beginner's Guide to SEO. Google, Mountain View. Sullivan, D. (2014). Search Engine Optimization (SEO) Secrets. Wiley, Hoboken.
Scheduled	Regularly, StarPlan
Proof of achievement	

Module DM5 600220 Website Optimization

Duration of the module	1 semester
Semester	4
Contact hours per week	4
Type of examination	PA
Credit Points (ECTS)	5
Requirements for awarding credit points	Passed examination
Module coordinator	Prof. Dr. Christian Buske
Teaching, learning and examination methods	
Course unit content	

Competence level according to DQR	5
Requirements for participation	None
Additional specifics	
Proof of achievement	

Course DM5.1 600221 Behavioral Economics

Course coordinator	
Semester	4
Frequency	Summer term
Type of course	Seminar with integrated exercises
Credit Points (ECTS)	2
Contact hours per week	2
Workload – contact hours	30
Workload – self-study	20
Detailed notes on workload	Preparation/post-preparation outside lecture and examination time to the extent indicated. The instructions for this can be found in ILIAS learning management system (module preparation).
Type of examination	Combined exam at module level
Duration of examination	30 min
Engagement	Compulsory
Requirements for participation	None
Teaching / learning methods	Lecture with integrated exercises Self-study: Preparation and follow up of the lecture, processing of questions, accompanying exam preparation
Professional competence: knowledge and comprehension	The students are able to characterize the basics of behavioral and sales psychology and explain the differences to traditional economics. They can also list the concepts and theories and recognize the increasing importance of psychology in everyday business life. The students are able to apply their knowledge and understanding of the subject, development and core problems of behavioral and sales psychology to derive core criteria of human behavior in economic situations. In addition, they are able to transfer the concepts of psychological knowledge to economic issues.
Personal competence: social skills	
Personal competence: independence / autonomy	
Competence level according to DQR	5
Contents	• Basics of business psychology: history, subject areas and selected models
	• Cognition: Basic mechanisms of human implicit and explicit perception and information processing as well as behavioral processes
	• Decision and behavioral psychology: emergence and change of attitudes, decision heuristics, learning and behavioral psychological aspects.
	• Evaluating people during sales discussions
	Sales and advertising psychology: social influence options and strategies for changing attitudes and behavior, designing advertising

Recommended supplementary classes	
Additional specifics	
Literature	Thaler, R. H., & Sunstein, C. R. (2008). *Nudge: Improving Decisions About Health, Wealth, and Happiness*. Penguin Books, New York. Ariely, D. (2008). *Predictably Irrational: The Hidden Forces That Shape Our Decisions*. HarperCollins, New York. Kahneman, D. (2011). *Thinking, Fast and Slow*. Farrar, Straus and Giroux, New York. Schwartz, B. (2004). *The Paradox of Choice: Why More Is Less*. HarperCollins, New York.
Scheduled	Regularly, StarPlan
Proof of achievement	

Course DM5.2 600222 Usability Engineering (App- and Website Testing)

Course coordinator	
Semester	4
Frequency	Summer term
Type of course	Seminar with integrated exercises
Credit Points (ECTS)	3
Contact hours per week	2
Workload – contact hours	30
Workload – self-study	45
Detailed notes on workload	
Type of examination	Combined exam at module level
Duration of examination	30 min
Engagement	Compulsory
Requirements for participation	None
Teaching / learning methods	
Professional competence: knowledge and comprehension	Students are familiar with terms and concepts in the field of user experience design. They are able to understand the importance and relevance of human capabilities in the process of system design. General principles and practice of usability, user experience and human-centered design were taught as the basis for an explicit understanding of users, their tasks and their environment and the corresponding conceptualization of designs focused on users' needs and requirements. This enables students to develop and evaluate solutions with focus on human-centered quality. The exercises have trained students to perform a complete project life cycle, from context of use and requirements analysis to project definition, conceptualization, evaluation and phase-out. The students have gained extensive theoretical knowledge about several analysis and evaluation methods and are trained to apply them in practice. They know which method to choose, depending on where in the user centered design process they are being performed most sufficiently, which research goals are being addressed and which resources need to be available. The students will also learn about current trends and popular methods in User Research and Testing Methods. Furthermore, students

	have learned and practiced fundamental qualitative research methods, like interviewing techniques and qualitative content analysis. Within several case studies, students have learned to apply and document those methods in various professional contexts.
Personal competence: social skills	
Personal competence: independence / autonomy	
Competence level according to DQR	5
Contents	Usability, user experience, human-centred quality and user centred-design principles • Properties of human capabilities • Analysis and definition of the context of use • Derivation of user needs • Specification of user requirements • Specification of user interaction • Conceptualization and prototyping (paper- and tool-based) • Usability testing • Orchestration and use of methods • Qualitative and quantitative User Research and Testing Methods (e.g., formative vs. summative usability testing, expert reviews, focus groups, heuristic evaluation, questionnaires, interviews, etc.) • Design, conduct, analyse and document user surveys • Formulate and report results and criteria for optimization • Current trends and popular methods in User Research and Testing Methods • Advanced research methods (e.g., eye tracking, valence method, user experience testing, etc.)
Recommended supplementary classes	
Additional specifics	
Literature	Benyon, David. Designing Interactive Systems. 10th ed. Addison Wesley, 2010. Brown, Dan M. Communicating Design: Developing Web Site Documentation for Design and Planning. Pearson Education (US), 2010. Cooper, Alan, Robert Reimann, and David Cronin. About Face 3: The Essentials of Interaction Design. 4th ed. Wiley, 2014. Garrett, Jesse James. The Elements of User Experience: User-Centered Design for the Web and Beyond. 2nd ed. New Riders Press, 2010.

	Rogers, Yvonne, Jenny Preece, and Helen Sharp. Interaction Design: Beyond Human - Computer Interaction. 3rd ed. Wiley, 2011.
	B. Hambling and P. Van Goathem. User Acceptance Testing: A step-by-step guide. Bcs Learning & Development Limited, 2013.
	J. Hansen. How to Jumpstart User Testing: 16 Tools to Craft Better Products. Independently published, 2017.
	Tullis, T., & Albert, W. (2013). *Measuring the User Experience: Collecting, Analysing, and Presenting Usability Metrics*. Morgan Kaufmann, Waltham.
	K. Holmqvist et al. Eye tracking - a comprehensive guide to methods and measures. Oxfort University Press, 2011.
Scheduled	Regularly, StarPlan
Proof of achievement	

Module GS3 600230 Global Market Research & Big Data

Duration of the module	1 semester
Semester	4
Contact hours per week	4
Type of examination	LA
Credit Points (ECTS)	5
Requirements for awarding credit points	Passed examination
Module coordinator	Prof. Dr. Benjamin Österle
Teaching, learning and examination methods	Seminar with exercises
Course unit content	
Competence level according to DQR	6
Requirements for participation	None
Additional specifics	
Proof of achievement	

Course GS3.1 600231 Global Market Research & Big Data

Course coordinator	Prof. Dr. Benjamin Österle
Semester	4
Frequency	Summer term
Type of course	Seminar with integrated exercises
Credit Points (ECTS)	5
Contact hours per week	4
Workload – contact hours	30
Workload – self-study	45
Detailed notes on workload	Preparation/post-preparation outside lecture and examination time to the extent indicated. The instructions for this can be found in ILIAS learning management system (module preparation).
Type of examination	Exam at module level
Duration of examination	30 min
Engagement	Compulsory
Requirements for participation	None

Teaching / learning methods	
Professional competence: knowledge and comprehension	The students are familiar with the most important methods of market research. They understand the role of market research in business practice. Among other things, they can present and demonstrate the market research process, survey and analysis methods. They are also able to characterize market research methods and identify challenges that arise. The students are able to develop a justified solution for practical cases and case studies in market research. They are able to create adequate workflows and tools, as well as select and use suitable methods. This enables students to design problem solutions for specific market research projects and to represent these in plenary sessions.
Personal competence: social skills	
Personal competence: independence / autonomy	
Competence level according to DQR	6
Contents	1. Market research process 2. Questionnaire design 3. Survey methods 4. Sampling 5. Application of analytical methods 6. Presentation of results
Recommended supplementary classes	
Additional specifics	
Literature	Davenport, T. H., & Dyché, J. (2013). Big Data at Work: Dispelling the Myths, Uncovering the Opportunities. Harvard Business Review Press, Boston. McKinsey & Company. (2016). The Age of Analytics: Competing in a Data-Driven World. McKinsey & Company, New York. Bryman, A. (2016). Social Research Methods. Oxford University Press, Oxford. Hair, J. F., & Lukas, B. A. (2014). Marketing Research: Within a Changing Information Environment. Pearson Education, Harlow.
Scheduled	Regularly, StarPlan
Proof of achievement	

Module GS4 600240 Customer Management

Duration of the module	1 semester
Semester	4
Contact hours per week	4
Type of examination	LK
Credit Points (ECTS)	5
Requirements for awarding credit points	Passed examination
Module coordinator	Prof. Dr. Benjamin Österle
Teaching, learning and examination methods	Lecture with exercises

Course unit content	1. Basic Concepts:
	    • Basics of customer management
	    • Organizational, functional, and sales strategic aspects of customer management
	2. Strategic Customer Management and Target Group Marketing:
	    • Internal target groups
	    • External target groups
	3. Operational Customer Management:
	    • Sales lead management
	    • Customer retention
	    • Customer assessment
	    • Customer cleansing
	    • Customer recovery
	    • Customer Relationship Management Systems (CRM)
	    • Complaint management
	    • Selected concepts for measuring customer satisfaction
	Selected Customer Care Concepts

Competence level according to DQR	6
Requirements for participation	None
Additional specifics	
Proof of achievement	

Course GS4.1 600241 Customer Management

Course coordinator	
Semester	4
Frequency	Summer term
Type of course	Lecture with integrated exercises
Credit Points (ECTS)	5
Contact hours per week	4
Workload – contact hours	60
Workload – self-study	65
Detailed notes on workload	Preparation/post-preparation outside lecture and examination time to the extent indicated. The instructions for this can be found in ILIAS learning management system (module preparation).
Type of examination	Exam at module level
Duration of examination	120 min
Engagement	Compulsory
Requirements for participation	None
Teaching / learning methods	Lecture with integrated exercises Self-study: Preparation and follow-up
Professional competence: knowledge and comprehension	The students are able to identify the basics of customer management and, in particular, explain the customer life cycle. In addition, students can differentiate between the internal and external target groups. You are able to characterize operational customer management and customer support concepts. Students are able to apply their knowledge and understanding of customer service concepts to create them. They can implement concepts for measuring customer satisfaction and uncover the connections between complaint management and customer recovery. They can also derive the importance of target group marketing for companies and derive strategic concepts.
Personal competence: social skills	

Personal competence: independence / autonomy	
Competence level according to DQR	6
Contents	**1. Conceptual foundation**
	• Basics of customer management
	• Organizational, functional and sales strategy aspects of customer management
	2. Strategic customer management and target group marketing
	• Internal target groups
	• External target groups
	3. Operational customer management
	• Sales lead management
	• Customer loyalty
	• Customer review
	• Customer recovery
	• Customer relationship management systems (CRM)
	• Complaint management
	• Selected concepts for measuring customer satisfaction
	4. Selected customer support concepts
Recommended supplementary classes	
Additional specifics	
Literature	Payne, A., & Frow, P. (2017). *Strategic Customer Management: Integrating Relationship Marketing and CRM*. Cambridge University Press, Cambridge.
	Buttle, F., & Maklan, S. (2019). *Customer Relationship Management: Concepts and Tools*. Routledge, London.
	Kumar, V., & Shah, D. (2004). *Building and Sustaining Profitable Customer Loyalty for the 21st Century*. Journal of Retailing, 80(4), 317-329.
	Peppers, D., & Rogers, M. (2016). *Managing Customer Relationships: A Strategic Framework*. Wiley, Hoboken.
Scheduled	Regularly, StarPlan
Proof of achievement	

Module GS5 600250 Marketing and Sales Law

Duration of the module	1 semester
Semester	4
Contact hours per week	4
Type of examination	LK
Credit Points (ECTS)	5
Requirements for awarding credit points	Passed examination
Module coordinator	Prof. Dr. Monsch

Teaching, learning and examination methods	Lecture with exercises
Course unit content	The students are familiar with the legal basis and limitations of market research, advertising and pricing: They can design sales systems from a legal perspective and also recognize possible cases of conflict. In particular, they acquire skills regarding the legal structure of the use of commercial agents, authorized dealers, commission agents, franchises and direct sales. In addition, the module deepens civil and commercial law skills in the essential legal aspects of brand protection and advertising. The students are able to assess advertising measures from a competition law perspective. Furthermore, skills are acquired regarding legal issues relating to brands in sales. The students also receive an introduction to the legal admissibility of data generation.
Competence level according to DQR	6
Requirements for participation	None
Additional specifics	
Proof of achievement	

Course GS5.1 600251 Marketing and Sales Law

Course coordinator	
Semester	4
Frequency	Summer term
Type of course	Lecture with integrated exercises
Credit Points (ECTS)	5
Contact hours per week	4
Workload – contact hours	60
Workload – self-study	65
Detailed notes on workload	Preparation/post-preparation outside lecture and examination time to the extent indicated. The instructions for this can be found in ILIAS learning management system (module preparation).
Type of examination	Exam at module level
Duration of examination	120 min
Engagement	Compulsory
Requirements for participation	None
Teaching / learning methods	Lecture with integrated exercises Self-study: preparation and follow-up of the lecture, processing of questions, accompanying exam prep
Professional competence: knowledge and comprehension	The students are able to name the legal aspects of trademark protection and advertising and, in particular, explain the limits. In addition, students can define the legal basis for pricing and the legal requirements for sales. In addition, they can specify data protection regulations and apply them to typical legal issues. The students are able to apply legal aspects in marketing and sales law and derive appropriate measures. In addition, they are able to implement legal sales regulations with regard to industry-specific features. They can also derive the importance of the legal framework for data protection for companies.
Personal competence: social skills	
Personal competence: independence / autonomy	
Competence level according to DQR	6

Contents	Trademark law aspects in marketing • Creation of the brand • Protection of the brand Communication policy and advertising law • Legal limits of advertising (competition law) • Legal protection options Legal questions regarding prices • Antitrust limits on pricing • Competition law limits on price information Legal basis of distribution systems • Regulation options when using sales intermediaries • Legal requirements for direct sales • Industry-specific features Sales and marketing information • Data generation and data protection • Data protection in sales
Recommended supplementary classes	
Additional specifics	
Literature	McKeown, J., & McKeown, A. (2019). *Cybersecurity Law*. Wiley, Hoboken. Soghoian, D. (2018). *The Law of Privacy in the Information Age*. Routledge, London. McMillan, R. (2017). *Digital Marketing Law: A Practical Guide*. Kogan Page, London. Binns, A. (2021). *Data Protection and Privacy: The Internet of Bodies*. Routledge, London.
Scheduled	Regularly, StarPlan
Proof of achievement	

Module EC A4 600260 German 4 Intermediate

Duration of the module	1 semester
Semester	4
Contact hours per week	4
Type of examination	LK
Credit Points (ECTS)	5
Requirements for awarding credit points	Passed examination
Module coordinator	Prof. Dr. Christian Buske
Teaching, learning and examination methods	

Course unit content	
Competence level according to DQR	5
Requirements for participation	None
Additional specifics	
Proof of achievement	

Course EC A4.1 600261 German 4 Intermediate

Course coordinator	Andrea Hesse
Semester	4
Frequency	Summer term
Type of course	Seminar with integrated exercises
Credit Points (ECTS)	5
Contact hours per week	4
Workload – contact hours	60
Workload – self-study	65
Detailed notes on workload	Workload preparation/ follow-up outside of seminar or exam period to the specified extent. The information on this can be found in ILIAS (Module Preparation)
Type of examination	Exam at module level
Duration of examination	120 min
Engagement	Compulsory / elective
Requirements for participation	None
Teaching / learning methods	Seminar-like lessons with exercises in the classes. Self-study includes regular homework, preparation and follow-up of classes, and exam preparation.
Professional competence: knowledge and comprehension	
Personal competence: social skills	
Personal competence: independence / autonomy	
Competence level according to DQR	5
Contents	After successfully completing the module, learners will be able to: • Understand sentences and frequently used expressions about things that are important to them (e.g., family, shopping, work, environment) and understand the essence of short, clear and simple messages and announcements • read short, simple texts and find information • Communicate about familiar and common things and have short conversations in simple, routine situations • write short, simple notes and messages The module usually covers the following topics (including necessary vocabulary and grammar): • Festivals and celebrations • Housing • Sightseeing attractions • Money and administrative procedures • Health • Weather

	• Travel and vacation
	• Education and career
Recommended supplementary classes	
Additional specifics	
Literature	
Scheduled	Regularly, StarPlan
Proof of achievement	

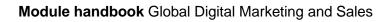# Module EC B4 600270 Spanish 4 Intermediate

Duration of the module	1 semester
Semester	4
Contact hours per week	4
Type of examination	LK
Credit Points (ECTS)	5
Requirements for awarding credit points	Passed examination
Module coordinator	Prof. Dr.-Ing. Ricarda Schlimbach
Teaching, learning and examination methods	
Course unit content	
Competence level according to DQR	5
Requirements for participation	None
Additional specifics	
Proof of achievement	

Course EC B4.1 600271 Spanish 4 Intermediate

Course coordinator	
Semester	4
Frequency	Summer term
Type of course	Seminar with integrated exercises
Credit Points (ECTS)	5
Contact hours per week	4
Workload – contact hours	60
Workload – self-study	65
Detailed notes on workload	Workload preparation/ follow-up outside of seminar or exam period to the specified extent. The information on this can be found in ILIAS (Module Preparation)
Type of examination	Exam at module level
Duration of examination	120 min
Engagement	Compulsory / elective
Requirements for participation	None
Teaching / learning methods	Seminar-like lessons with exercises in the classes. Self-study includes regular homework, preparation and follow-up of classes, and exam preparation.
Professional competence: knowledge and comprehension	
Personal competence: social skills	
Personal competence: independence / autonomy	

Competence level according to DQR	5
Contents	After successfully completing the module, learners will be able to: • Understand sentences and frequently used expressions about things that are important to them (e.g., family, shopping, work, environment) and understand the essence of short, clear and simple messages and announcements • read short, simple texts and find information • Communicate about familiar and common things and have short conversations in simple, routine situations • write short, simple notes and messages The module usually covers the following topics (including necessary vocabulary and grammar): • Festivals and celebrations • Housing • Sightseeing attractions • Money and administrative procedures • Health • Weather • Travel and vacation • Education and career
Recommended supplementary classes	
Additional specifics	
Literature	
Scheduled	Regularly, StarPlan
Proof of achievement	

Semester 5

Module P 600280 Internship Semester

Duration of the module	1 semester
Semester	5
Contact hours per week	
Type of examination	SR
Credit Points (ECTS)	30
Requirements for awarding credit points	Successful completion of the examination. Process: 4th semester: • Preparation of application documents • Selection of suitable companies and internship positions • Development of an internship plan 5th semester: Supervised practical phase in suitable companies or Institutions in Germany or abroad (at least 100 days of attendance) 6th semester: Follow-up to the practical semester • Documentation of practical experiences through preparation of a report on the practical semester Short documentation of the practical experiences and evaluation of the practical use using a questionnaire
Module coordinator	Prof. Dr. Jens Koch
Teaching, learning and examination methods	
Professional competence: knowledge and comprehension	The students undertake qualified practical work in a suitable company (internship) in one or more selected operational areas. In doing so, they apply and deepen the knowledge they have acquired so far during their studies. The students recognize the relevance of the course for professional practice. The practical semester should also serve to encourage independent and responsible action of students. After completing the practical semester, students should have gained practical experience in the areas for which the course provides training in order to receive important impulses for the further course of their studies and/or for their bachelor's thesis. The students are able to apply the knowledge they have acquired so far during their studies as part of practical work in companies and can deepen their knowledge independently.
Personal competence: social skills	The students are able to work responsibly in operational teams. They are able to present subject-related problems and solutions in an argumentative manner and develop them further in a team.
Personal competence: independence / autonomy	The students are able to independently reflect on and evaluate the work and learning goals they have set for themselves and others. They can pursue and take responsibility for the goals themselves and can draw conclusions for the design of work processes in the team.
Course unit content	
Competence level according to DQR	6
Requirements for participation	Successfully completed examinations and preparatory examinations from semesters 1 – 3, although up to two examinations from semester 3 may still be open.
Additional specifics	Teaching form:

	• Self-study/practical work in the company • Supervision during the practical semester by a professor from the faculty • Documentation and presentation of the practical experiences by preparing a report on the practical semester • Short documentation of the practical experiences and evaluation of the practical use using a questionnaire
Proof of achievement	

Semester 6

Module DM6 600290 Digital Leadership & Management

Duration of the module	1 semester
Semester	6
Contact hours per week	4
Type of examination	PK
Credit Points (ECTS)	5
Requirements for awarding credit points	Passed examination
Module coordinator	Prof. Dr.-Ing. Ricarda Schlimbach
Teaching, learning and examination methods	
Course unit content	
Competence level according to DQR	6
Requirements for participation	None
Additional specifics	
Proof of achievement	

Course DM6.1 600291 Strategic Corporate Management

Course coordinator	
Semester	6
Frequency	Summer term
Type of course	Lecture with integrated exercises
Credit Points (ECTS)	2
Contact hours per week	2
Workload – contact hours	30
Workload – self-study	20
Detailed notes on workload	
Type of examination	Exam at module level
Duration of examination	120 min
Engagement	Compulsory
Requirements for participation	None
Teaching / learning methods	Lecture with exercises Self-study: Preparation and follow-up of lecture, Processing of questions, accompanying exam preparation
Professional competence: knowledge and comprehension	The students are able to name the basic terms of corporate management and selected management theories and explain the corporate management system. In addition, students can differentiate normative management from strategic corporate management. They are able to characterize selected aspects of strategic corporate management and explain them in plenary sessions as well as recognize the different perspectives and interests of other parties involved. The students are able to compare value-, market- and resource-oriented corporate management and uncover connections. They are also able to solve the problem of strategy implementation while taking success factors into account. They can also discover logical errors in management processes and management functions, derive suggested solutions from them and justify them in a technically sound manner.
Personal competence: social skills	
Personal competence: independence / autonomy	

Competence level according to DQR	6
Contents	Conceptual-systematic foundation − Business and corporate management − Selected management theories − Management decisions in the company life cycle The system of corporate management − Management levels − Leadership process and leadership functions − The integrated management system Normative management − Basics − Selected aspects of normative management Strategic business management − Basics − Strategic business units and portfolio analysis − Value-oriented corporate management − Market-oriented corporate management − Resource-oriented corporate management
Recommended supplementary classes	
Additional specifics	
Literature	Baldegger, R.: Management in a Dynamic Environment: Concepts, Methods and Tools, Wiesbaden 2012 Grant, R.: Contemporary Strategy Analysis: Text and Cases, 9. Aufl., Wiley 2015
Scheduled	Regularly, StarPlan
Proof of achievement	

Course DM6.2 600292 Digital Leadership & Future Skills

Course coordinator	Prof. Dr. Ricarda Schlimbach
Semester	6
Frequency	Summer term
Type of course	Lecture with integrated exercises
Credit Points (ECTS)	3
Contact hours per week	2
Workload – contact hours	30
Workload – self-study	45
Detailed notes on workload	
Type of examination	Exam at module level
Duration of examination	120 min
Engagement	Compulsory
Requirements for participation	None

Teaching / learning methods	Lecture with exercises Self-study: Preparation and follow-up of lecture, Processing of questions, accompanying exam preparation
Professional competence: knowledge and comprehension	The students can classify the term "future skills" and are able to describe the change from a knowledge-oriented society to a competence-oriented one. 1. Critical Thinking: The ability to critically analyze information, identify problems, develop solutions, and make informed decisions. 2. Communication: The ability to communicate effectively, whether written, verbal or digital, and to convey information clearly and concisely. 3. Collaboration: The ability to collaborate successfully with others, work in teams, exchange ideas and achieve goals together. 4. Creativity: The ability to develop original and innovative solutions to problems, generate new ideas, and look at existing concepts in new ways. 5. Character: This refers to personal qualities such as resilience, adaptability, ethics and social responsibility. It also includes the ability to continuously develop and learn.
Personal competence: social skills	Participants will enhance their ability to communicate effectively with team members, build trust, and foster a positive work environment.
Personal competence: independence / autonomy	Through self-reflection and experiential learning activities, participants will practice resilience, adaptability, and a growth mindset through hands-on exercises. You independently select learned concepts in order to use them in a targeted manner in challenging situations.
Competence level according to DQR	6
Contents	1. Introduction to Future Skills • Definition of future skills and their importance in the modern working world • Historical context and development of future skills 2. Critical thinking and problem solving • Concepts and characteristics of critical thinking • Identify problems and address them in a structured manner • Decision making and evaluating options 3. Communication and collaboration • Effective communication skills for different contexts (e.g., written, oral, digital) • Teamwork and collaboration techniques • Conflict management and negotiation skills 4. Creativity and innovation • Encouraging a creative mindset • Application of design thinking and agile methods 5. Personal development and strength of character • Self-management and time management • Resilience and stress management • Continuous learning and professional development

	6. Practical application of future skills
Recommended supplementary classes	
Additional specifics	
Literature	"The 21st Century Skills Movement: A Critical Analysis" von Trilling, B., & Fadel, C. (2009) "Critical Thinking: An Introduction to Analytical Reading and Reasoning" von Larry Wright (2014)
Scheduled	Regularly, StarPlan
Proof of achievement	

Module DM7 600300 Website Coding and Tracking

Duration of the module	1 semester
Semester	6
Contact hours per week	4
Type of examination	LA
Credit Points (ECTS)	5
Requirements for awarding credit points	Passed examination
Module coordinator	Prof. Dr. Christian Buske
Teaching, learning and examination methods	
Course unit content	
Competence level according to DQR	6
Requirements for participation	None
Additional specifics	
Proof of achievement	

Course DM7.1 600301 Website Coding and Tracking

Course coordinator	Prof. Dr. Enchi Chang
Semester	6
Frequency	Summer term
Type of course	Seminar with exercises
Credit Points (ECTS)	5
Contact hours per week	4
Workload – contact hours	60
Workload – self-study	65
Detailed notes on workload	Workload preparation/ follow-up outside of seminar or exam period to the specified extent. The information on this can be found in ILIAS (Module Preparation)
Type of examination	Exam at module level
Duration of examination	30 min
Engagement	Compulsory
Requirements for participation	None
Teaching / learning methods	Seminar with exercises Self-study: Preparation and follow-up of lecture, Processing of questions, accompanying exam preparation
Professional competence: knowledge and comprehension	Students learn to develop web applications using the Python programming language. You can use various current technologies or tools such as development frameworks, linking to the database, ORM (object-relational mapping) and security measures. You can

	build the content of a web application according to the "Model-View-Controller" design pattern and design it with interactive and multimedia elements. You can implement a web application from conception to implementation as a team. In addition, the social skills of the Students supported through working in groups.
Personal competence: social skills	
Personal competence: independence / autonomy	
Competence level according to DQR	6
Contents	Basics of the Python programming language (syntax, operators, Control structures, data structures, exception handling) • Python-based development framework (e.g., Django) • Designing the content of a web application according to the "Model" design pattern view controller" • Interaction with users (e.g., form, email, file upload and download) • Multimedia content (e.g., visual effects, sound effects, music, video) • Personalization using cookies and sessions, as well as security measures • Link to the database with ORM (Object-Relational Mapping) • Quality assurance according to selected development frameworks • Optional: Further in-depth topics (e.g., data handling with XML / JSON; Use of a REST API; search function; Standard library with the focus on mathematical calculations and performance; virtual Vicinity) In the exercises, the topics are deepened on the computer. The students develop in small groups a web application. Website tracking tools such as Google Analytics or Matoma can be implemented and analyzed
Recommended supplementary classes	
Additional specifics	
Literature	Nigel George: Build Your First Website with Django 2.1. GNW Independent Publishing. Nigel George: Mastering Django 2: Core. (In Bearbeitung.) GNW Independent Publishing. David Beazley, Brian K. Jones: Python Cookbook. O'Reilly. Al Sweigart, A. (2019). Automate the Boring Stuff with Python: Practical Programming for Total Beginners. No Starch Press, San Francisco. Mott, W. (2018). Python for Data Analysis: Data Wrangling with Pandas, NumPy, and IPython. O'Reilly Media, Sebastopol.

	Beazley, D. M. (2018). Python Essential Reference. Addison-Wesley, Boston. Finkel, H., & Ashford, W. (2020). Learning Python for Forensics: A Practical Guide to Forensic
Scheduled	Regularly, StarPlan
Proof of achievement	

Module DM8 600310 Business Simulation

Duration of the module	1 semester
Semester	6
Contact hours per week	4
Type of examination	LA
Credit Points (ECTS)	5
Requirements for awarding credit points	Passed examination
Module coordinator	Prof. Dr. Christian Buske
Teaching, learning and examination methods	
Course unit content	
Competence level according to DQR	6
Requirements for participation	None
Additional specifics	
Proof of achievement	

Course DM8.1 600311 Business Simulation

Course coordinator	Prof. Dr. Christian Buske
Semester	6
Frequency	Summer term
Type of course	Seminar with exercises
Credit Points (ECTS)	5
Contact hours per week	4
Workload – contact hours	60
Workload – self-study	65
Detailed notes on workload	Workload preparation/ follow-up outside of seminar or exam period to the specified extent. The information on this can be found in ILIAS (Module Preparation)
Type of examination	Exam at module level
Duration of examination	30 min
Engagement	Compulsory
Requirements for participation	None
Teaching / learning methods	Seminar with exercises
Professional competence: knowledge and comprehension	The students are able to analyze specific business situations within the framework of the business simulation, develop a solution in a goal-oriented manner and present and represent it.
Personal competence: social skills	As part of the simulation game, students can develop work results together and represent the decisions made and work results, particularly in the form of presentations
Personal competence: independence / autonomy	The students are able to independently evaluate certain business situations, make a decision on the basis of this and comment accordingly.
Competence level according to DQR	6

Contents	As part of an IT-supported business simulation, students lead companies in teams.
	The following tasks in particular arise for these teams
	• Application of value-based corporate management
	• Development, implementation and review of corporate strategies
	• Analysis of market conditions
	• Development and implementation of planning tools as well as checking forecast and planning quality
	• Making decisions in various areas of the company
	• Presentation of the company's development at general meetings and as a written report
	The simulation game is supplemented by study units in which particularly relevant business contexts, instruments, methods, etc. are addressed and discussed intensively.
Recommended supplementary classes	
Additional specifics	
Literature	Online Simulation Game "Digital Markstrat, Digital MediaPRO, REVMANEX": https://web.stratxsimulations.com/simulation/strategic-marketing-simulation
Scheduled	Regularly, StarPlan
Proof of achievement	

Module DM9 600320 Digital Marketing Case Study

Duration of the module	1 semester
Semester	6
Contact hours per week	4
Type of examination	LA
Credit Points (ECTS)	5
Requirements for awarding credit points	Passed examination
Module coordinator	Prof. Dr.-Ing. Ricarda Schlimbach
Teaching, learning and examination methods	
Course unit content	
Competence level according to DQR	6
Requirements for participation	None
Additional specifics	
Proof of achievement	

Course DM9.1 600321 Digital Marketing Case Study

Course coordinator	Prof. Dr.-Ing. Ricarda Schlimbach
Semester	6
Frequency	Summer term
Type of course	Seminar with exercises
Credit Points (ECTS)	5
Contact hours per week	4
Workload – contact hours	60

Workload – self-study	65
Detailed notes on workload	Workload preparation/ follow-up outside of seminar or exam period to the specified extent. The information on this can be found in ILIAS (Module Preparation)
Type of examination	Exam at module level
Duration of examination	30 min
Engagement	Compulsory
Requirements for participation	None
Teaching / learning methods	Seminar with exercises
Professional competence: knowledge and comprehension	Students gain in-depth insights into the current challenges of corporate marketing, especially in the context of digital change in business and society. The students are able to develop a critical understanding of the technical content and connections relevant to the respective topic and can apply the conceptual knowledge they have acquired so far in the field of marketing in an integrative and practice-oriented manner in order to solve specific marketing questions. The students are also able to assess the importance of selected methods and techniques in the context of marketing and in professional areas of application that were covered in the seminar. You can assess the practicality as well as the limitations of these methods. In particular, they are able to apply modern approaches to marketing management and reflect critically in order to develop problem-oriented solutions.
Personal competence: social skills	The students are able to develop a critical understanding of the technical content and connections relevant to the respective topic and can apply the conceptual knowledge they have acquired so far in the field of marketing in an integrative and practice-oriented manner in order to solve specific marketing questions. The students are also able to assess the importance of selected methods and techniques in the context of marketing and in professional areas of application that were covered in the seminar. You can assess the practicality as well as the limitations of these methods. In particular, they are able to apply modern approaches to marketing management and reflect critically in order to develop problem-oriented solutions.
Personal competence: independence / autonomy	The students demonstrate the ability to self-reflect and organize their learning process independently in order to advance their professional development in the marketing sector.
Competence level according to DQR	6
Contents	The "Marketing Case Study" seminar offers students the opportunity to deal intensively with current and practice-relevant marketing problems. They work independently in teams to solve these problems and develop innovative solutions as part of projects. Results are presented at the end of the semester and, if necessary, in the form of interim results.
	Two variants of this seminar are possible (decision by the lecturer):
	• Project in collaboration with a company: The students work in groups on a real marketing problem for a company. Over the course of the semester, they analyze the situation, develop strategies and implement them to solve the company's challenges. They have the opportunity to interact directly with company representatives and benefit from their expertise.
	• Project without real business relevance: In this variant, the

	lecturer sets a problem and objective in the area of marketing. For example, this could be creating a marketing plan for the launch of a new product or service. Students work in teams to analyze the problem, develop marketing strategies, and develop a comprehensive plan to implement their ideas. In both variants of the seminar, students are encouraged to use their creative and analytical skills in the field of marketing to develop methodically sound, practical solutions for real or simulated challenges. The close collaboration within the team and the opportunity to present their work not only promote their expertise in marketing, but also strengthen their social and communication skills.
Recommended supplementary classes	
Additional specifics	
Literature	Kotler, P., Keller, K., & Chernev, A. (2022). Marketing Management, Global Edition. Harlow: Pearson Education. Kingsnorth, S. (2019). Digital marketing strategy: An integrated approach to online marketing. London, New York: Kogan Page Ltd.
Scheduled	Regularly, StarPlan
Proof of achievement	

Module GS6 600330 Sales Controlling

Duration of the module	1 semester
Semester	6
Contact hours per week	4
Type of examination	LK
Credit Points (ECTS)	5
Requirements for awarding credit points	Passed examination
Module coordinator	Prof. Dr. Kai Kysela
Teaching, learning and examination methods	
Course unit content	
Competence level according to DQR	6
Requirements for participation	None
Additional specifics	
Proof of achievement	

Course GS6.1 600331 Sales Controlling

Course coordinator	Prof. Dr. Kai Kysela
Semester	6
Frequency	Summer term
Type of course	Lecture with exercises
Credit Points (ECTS)	5
Contact hours per week	4
Workload – contact hours	60
Workload – self-study	65

Detailed notes on workload	Workload preparation/ follow-up outside of seminar or exam period to the specified extent. The information on this can be found in ILIAS (Module Preparation)
Type of examination	Exam at module level
Duration of examination	120 min
Engagement	Compulsory
Requirements for participation	None
Teaching / learning methods	Lecture with integrated exercise Self-study: preparation and follow-up of the lecture, processing of questions, accompanying exam preparation
Professional competence: knowledge and comprehension	The students know the tasks and objectives of sales controlling in an industrial company. You are able to characterize strategic and operational sales controlling and describe and differentiate between the respective methods and tools. The students are able to use controlling instruments and derive recommendations. In addition, they are able to implement day-to-day tasks at an operational level and determine their importance for the company.
Personal competence: social skills	
Personal competence: independence / autonomy	
Competence level according to DQR	6
Contents	**Basics of sales controlling** **Organizational anchoring and sales controlling process** • Organizational integration • Tasks and objectives of sales controlling • Sales controlling functions **Strategic sales controlling: analyzes and tools** • Delphi method • Scenario analysis • Life cycle analysis • Portfolio analysis • Opportunity/risk analysis • SWOT analysis • Success metrics • Balanced scorecard • Business plan **Operational sales controlling: analyzes and tools** • Sales instance income statement • Customer success calculation • Product income statement • Sales process controlling
Recommended supplementary classes	
Additional specifics	
Literature	Wiersema, F. (2019). Sales Management: Analysis and Decision Making. Routledge, London.

	Boles, J. S., & Johnston, M. W. (2017). Sales Force Management: Leadership, Innovation, and Technology. Pearson Education, Boston.
	Ingram, T. N., & Laforge, R. W. (2018). Sales Management: Analysis and Decision Making. Routledge, New York.
	Anderson, R., & Kumar, V. (2020). Sales Force Automation and the Customer Experience. Springer, Cham.
Scheduled	Regularly, StarPlan
Proof of achievement	

Module EC A5 600340 German 5 Intermediate

Duration of the module	1 semester
Semester	6
Contact hours per week	4
Type of examination	LK
Credit Points (ECTS)	5
Requirements for awarding credit points	Passed examination
Module coordinator	Prof. Dr. Christian Buske
Teaching, learning and examination methods	
Course unit content	
Competence level according to DQR	5
Requirements for participation	None
Additional specifics	
Proof of achievement	

Course EC A5.1 600341 German 5 Intermediate

Course coordinator	Andrea Hesse
Semester	6
Frequency	Summer term
Type of course	Seminar with integrated exercises
Credit Points (ECTS)	5
Contact hours per week	4
Workload – contact hours	60
Workload – self-study	65
Detailed notes on workload	Workload preparation/ follow-up outside of seminar or exam period to the specified extent. The information on this can be found in ILIAS (Module Preparation)
Type of examination	Exam at module level
Duration of examination	120 min
Engagement	Compulsory / elective
Requirements for participation	None
Teaching / learning methods	Seminar-like lessons with exercises in the classes. Self-study includes regular homework, preparation and follow-up of classes, and exam preparation.
Professional competence: knowledge and comprehension	Students understand in detail what is being said in standard language on topics of general interest •In doing so, they can understand not only the content of the information but also the intentions of the author, read "between

	the lines" and interpret what is read •They can write longer and detailed texts with a relatively extensive vocabulary and build up the texts argumentatively, use complex sentence structures, build argumentations and relate arguments to each other
Personal competence: social skills	
Personal competence: independence / autonomy	
Competence level according to DQR	5
Contents	The module usually covers the following topics (including necessary vocabulary and grammar): • Career changes • Social and political commitment •Sustainability • Product descriptions and advertising • Self-optimization • a happy life • Science and technology • Art and culture • Media and news • Travel, enjoyment and addiction
Recommended supplementary classes	
Additional specifics	
Literature	Weitblick – Das große Panorama. B2: Band 2. Kurs- und Übungsbuch. ISBN 978-3-06-120906-3 "Sicher! B1+" Hueber Verlag 2019
Scheduled	Regularly, StarPlan
Proof of achievement	

Module EC B5 600350 Spanish 5 Intermediate

Duration of the module	1 semester
Semester	6
Contact hours per week	4
Type of examination	LK
Credit Points (ECTS)	5
Requirements for awarding credit points	Passed examination
Module coordinator	Prof. Dr.-Ing. Ricarda Schlimbach
Teaching, learning and examination methods	
Course unit content	
Competence level according to DQR	5
Requirements for participation	None
Additional specifics	
Proof of achievement	

Course EC B5.1 600351 Spanish 5 Intermediate

Course coordinator	
Semester	6

Frequency	Summer term
Type of course	Seminar with integrated exercises
Credit Points (ECTS)	5
Contact hours per week	4
Workload – contact hours	60
Workload – self-study	65
Detailed notes on workload	Workload preparation/ follow-up outside of seminar or exam period to the specified extent. The information on this can be found in ILIAS (Module Preparation)
Type of examination	Exam at module level
Duration of examination	120 min
Engagement	Compulsory / elective
Requirements for participation	None
Teaching / learning methods	Seminar-like lessons with exercises in the classes. Self-study includes regular homework, preparation and follow-up of classes, and exam preparation.
Professional competence: knowledge and comprehension	Students understand in detail what is being said in standard language on topics of general interest •In doing so, they can understand not only the content of the information but also the intentions of the author, read "between the lines" and interpret what is read •They can write longer and detailed texts with a relatively extensive vocabulary and build up the texts argumentatively, use complex sentence structures, build argumentations and relate arguments to each other
Personal competence: social skills	
Personal competence: independence / autonomy	
Competence level according to DQR	5
Contents	The module usually covers the following topics (including necessary vocabulary and grammar): • Career changes • Social and political commitment •Sustainability • Product descriptions and advertising • Self-optimization • a happy life • Science and technology • Art and culture • Media and news • Travel, enjoyment and addiction
Recommended supplementary classes	
Additional specifics	
Literature	"Nuevo Español en Marcha" Francisca Castro, Edinumen 2020 "Gramática de uso del español" Luis Aragonés, Ramón Palencia. Ediciones SM 2019
Scheduled	Regularly, StarPlan
Proof of achievement	

Semester 7

Module DM10 600360 Digital Marketing III

Duration of the module	1 semester
Semester	7
Contact hours per week	4
Type of examination	LK
Credit Points (ECTS)	6
Requirements for awarding credit points	Passed examination
Module coordinator	Prof. Dr. Benjamin Österle
Teaching, learning and examination methods	
Course unit content	
Competence level according to DQR	6
Requirements for participation	None
Additional specifics	
Proof of achievement	

Course DM10.1 600361 Corporate Website & Mobile Apps

Course coordinator	
Semester	7
Frequency	Winter term
Type of course	Seminar with exercises
Credit Points (ECTS)	6
Contact hours per week	4
Workload – contact hours	60
Workload – self-study	90
Detailed notes on workload	Workload preparation/ follow-up outside of seminar or exam period to the specified extent.
Type of examination	Exam at module level
Duration of examination	120 min
Engagement	Compulsory
Requirements for participation	None
Teaching / learning methods	Lecture with integrated exercise Self-study: preparation and follow-up of the lecture, processing of questions, accompanying exam preparation
Professional competence: knowledge and comprehension	In this module, students will develop a solid understanding of the principles and technologies underlying the development of corporate websites and mobile applications. This includes knowledge of modern web technologies, design concepts and mobile application development. Students learn how to structure and design corporate websites to effectively support corporate goals. They deal with front-end technologies such as HTML, CSS and JavaScript, as well as back-end technologies for dynamic and data-driven websites. They also gain insights into content management systems, search engine optimization, and user experience. In the area of mobile apps, they will acquire knowledge of platform-specific and cross-platform development approaches. They will learn how mobile apps are designed, developed and tested, as well as how they can be seamlessly integrated with enterprise systems. Students also develop an understanding of the importance of user experience and responsive design in order to optimally align corporate websites and mobile apps to the needs of users. With

	this knowledge, they are able to successfully develop and optimize both corporate websites and mobile apps. The students know the potential of web-based and mobile applications in digital marketing. They are familiar with the special problems that have to be overcome when setting up such systems. They know suitable methods and modern tools (e.g., low code platforms) to efficiently implement and operate web-based and mobile solutions for digital marketing.
Personal competence: social skills	The students know the tasks and problems involved in the development of web-based and mobile systems and suitable approaches to solve them.
Personal competence: independence / autonomy	Using the tools used in the course, course participants are able to create simple corporate websites and mobile applications themselves. Due to the knowledge acquired, they can also be used effectively and in a variety of ways in larger projects.
Competence level according to DQR	6
Contents	Introduction to the potential, tasks and problems of the use of corporate websites and mobile apps • Building corporate websites and content management for digital marketing using leading software tools (e.g., WordPress) in practical exercises. • Application and comparison of the different approaches to developing mobile apps (native / cross-platform) in practical exercises, e.g., T. with low code tools • Introduction to methods and tools for agile management of web and mobile development projects
Recommended supplementary classes	
Additional specifics	
Literature	1. Kuniavsky, M. (2010). *Smart Things: Ubiquitous Computing User Experience Design*. Morgan Kaufmann, Burlington. 2. Krug, S. (2014). *Don't Make Me Think: A Common Sense Approach to Web Usability*. New Riders, Berkeley. 3. Garrett, J. J. (2011). *The Elements of User Experience: User-Centered Design for the Web and Beyond*. New Riders, Berkeley. 4. Nielsen, J., & Budiu, R. (2012). *Mobile Usability*. New Riders, Berkeley.
Scheduled	Regularly, StarPlan
Proof of achievement	

Module DM11 600370 Business Transformation

Duration of the module	1 semester
Semester	7
Contact hours per week	4
Type of examination	PA
Credit Points (ECTS)	6
Requirements for awarding credit points	Passed examination
Module coordinator	Prof. Dr. Benjamin Österle

Teaching, learning and examination methods	
Course unit content	
Competence level according to DQR	6
Requirements for participation	None
Additional specifics	
Proof of achievement	

Course DM11.1 600371 Agile Working Structures and Management

Course coordinator	
Semester	7
Frequency	Winter term
Type of course	Lecture with exercises
Credit Points (ECTS)	3
Contact hours per week	2
Workload – contact hours	30
Workload – self-study	45
Detailed notes on workload	
Type of examination	Exam at module level
Duration of examination	30 min
Engagement	Compulsory
Requirements for participation	None
Teaching / learning methods	Lecture with parallel project
Professional competence: knowledge and comprehension	Agile management has become a crucial aspect of modern education and professional development. The importance of 'Agile' in education lies in its ability to improve team performance and increase customer satisfaction. By teaching agile principles throughout the course, individuals will be equipped with the skills necessary to effectively navigate dynamic project environments. This ensures that they can contribute meaningfully to their organizations and remain relevant in today's competitive environment. Participants will develop a deep understanding of Agile principles and mindsets through discussions about why Agile is used, exploring the Agile Manifesto, and examining various Agile methodologies. They will gain knowledge of the fundamental concepts underlying agile practices.
Personal competence: social skills	Students foster adaptability and open-mindedness by adopting agile principles and mindsets. They also improve their communication skills by participating in discussions and expressing their perspectives on agile concepts. Participants cultivate a growth mindset as they embrace the idea of continuous improvement. In addition, they improve their problem-solving and innovation skills by actively looking for ways to improve processes, products and themselves in an agile context.
Personal competence: independence / autonomy	
Competence level according to DQR	6
Contents	1. Agile Principles and Mindset: • Why use 'Agile'? • The 'Agile' Manifesto • Agile Methods 2. Value Based Delivery: • What is Value Based Delivery? How do you assess and prioritize value? • MVP 3. Leadership and Team Performance: • Agile Leadership • How

	to Build an Agile Team
	4. Adaptive Planning: • Agile Planning • Sizing and Estimating • Release Planning • Iteration Planning
	5. Continuous Improvement: • Methods for continuous improvement • Processes, products and people
	6. Stakeholder engagement: • Who is a stakeholder? • How to establish a shared vision. • How to communicate with a stakeholder • Critical communication skills
Recommended supplementary classes	
Additional specifics	
Literature	Schwaber, Ken, Agile Project Management with Scrum Cohn Mike, Agile Estimating and Planning Derby Esther, Larse, Diana, Agile Retrospectives: Making Good Teams Great
Scheduled	Regularly, StarPlan
Proof of achievement	

Course DM11.2 600372 Digital Transformation

Course coordinator	
Semester	7
Frequency	Winter term
Type of course	Seminar with exercises
Credit Points (ECTS)	3
Contact hours per week	2
Workload – contact hours	30
Workload – self-study	45
Detailed notes on workload	
Type of examination	Exam at module level
Duration of examination	30 min
Engagement	Compulsory
Requirements for participation	None
Teaching / learning methods	Seminar with parallel project
Professional competence: knowledge and comprehension	• Understanding current corporate digitalization trends • Knowing the technological basics of digital systems • Understanding the basic building blocks of organizations • Understanding current corporate digitalization trends • Knowing the technological basics of digital systems • Understanding the basic building blocks of organizations • Analyzing the potential and challenges of digital trends in different sectors of the economy • Critically reflecting the ethical and societal dimensions behind increasing digitalization of our economy
Personal competence: social skills	Students enhance their problem-solving and innovation skills by actively seeking ways to improve products, business models and the way we interact in the context of digital transformation. They learn to think critically and share and connect concepts with peers.
Personal competence: independence / autonomy	
Competence level according to DQR	6

Contents	The course delves into various facets of the Digital Transformation, encompassing digital products, services, and processes that shape both individual and organizational landscapes. It explores the profound impact of digitalization, compelling organizations to adapt to evolving business dynamics and harness digital technologies and media.
	Participants engage with foundational and forward-thinking principles of digitalization across industry, economy, and society. Through the lens of scientific and practical analytical frameworks and methods, the course examines the potentials, limitations, and challenges posed by digital trends, particularly for businesses and other entities. The objective is for students to grasp these concepts, frameworks, and methods, and to apply them practically to real-world cases. 1. Smart Products 2. New Digital Work 3. Digital Transformation as a Mega Trend 4. Industry 4.0 5. Hot Topics (e.g., Generative AI)
Recommended supplementary classes	
Additional specifics	
Literature	Michael E. Porter and James E. Heppelmann: How Smart, Connected Products Are Transforming Companies: Their impact on the value chain and organizational structure. The second in a two-part series. Avadhesh Kumar, Shrddha Sagar, Poongodi Thangamuthu, B. Balamurugan (2024): Digital Transformation. https://doi.org/10.1007/978-981-99-8118-2
Scheduled	Regularly, StarPlan
Proof of achievement	

Module EC A6 600380 German 6 Advanced

Duration of the module	1 semester
Semester	7
Contact hours per week	4
Type of examination	LK
Credit Points (ECTS)	6
Requirements for awarding credit points	Passed examination
Module coordinator	Prof. Dr. Christian Buske
Teaching, learning and examination methods	
Course unit content	
Competence level according to DQR	6
Requirements for participation	None
Additional specifics	
Proof of achievement	

Course EC A6.1 600381 German 6 Advanced

Course coordinator	Andrea Hesse
Semester	7
Frequency	Summer term
Type of course	Seminar with integrated exercises
Credit Points (ECTS)	6
Contact hours per week	4
Workload – contact hours	60
Workload – self-study	90
Detailed notes on workload	Workload preparation/ follow-up outside of seminar or exam period to the specified extent. The information on this can be found in ILIAS (Module Preparation)
Type of examination	Exam at module level
Duration of examination	120 min
Engagement	Compulsory / elective
Requirements for participation	None
Teaching / learning methods	Seminar-like lessons with exercises in the classes. Self-study includes regular homework, preparation and follow-up of classes, and exam preparation.
Professional competence: knowledge and comprehension	At language level C1, students can: • express themselves verbally on social issues at an academic level • understand journalistic, literary and academic texts and understand the argumentation structures of complex texts • recognize and understand 'improper' language use such as irony or linguistic images in texts • write different types of texts using academic grammatical structures (e.g., argumentative texts, complex descriptions) • classify social phenomena in Germany and compare them internationally
Personal competence: social skills	
Personal competence: independence / autonomy	
Competence level according to DQR	6
Contents	The module usually covers the following topics (including necessary vocabulary and grammar): • Renewable energies • Digitalization and its consequences • Mobility • Future • Business ethics and corporate scandals
Recommended supplementary classes	
Additional specifics	
Literature	Bayerlein, Oliver; Buchner, Patricia (2013): *Campus Deutsch (DaF B2-C1). Deutsch als Fremdsprache B2/C1: Lesen*. München: Hueber Verlag. ISBN 9783190510030 • Buchner, Patricia; Bayerlein, Oliver (2015): *Campus Deutsch (DaF B2-C1). Deutsch als Fremdsprache/Kursbuch: Schreiben*. München: Hueber Verlag. ISBN 9783191010034

	• Buscha, Anne; Szita, Szilvia; Stengel-Raven, Susanne (2013): *C Grammatik. Übungsgrammatik Deutsch als Fremdsprache: Sprachniveau C1, C2*. Leipzig: Schubert Verlag. ISBN 3941323113
Scheduled	Regularly, StarPlan
Proof of achievement	

Module EC B6 600390 Spanish 6 Advanced

Duration of the module	1 semester
Semester	7
Contact hours per week	4
Type of examination	LK
Credit Points (ECTS)	6
Requirements for awarding credit points	Passed examination
Module coordinator	Prof. Dr.-Ing. Ricarda Schlimbach
Teaching, learning and examination methods	
Course unit content	
Competence level according to DQR	6
Requirements for participation	None
Additional specifics	
Proof of achievement	

Course EC B6.1 600391 Spanish 6 Advanced

Course coordinator	
Semester	7
Frequency	Summer term
Type of course	Seminar with integrated exercises
Credit Points (ECTS)	6
Contact hours per week	4
Workload – contact hours	60
Workload – self-study	90
Detailed notes on workload	Workload preparation/ follow-up outside of seminar or exam period to the specified extent. The information on this can be found in ILIAS (Module Preparation)
Type of examination	Exam at module level
Duration of examination	120 min
Engagement	Compulsory / elective
Requirements for participation	None
Teaching / learning methods	Seminar-like lessons with exercises in the classes. Self-study includes regular homework, preparation and follow-up of classes, and exam preparation.
Professional competence: knowledge and comprehension	At language level C1, students can: • express themselves verbally on social issues at an academic level • understand journalistic, literary and academic texts and understand the argumentation structures of complex texts • recognize and understand 'improper' language use such as irony or linguistic images in texts • write different types of texts using academic grammatical structures (e.g., argumentative texts, complex descriptions)

	• classify social phenomena in Germany and compare them internationally
Personal competence: social skills	
Personal competence: independence / autonomy	
Competence level according to DQR	6
Contents	The module usually covers the following topics (including necessary vocabulary and grammar): • Renewable energies • Digitalization and its consequences • Mobility • Future • Business ethics and corporate scandals
Recommended supplementary classes	
Additional specifics	
Literature	"Nuevo Español en Marcha" Francisca Castro, Edinumen 2020 "Gramática de uso del español" Luis Aragonés, Ramón Palencia. Ediciones SM 2019
Scheduled	Regularly, StarPlan
Proof of achievement	

Module BT 600400 Master Thesis and Colloquium

Duration of the module	1 semester
Semester	7
Contact hours per week	4
Type of examination	PB
Credit Points (ECTS)	12
Requirements for awarding credit points	Passed examination
Module coordinator	Prof. Dr. Christian Buske
Teaching, learning and examination methods	
Professional Competence	By writing their bachelor's thesis, students demonstrate that they are able to independently work on and solve a comprehensive scientific question within a given time limit using scientific methods and the skills they have acquired during their studies. In addition to deepening their professional skills, they practice adhering to scientific standards and are able to manage the preparation of their bachelor's thesis as a project in terms of time, content and personnel. The students are able to derive and analyze the current state of scientific knowledge on the topic at hand. They can develop, justify, prove or derive proposed solutions, and weigh up and evaluate the results obtained. They are able to strictly adhere to the principles of scientific work.
Personal competence: social skills	Particularly in practice-related work, students are able to work responsibly in teams of experts and deal with problems in the team in a proactive manner. They can argue complex, subject-related problems and solutions to the topic they are given to and develop them further with experts.

Personal skills: independence / autonomy	The students are able to reflect on and evaluate their own and externally set work goals. They can pursue the set goals independently and take responsibility for them. They are able to draw conclusions from their experiences for the work processes in the team.
Course unit content	
Competence level according to DQR	6
Requirements for participation	Completion of practical semester
Additional specifics	
Proof of achievement	