

**Module Descriptions for the Master's course  
International Management & Information Systems - Online (M.A.)**

**Examination Regulations 2019**

Revised: Summer semester 2023

Faculty of Electrical Engineering  
Campus Soest

All information is provided without guarantee.  
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Business Informatics  
International Economics  
International Management  
Management Accounting & Finance  
Business Process Management  
Corporate Entrepreneurship & Innovation  
E-Business  
Enterprise Resource Planning  
Business Intelligence  
Business Marketing Management  
Information Management  
Leadership & Change Management  
Digital Product & Project Management  
Master Project

Business Informatics				
Compulsory Module (X)		Compulsory Elective Module ( )		
ID Number: BusInf	Workload	Credits	Semester	Duration
	125 h	5 CP	1st semester	1 semester
<b>1</b>	<b>Frequency:</b> winter semester		<b>Class Time</b> 4 SWS / 60 h	<b>Self-Study</b> 65 h
<b>2</b>	<b>Course Types (in SWH) and Group Size:</b> Seminar: 2 SWH / 30 h / 25 students Exercise: 2 SWH / 30 h / 25 students			
<b>3</b>	<b>Objectives:</b> The students acquire specialist knowledge in the essential areas of business informatics and are able to evaluate potential and risks from a company perspective. They know the dynamic developments in IT and understand the importance and possibilities of proactive IT use. The imparted knowledge of hardware, software, networks and IT security enables the students to gain a realistic and both constructive and critical understanding of the design and use of business information systems. The students are enabled to contribute independently to the digital transformation of their company/department/workplace.			
<b>4</b>	<b>Contents:</b> The module imparts skills and application-oriented knowledge from basic areas of business informatics, e.g. computer systems, computer networks, operational application systems, database systems, software engineering and management support systems. In addition, more specific topics such as business process management, which is important for today's dynamic and competitive and IT-influenced business world, fundamentals of data security and data protection, and information management as leadership in IT are dealt with.			
<b>5</b>	<b>Compatibility of Module:</b> Degree Program ET ( ), Degree Program WING ( ), Degree Program BBA ( ), Degree Program SEEM ( ), Degree Program IMIS ( ), Degree Program IMIS Online (X)			
<b>6</b>	<b>Prerequisites:</b>			
<b>7</b>	<b>Academic Performances: ( )</b> <b>Examination:</b> Examination Paper ( ), Oral Exam ( ), Seminar Paper ( ), Project Assignment ( ), Combined Form of Examinations ( ), Portfolio (X), amended by Presentation ( )			
<b>8</b>	<b>Requirements for the Award of Credits:</b> Successfully completed Module Examination			
<b>9</b>	<b>Relevance for the Overall Score:</b> According to General Examination Regulations.			
<b>10</b>	<b>Person Responsible for the Module / Lecturer(s):</b> Prof. Dr. Peter Weber / Prof. Dr. Peter Weber, Robert Stemmermann			
<b>11</b>	<b>Literature:</b> Weber, P.; Gabriel, R.; Lux, T.; Menke, K.: Basics in Business Informatics, Springer Vieweg, 2nd ed. 2022.			

International Economics				
Compulsory Module (X)		Compulsory Elective Module ( )		
ID Number:	Workload	Credits	Semester	Duration
IntEco	125 h	5 CP	1st semester	1 semester
1	<b>Frequency:</b> winter semester		<b>Class Time</b> 4 SWS / 60 h	<b>Self-Study</b> 65 h
2	<b>Course Types (in SWH) and Group Size:</b> Seminar: 2 SWH / 30 h / 25 students Exercise: 2 SWH / 30 h / 25 students			
3	<b>Objectives:</b> The course objective is to enable students to assess independently economic developments and their significance and impact on their own business decisions, through the content mentioned below. Emphasis will be placed on international and management-relevant contents at an advanced level, integrating the students' individual job experience. The education of inter-temporal, global thinking and optimization approaches allows a more holistic and critical view of economic relationships and enables improved, autonomous decision making.			
4	<b>Contents:</b> The module comprises three main areas: the European Central Bank (ECB) and its monetary policy, European integration and foreign trade. The starting point is a detailed introduction to the German and European economy. The first focus is put on the ECB's role in the institutional mix, the refinancing process of commercial banks, and the transmission process of monetary policy. The recent trends in the financial systems innovation are also dealt with, in particular the new phenomena like blockchain-based cryptocurrencies, their role and impacts. Focus two covers the process of economic integration in general as well as in the specific context of the European integration. Recent developments such as the impact of economic disintegration with Russia and geopolitical changes are discussed. In the third focus, foreign trade topics, i.e., exchange rate systems, the formation of exchange rates in a small and open economy as well as the essential theories of pricing (UIP, PPP) are thematized.			
5	<b>Compatibility of Module:</b> Degree Program ET ( ), Degree Program WING ( ), Degree Program BBA ( ), Degree Program SEEM ( ), Degree Program IMIS ( ), Degree Program IMIS Online (X)			
6	<b>Prerequisites:</b>			
7	<b>Academic Performances: ( )</b> <b>Examination:</b> Examination Paper ( ), Oral Exam ( ), Seminar Paper ( ), Project Assignment ( ), Combined Form of Examinations ( ), Portfolio (X), amended by Presentation ( )			
8	<b>Requirements for the Award of Credits:</b> Successfully completed Module Examination			
9	<b>Relevance for the Overall Score:</b> According to General Examination Regulations.			
10	<b>Person Responsible for the Module / Lecturer(s):</b> Prof. Dr. Dina Dreisbach / Prof. Dr. Dina Dreisbach			
11	<b>Literature:</b> Bofinger, P. (2001), Monetary Policy: Goals, Institutions, Strategies and Instruments, 1st edition, Oxford: Oxford University Press. Gandolfo, G. (2014): International Trade Theory and Policy, 2nd edition, Berlin, Heidelberg: Springer. Krugman, Paul R., Melitz, Marc J., Obstfeld, Maurice (2018): International Trade Theory & Policy, 11th Edition, London: Pearson.			

International Management				
Compulsory Module (X)		Compulsory Elective Module ( )		
ID Number:	Workload	Credits	Semester	Duration
IntMgtIMISO	125 h	5 CP	1st semester	1 semester
1	<b>Frequency:</b> winter semester		<b>Class Time</b> 4 SWS / 60 h	<b>Self-Study</b> 65 h
2	<b>Course Types (in SWH) and Group Size:</b> Seminar: 2 SWH / 30 h / 25 students Exercise: 2 SWH / 30 h / 25 students			
3	<b>Objectives:</b> International Management often means making long term, high impact decisions under a high degree of uncertainty. Although IMIS Online is a very international course, it cannot be assumed that all students have sufficient international exposure and experience to fully understand the international context. A major objective of this course is to enable students to better understand, assess and predict the complex environment of international business. After completing this course, students should be able to analyse economic, political and cultural factors influencing international business. Moreover, they should be familiar with theories, methods and tools that enable managers to make better decisions in an international context.			
4	<b>Contents:</b> The course consists of three parts: 1. Development and Future of International Business and Globalization, 2. Developing International Strategies: Markets, Production, Innovation, 3. Intercultural Management & International Human Resources.			
5	<b>Compatibility of Module:</b> Degree Program ET ( ), Degree Program WING ( ), Degree Program BBA ( ), Degree Program SEEM ( ), Degree Program IMIS ( ), Degree Program IMIS Online (X)			
6	<b>Prerequisites:</b>			
7	<b>Academic Performances: ( )</b> <b>Examination:</b> Examination Paper ( ), Oral Exam ( ), Seminar Paper ( ), Project Assignment ( ), Combined Form of Examinations ( ), Portfolio (X), amended by Presentation ( )			
8	<b>Requirements for the Award of Credits:</b> Successfully completed Module Examination			
9	<b>Relevance for the Overall Score:</b> According to General Examination Regulations.			
10	<b>Person Responsible for the Module / Lecturer(s):</b> Prof. Dr. Andreas Gerlach / Prof. Dr. Andreas Gerlach			
11	<b>Literature:</b> Deresky, H. (2016): International Management: Managing Across Borders and Cultures, Text and Cases, n.P.: Pearson Education.			

Management Accounting & Finance				
Compulsory Module (X)    Compulsory Elective Module ( )				
ID Number: MgtAcc&FinIMISO	Workload	Credits	Semester	Duration
1	<b>Frequency:</b> winter semester	125 h	5 CP	1st semester
2	<b>Class Time</b> 4 SWS / 60 h			<b>Self-Study</b> 65 h
3	<b>Course Types (in SWH) and Group Size:</b> Seminar: 2 SWH / 30 h / 25 students Exercise: 2 SWH / 30 h / 25 students			
4	<b>Objectives:</b> Based upon the known principles of (internal and external) accounting and finance and their individual job experience, students should master advanced concepts of performance measurement, investment planning, and financial control as well as applying, critically reflecting and selecting, and integrating into the overall management of the company. For this purpose, both an explanation and interpretation of the theoretical foundations of the concepts is necessary and their practical application and classification into the management of the entire company, especially against the background of an internationally operating business. Students will be electronically connected in international teams and thus practice various tools of electronic cooperation and team work (and future human resources management).			
5	<b>Contents:</b> Part I: Management Accounting: Control Systems and Performance Measurement, Shareholder Value, Incentive Systems; Part II: Investment Decisions: Investment Criteria and their Critical Evaluation, Discounted Cash Flow Analysis, Project Analysis; Part III: Financing: a) Risk: Risk and Return, Diversification, Market vs. Unique Risk, Capital Asset Pricing Model, Weighted Average Cost of Capital und Company Valuation b) Financial Analysis and Planning: Long-Term and Short-Term Planning, Liquidity c) International Financing: Foreign Exchange Markets, International Investment Decisions Each chapter will be followed by case studies, which require the application of learnt contents to real-life company situations. The exercises and case studies will be solved with MS Excel. Solutions will be discussed in international teams via the e-learning platform Moodle by applying its various tools of electronic co-operation (wikis, tasks, video and electronic material uploads, video conferences, badges etc.). Optional Excel courses are offered to provide a rather homogeneous Excel knowledge in class.			
6	<b>Compatibility of Module:</b> Degree Program ET ( ), Degree Program WING ( ), Degree Program BBA ( ), Degree Program SEEM ( ), Degree Program IMIS ( ), Degree Program IMIS Online (X)			
7	<b>Prerequisites:</b>			
8	<b>Academic Performances: ( )</b> <b>Examination:</b> Examination Paper ( ), Oral Exam ( ), Seminar Paper ( ), Project Assignment ( ), Combined Form of Examinations ( ), Portfolio (X), amended by Presentation ( )			
9	<b>Requirements for the Award of Credits:</b> Successfully completed Module Examination			
10	<b>Relevance for the Overall Score:</b> According to General Examination Regulations.			
11	<b>Person Responsible for the Module / Lecturer(s):</b>			

	Prof. Dr. Valerie Wulfhorst / Prof. Dr. Valerie Wulfhorst, Sabine Katterbach
<b>11</b>	<b>Literature:</b> Horngren, C.T.; Sundem, G.L.; Stratton, W.O.; Burgstahler, D.; Schatzberg, J.: Introduction to Management Accounting, 17th ed., Boston: Pearson, 2022. Brealey, Richard; Myers, Stewart & Marcus, Alan: Fundamentals of Corporate Finance, 9th ed., McGraw-Hill, 2018. (Excursus for Repetition: Kimmel, P.; Weygandt, J.; Kieso, D.: Financial Accounting, 10th ed., Asia: Wiley, 2021.)

Business Process Management				
Compulsory Module (X)    Compulsory Elective Module ( )				
ID Number:	Workload	Credits	Semester	Duration
<b>BusProcMgt</b>	125 h	5 CP	2nd semester	1 semester
<b>1</b>	<b>Frequency:</b> summer semester		<b>Class Time</b> 4 SWS / 60 h	<b>Self-Study</b> 65 h
<b>2</b>	<b>Course Types (in SWH) and Group Size:</b> Seminar: 2 SWH / 30 h / 25 students Exercise: 2 SWH / 30 h / 25 students			
<b>3</b>	<b>Objectives:</b> The process-oriented view together with the trend towards digitalization opens new opportunities and challenges for businesses. Students will be enabled, based on their individual job experience, to use the opportunities and to face these challenges successfully within the application area of operations management. Students acquire specialized knowledge about strategies and methods of operations management with special focuses on process management and information systems. These three fields are integrated to explore and develop modern and innovative business concepts around the ideas of "Industry 4.0".			
<b>4</b>	<b>Contents:</b> The module contains six parts: First, as introduction, targets and strategies of process management and of operations management are critically discussed. In part two, the focus is put on the design of products and services (product design, criteria, specialties of service design). The third part is about strategies and methods for the design and management of business processes (business process design, business process management, value stream mapping). In part four, concepts and methods for managing the manufacturing efficiently are critically analyzed. Part five shows the possibilities for continuous improvement (quality management, TQM, ISO, Six-Sigma, risk management). The last part paves the development path of product and process management towards "Industry 4.0".			
<b>5</b>	<b>Compatibility of Module:</b> Degree Program ET ( ), Degree Program WING ( ), Degree Program BBA ( ), Degree Program SEEM ( ), Degree Program IMIS ( ), Degree Program IMIS Online (X)			
<b>6</b>	<b>Prerequisites:</b>			
<b>7</b>	<b>Academic Performances: ( )</b> <b>Examination:</b> Examination Paper ( ), Oral Exam ( ), Seminar Paper ( ), Project Assignment ( ), Combined Form of Examinations ( ), Portfolio (X), amended by Presentation ( )			
<b>8</b>	<b>Requirements for the Award of Credits:</b> Successfully completed Module Examination			
<b>9</b>	<b>Relevance for the Overall Score:</b> According to General Examination Regulations.			
<b>10</b>	<b>Person Responsible for the Module / Lecturer(s):</b> Prof. Dr. Henrik Janzen / Prof. Dr. Henrik Janzen			
<b>11</b>	<b>Literature:</b> Dumas, M. et al. (2018): Business Process Management, 2. Ed., Springer. Weske, M. (2012): Business Process Management- Concepts, Languages, Architectures, 7th ed., Springer. Slack, N.; Brandon-Jones, A.; Burgess, N. (2022): Operations Management, 10. Ed., Pearson. Brocke, J; Rosemann, M. (Eds.)(2016): Handbook on Business Process Management I. Introduction, Methods and Information Systems, Springer.			



Corporate Entrepreneurship & Innovation				
Compulsory Module (X)		Compulsory Elective Module ( )		
ID Number:	Workload	Credits	Semester	Duration
<b>CorpEnt&amp;InnIMISO</b>	125 h	5 CP	2nd semester	1 semester
<b>1</b>	<b>Frequency:</b> summer semester		<b>Class Time</b> 4 SWS / 60 h	<b>Self-Study</b> 65 h
<b>2</b>	<b>Course Types (in SWH) and Group Size:</b> Seminar: 2 SWH / 30 h / 25 students Exercise: 2 SWH / 30 h / 25 students			
<b>3</b>	<b>Objectives:</b> At the beginning of an era of disruptive technologies and business models, entrepreneurial skills and innovative thinking and acting are crucial for success. The objective of this course is to make students see and understand the tectonic developments redefining entire industries as well as the way we will manage organizations in future. The module should also put them in the position to differentiate risks and opportunities, referring to relevant theories and concepts, to recognize, anticipate, analyze, and assess these risks and opportunities. Moreover, students will be able to experience their own ability to create innovative solutions from scratch in practice-oriented projects.			
<b>4</b>	<b>Contents:</b> Students receive in-depth knowledge of business start-ups (entrepreneurship), the characteristics of entrepreneurial behavior within organizations (intrapreneurship), and the management of innovation. A number of creative techniques and ideation methods are introduced, as well as process for implementation. After completing this module, students should understand the unique opportunity of entrepreneurial behavior and should possess advanced knowledge and skills necessary for a) becoming a driver of innovation in established organizations or b) setting up a new, innovative business.			
<b>5</b>	<b>Compatibility of Module:</b> Degree Program ET ( ), Degree Program WING ( ), Degree Program BBA ( ), Degree Program SEEM ( ), Degree Program IMIS ( ), Degree Program IMIS Online (X)			
<b>6</b>	<b>Prerequisites:</b>			
<b>7</b>	<b>Academic Performances: ( )</b> <b>Examination:</b> Examination Paper ( ), Oral Exam ( ), Seminar Paper ( ), Project Assignment ( ), Combined Form of Examinations ( ), Portfolio (X), amended by Presentation ( )			
<b>8</b>	<b>Requirements for the Award of Credits:</b> Successfully completed Module Examination			
<b>9</b>	<b>Relevance for the Overall Score:</b> According to General Examination Regulations.			
<b>10</b>	<b>Person Responsible for the Module / Lecturer(s):</b> Prof. Dr. Andreas Gerlach / Prof. Dr. Andreas Gerlach			
<b>11</b>	<b>Literature:</b> Morris, M.H.; Kuratko, D.F.; Covin, J.G. (2011): Corporate Entrepreneurship & Innovation 3rd ed. Thomson /South-Western Publishing. Darrin, M.A. G. (2016): Infusing Innovation Into Organizations, 1st Edition. Boca Raton: CRC Press. Neck, H. M., Neck, C. P., Murray, E. L. (2018): Entrepreneurship: The Practice and Mindset, 1st Edition, n.P: SAGE Publications, Inc;. Abgerufen auf <a href="https://bookshelf.vitalsource.com/#/books/9781483383545/">https://bookshelf.vitalsource.com/#/books/9781483383545/</a>			

E-Business				
Compulsory Module (X)		Compulsory Elective Module ( )		
ID Number:	Workload	Credits	Semester	Duration
<b>E-BusIMISO</b>	125 h	5 CP	2nd semester	1 semester
<b>1</b>	<b>Frequency:</b> summer semester		<b>Class Time</b> 4 SWS / 60 h	<b>Self-Study</b> 65 h
<b>2</b>	<b>Course Types (in SWH) and Group Size:</b> Seminar: 2 SWH / 30 h / 25 students Exercise: 2 SWH / 30 h / 25 students			
<b>3</b>	<b>Objectives:</b> The students have a differentiated understanding of e-business with a special focus on e-commerce. They know the previous developments as well as current trends in e-commerce. In addition, they understand the business model implications of technology-driven changes and concepts of value chain integration with regard to their own workplace and their employer's business model. The students know and master the basics of web development (HTML, CSS, CMS) and have specific knowledge of Search Engine Optimization (SEO) and Search Engine Advertisement (SEA).			
<b>4</b>	<b>Contents:</b> The first part of the module deals with the basics of e-commerce and e-business, the dynamic development of technological infrastructure and the branch-specific spread of e-business and e-commerce concepts. The second part covers the basics of web development, including HTML, CSS, and CMS, before the last part of the module covers SEO and SEA as tools to increase visibility on the web.			
<b>5</b>	<b>Compatibility of Module:</b> Degree Program ET ( ), Degree Program WING ( ), Degree Program BBA ( ), Degree Program SEEM ( ), Degree Program IMIS ( ), Degree Program IMIS Online (X)			
<b>6</b>	<b>Prerequisites:</b>			
<b>7</b>	<b>Academic Performances:</b> ( ) <b>Examination:</b> Examination Paper ( ), Oral Exam ( ), Seminar Paper ( ), Project Assignment ( ), Combined Form of Examinations ( ), Portfolio (X), amended by Presentation ( )			
<b>8</b>	<b>Requirements for the Award of Credits:</b> Successfully completed Module Examination			
<b>9</b>	<b>Relevance for the Overall Score:</b> According to General Examination Regulations.			
<b>10</b>	<b>Person Responsible for the Module / Lecturer(s):</b> Prof. Dr. Peter Weber / Prof. Dr. Peter Weber			
<b>11</b>	<b>Literature:</b> Laudon, Kenneth C. / Traver, Carol Guercia: E-Commerce 2022, 17th Edition, Pearson 2022.			

Enterprise Resource Planning				
Compulsory Module (X)		Compulsory Elective Module ( )		
ID Number:	Workload	Credits	Semester	Duration
<b>ERPIMISO</b>	125 h	5 CP	2nd semester	1 semester
<b>1</b>	<b>Frequency:</b> summer semester		<b>Class Time</b> 4 SWS / 60 h	<b>Self-Study</b> 65 h
<b>2</b>	<b>Course Types (in SWH) and Group Size:</b> Seminar: 2 SWH / 30 h / 25 students Practical Course: 2 SWH / 30 h / 25 students			
<b>3</b>	<b>Objectives:</b> The students understand the core idea of enterprise resource planning systems and know the market situation. They understand the potential and challenges of a consistent process orientation and can control central business processes both theoretically and system-independently as well as practically with SAP S/4HANA. In addition, they understand the strategic value and impact of ERP systems, as well as the complexities and alternatives of implementing and configuring ERP systems. The module enables students to critically reflect on their workplace IS landscape and to contribute to their employer's IS strategy.			
<b>4</b>	<b>Contents:</b> After discussing the basic idea of ERP systems compared to alternative solutions (best-of-breed), the core business processes in SAP S/HANA are discussed. The module then focuses on the strategic value of ERP systems using the live simulation ERPsim. Finally, the introduction and configuration of ERP systems is covered both theoretically and practically.			
<b>5</b>	<b>Compatibility of Module:</b> Degree Program ET ( ), Degree Program WING ( ), Degree Program BBA ( ), Degree Program SEEM ( ), Degree Program IMIS ( ), Degree Program IMIS Online (X)			
<b>6</b>	<b>Prerequisites:</b>			
<b>7</b>	<b>Academic Performances: ( )</b> <b>Examination:</b> Examination Paper ( ), Oral Exam ( ), Seminar Paper ( ), Project Assignment ( ), Combined Form of Examinations ( ), Portfolio (X), amended by Presentation ( )			
<b>8</b>	<b>Requirements for the Award of Credits:</b> Successfully completed Module Examination			
<b>9</b>	<b>Relevance for the Overall Score:</b> According to General Examination Regulations.			
<b>10</b>	<b>Person Responsible for the Module / Lecturer(s):</b> Prof. Dr. Peter Weber / David Stevenson			
<b>11</b>	<b>Literature:</b> Gronwald, Klaus-Dieter. Integrated Business Information Systems: A Holistic View of the Linked Business Process Chain, Springer Berlin / Heidelberg, 2020. Case studies provided by the SAP University Alliance, 2023.			

Business Intelligence				
Compulsory Module (X)		Compulsory Elective Module ( )		
ID Number:	Workload	Credits	Semester	Duration
<b>BusIntIMISO</b>	125 h	5 CP	3rd semester	1 semester
<b>1</b>	<b>Frequency:</b> winter semester		<b>Class Time</b> 4 SWS / 60 h	<b>Self-Study</b> 65 h
<b>2</b>	<b>Course Types (in SWH) and Group Size:</b> Seminar: 2 SWH / 30 h / 25 students Practical Course: 2 SWH / 30 h / 25 students			
<b>3</b>	<b>Objectives:</b> The students have specialized knowledge of the data warehouse concept and the application areas of business intelligence solutions. They understand and master the ETL process using the example of SAP BW4HANA. In addition, they have an overview of various data mining methods and can use them in a data mining tool in a targeted manner. The module enables students to assess the potential and requirements of using business intelligence in companies.			
<b>4</b>	<b>Contents:</b> The first part of this module covers fundamentals of business intelligence, e.g. data warehouse, ETL process, OLAP, data mining, text mining and web mining. The second part focuses on the ETL process using the example of BW4HANA case studies provided by the SAP University Alliance. Finally, the third part of the module covers data mining procedures and tools. In the module, students are confronted with both the basics of Business Intelligence and new developments.			
<b>5</b>	<b>Compatibility of Module:</b> Degree Program ET ( ), Degree Program WING ( ), Degree Program BBA ( ), Degree Program SEEM ( ), Degree Program IMIS ( ), Degree Program IMIS Online (X)			
<b>6</b>	<b>Prerequisites:</b>			
<b>7</b>	<b>Academic Performances: ( )</b> <b>Examination:</b> Examination Paper ( ), Oral Exam ( ), Seminar Paper ( ), Project Assignment ( ), Combined Form of Examinations ( ), Portfolio (X), amended by Presentation ( )			
<b>8</b>	<b>Requirements for the Award of Credits:</b> Successfully completed Module Examination			
<b>9</b>	<b>Relevance for the Overall Score:</b> According to General Examination Regulations.			
<b>10</b>	<b>Person Responsible for the Module / Lecturer(s):</b> Prof. Dr. Peter Weber / Prof. Dr. Peter Weber, David Stevenson			
<b>11</b>	<b>Literature:</b> Sharda, R.; Dellen, D.; Turban, E.: Business Intelligence: A Managerial Approach, Global Edition, 4th edition, Pearson 2023. Case studies provided by the SAP University Alliance, 2023.			

Business Marketing Management				
Compulsory Module (X)    Compulsory Elective Module ( )				
ID Number:	Workload	Credits	Semester	Duration
<b>BusMarkMgtIMISO</b>	125 h	5 CP	3rd semester	1 semester
<b>1</b>	<b>Frequency:</b> winter semester		<b>Class Time</b> 4 SWS / 60 h	<b>Self-Study</b> 65 h
<b>2</b>	<b>Course Types (in SWH) and Group Size:</b> Seminar: 2 SWH / 30 h / 25 students Practical Course: 2 SWH / 30 h / 25 students			
<b>3</b>	<b>Objectives:</b> The known perspective of consumer goods markets has been (particularly with regard to the internationality) expanded onto the industrial goods. The students should, taking into account their individual practical experience, independently and successfully analyze, critically evaluate, and finally solve their responsibilities as management executives within an industrial goods company, especially in the IT sector. For this purpose, they should understand in detail the idiosyncrasies of industrial goods markets, interpret an international environment, and independently design solutions. This management task requires the interdisciplinary integration of (especially) marketing, financing, and international management as well as an analytical, problem-oriented thought structure. The aim of the online seminar is to transfer the learnt contents into real company situations as well as to practice an interdisciplinary, international approach of working. At the same time, soft skills, such as group work in intercultural teams, as well as electronic forms of co-operation will be practiced.			
<b>4</b>	<b>Contents:</b> Introduction to Business Marketing Management (Definition and Characteristics, Rationality and Specific Investments in Business Markets); Understanding Business Customers: Organizational Buying Behavior (Org. Buying Process, Forces Shaping OBB, Buying Center); Selecting Customers and Creating Customer Value (Value of Customers, Value for Customers); Customer Relationship Management in Business Markets (Transaction vs. Relationship Customers, Managing Customers & Customer Relationships); Services and Flexible Market Offerings (Role & Characteristics of Services, Constructing Product-Service-Bundles); Pricing (Importance and Overview of Pricing Tools, Conjoint Measurement, Value-Based Pricing, Competitive Bidding); Personal Selling (Organizing Sales Force, Key Account Management). The contents will be taught in three steps: 1. teaching in presence in classical lectures (summer camp), 2. teaching and applying contents to real case studies online (blended learning) using interactive learning tools on Moodle/e-learning platform (e.g. Wikis, Forums, Video-Conferences), 3. students develop their own case study about a particular B-to-B related decision of a real company and its analysis against the learnt background (e.g. in the company in which students are working).			
<b>5</b>	<b>Compatibility of Module:</b> Degree Program ET ( ), Degree Program WING ( ), Degree Program BBA ( ), Degree Program SEEM ( ), Degree Program IMIS ( ), Degree Program IMIS Online (X)			
<b>6</b>	<b>Prerequisites:</b>			
<b>7</b>	<b>Academic Performances: ( )</b> <b>Examination:</b> Examination Paper ( ), Oral Exam ( ), Seminar Paper ( ), Project Assignment ( ), Combined Form of Examinations ( ), Portfolio (X), amended by Presentation ( )			
<b>8</b>	<b>Requirements for the Award of Credits:</b>			

	Successfully completed Module Examination
<b>9</b>	<b>Relevance for the Overall Score:</b> According to General Examination Regulations.
<b>10</b>	<b>Person Responsible for the Module / Lecturer(s):</b> Prof. Dr. Valerie Wulfhorst / Prof. Dr. Valerie Wulfhorst
<b>11</b>	<b>Literature:</b> Hutt, M.D.; Speh, T.W.: Business Market Management, 13th international edition, Canada: South-Western, Cengage Learning, 2023. Anderson, J.C.; Narus, J.A.; Narayandas, D.: Business Market Management: Understanding, Creating, and Delivering Value, 3rd edition, Upper Saddle River: Pearson, 2009.

Information Management				
Compulsory Module (X)		Compulsory Elective Module ( )		
ID Number:	Workload	Credits	Semester	Duration
InfMgtIMISO	125 h	5 CP	3rd semester	1 semester
1	<b>Frequency:</b> winter semester		<b>Class Time</b> 4 SWS / 60 h	<b>Self-Study</b> 65 h
2	<b>Course Types (in SWH) and Group Size:</b> Seminar: 2 SWH / 30 h / 25 students Exercise: 2 SWH / 30 h / 25 students			
3	<b>Objectives:</b> Students understand the necessity of an organized information management and they are aware of the dynamics and complexity of this field of action. They know different approaches and can overview the range of tasks. They understand the importance of managing information (flows and logistics), socio-technical systems, and corresponding technologies. They also understand the different aspects of managing and leading IT functions in organizations. To this end, they master several strategic and operational methods, for instance in the areas of process modelling, strategy development, resource allocation, and IT-controlling and are able to apply these methods independently to new problems. Students can characterize and evaluate alternative organizational concepts, such as centralization, decentralization, and outsourcing, and they can relate the covered theoretical knowledge and concepts to their work environment.			
4	<b>Contents:</b> After covering the conceptual foundations of Information Management and looking at the dynamic development of the relevant socio-technical environment, this module focuses on four core functions of information management: - Managing Information - Managing Information Systems - Managing Information and Communication Technologies - Managing Information Management In all four functions both theoretical knowledge and practical contents will be covered, regarding, e.g., knowledge management, enterprise content management, IT service & process management, process modeling, process mining and automation, service oriented architectures, cloud computing, green IT, as well as IT governance, strategy, and security.			
5	<b>Compatibility of Module:</b> Degree Program ET ( ), Degree Program WING ( ), Degree Program BBA ( ), Degree Program SEEM ( ), Degree Program IMIS ( ), Degree Program IMIS Online (X)			
6	<b>Prerequisites:</b>			
7	<b>Academic Performances:</b> ( ) <b>Examination:</b> Examination Paper ( ), Oral Exam ( ), Seminar Paper ( ), Project Assignment ( ), Combined Form of Examinations ( ), Portfolio (X), amended by Presentation ( )			
8	<b>Requirements for the Award of Credits:</b> Successfully completed Module Examination			
9	<b>Relevance for the Overall Score:</b> According to General Examination Regulations.			
10	<b>Person Responsible for the Module / Lecturer(s):</b> Prof. Dr. Ralf Plattfaut / Prof. Dr. Ralf Plattfaut			
11	<b>Literature:</b> Laudon, K.; Laudon, J. (2021) Management Information Systems: Managing the Digital Firm, Pearson, 17th edition.			

<p>Peppard, J.; Ward, J. (2016) <i>The Strategic Management of Information Systems: Building a Digital Strategy</i>, Wiley, 4th edition. Further literature for single blocks is announced in the Moodle course.</p>
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Leadership & Change Management				
Compulsory Module (X)		Compulsory Elective Module ( )		
ID Number:	Workload	Credits	Semester	Duration
<b>Lead&amp;ChangeMgt</b>	125 h	5 CP	3rd semester	1 semester
<b>1</b>	<b>Frequency:</b> winter semester		<b>Class Time</b> 4 SWS / 60 h	<b>Self-Study</b> 65 h
<b>2</b>	<b>Course Types (in SWH) and Group Size:</b> Seminar: 2 SWH / 30 h / 25 students Exercise: 2 SWH / 30 h / 25 students			
<b>3</b>	<b>Objectives:</b> The students should gain advanced knowledge regarding processes and concepts of organizational change and should know how important management is for successful organizational change. They should be able to conceptualize how change occurs in organizations, the models that can be postulated to describe that change, and the factors involved in organizations that can foster and resist change. They should know especially the key role of leadership for the effectiveness of the change process, and as a result understand desirable characteristics of good leaders. They should develop skills to be more effective members of teams, and acquire skills for the management of such teams.			
<b>4</b>	<b>Contents:</b> The module discusses principles involved in organizational change and outlines how to manage that change. In particular, the role of leadership and teamwork is addressed, with special emphasis on industrial organizations. Initially, we will analyze how an organization works, how change effects organizations, the most common types of organizational change, as well as management tools and techniques required as an organization passes through various stages of the change cycle. On that basis, the selection of a leadership style appropriate for a team performance context, how to build trust between team members, how to truly empower others, and how to manage the conflicts that arise over task performance and interpersonal issues will be discussed. Where appropriate, examples and case studies of change management and leadership styles in managing change are used. The module contains three parts: 1) the foundations of leadership towards change, 2) strategies for planning change, 3) implementation of change in corporations and how to manage sustainably.			
<b>5</b>	<b>Compatibility of Module:</b> Degree Program ET ( ), Degree Program WING ( ), Degree Program BBA ( ), Degree Program SEEM ( ), Degree Program IMIS ( ), Degree Program IMIS Online (X)			
<b>6</b>	<b>Prerequisites:</b>			
<b>7</b>	<b>Academic Performances: ( )</b> <b>Examination:</b> Examination Paper ( ), Oral Exam ( ), Seminar Paper ( ), Project Assignment ( ), Combined Form of Examinations ( ), Portfolio (X), amended by Presentation ( )			
<b>8</b>	<b>Requirements for the Award of Credits:</b> Successfully completed Module Examination			
<b>9</b>	<b>Relevance for the Overall Score:</b> According to General Examination Regulations.			
<b>10</b>	<b>Person Responsible for the Module / Lecturer(s):</b> Prof. Dr. Henrik Janzen / Prof. Dr. Henrik Janzen			
<b>11</b>	<b>Literature:</b> Carnall, C. (2018): Managing Change in Organisations, 5. Ed., Pearson.			

<p>Jick, T.; Peiperl., M. (2011): <i>Managing Change: Cases and Concepts</i>, Irwin.</p> <p>Yukl, G.A. (2020): <i>Leadership in Organizations</i>. 9. Ed., Pearson.</p> <p>Kotter, J. P. (1995): <i>Leading change: Why transformation efforts fail</i>. In: <i>Harvard Business Review</i>, Mar-Apr 1995, p. 59-67.</p> <p>Strebels, P. (1996): <i>Why Do Employees Resist Change?</i> In: <i>Harvard Business Review</i>, May-June 1996, p. 86-92.</p>
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Digital Product & Project Management				
Compulsory Module (X)		Compulsory Elective Module ( )		
ID Number:	Workload	Credits	Semester	Duration
<b>DigProd&amp;ProjMgt</b>	125 h	5 CP	4th semester	1 semester
<b>1</b>	<b>Frequency:</b> summer semester		<b>Class Time</b> 4 SWS / 60 h	<b>Self-Study</b> 65 h
<b>2</b>	<b>Course Types (in SWH) and Group Size:</b> Seminar: 2 SWH / 30 h / 25 students Exercise: 2 SWH / 30 h / 25 students			
<b>3</b>	<b>Objectives:</b> Students understand the importance of identifying customer needs, they can differentiate between digital and non-digital products, they are able to apply different tools for strategic analyses, they are able to develop product strategies for different competitive scenes, they know how to manage an idea-to-launch-process, and they are aware of the multiple links product management has to other departments within a company. Furthermore, students understand the characteristics of projects, they know methods to manage projects, they know how to choose the right projects, manage project portfolios, manage risk in projects, and they know digital tools to manage projects from the beginning of their project life-cycle up until the end of their life-cycle, including the right amount of project closure activities.			
<b>4</b>	<b>Contents:</b> The course consists of two main parts. The first part of the course focuses on digital product management related content, e.g., product life-cycle; relevance, typology, and models of innovation; strategic success factors; methods for strategic analysis and product strategy development; product portfolio decisions; new product development approaches; product phase-put and product elimination. The second part of the course focuses on project management related content, e.g., definition of digital project management; advantages and disadvantages of project management; project life-cycle; project selection models; project portfolio management; project activity planning; project risk management; project managers' role; project closure.			
<b>5</b>	<b>Compatibility of Module:</b> Degree Program ET ( ), Degree Program WING ( ), Degree Program BBA ( ), Degree Program SEEM ( ), Degree Program IMIS ( ), Degree Program IMIS Online (X)			
<b>6</b>	<b>Prerequisites:</b>			
<b>7</b>	<b>Academic Performances:</b> ( ) <b>Examination:</b> Examination Paper ( ), Oral Exam ( ), Seminar Paper ( ), Project Assignment ( ), Combined Form of Examinations ( ), Portfolio (X), amended by Presentation ( )			
<b>8</b>	<b>Requirements for the Award of Credits:</b> Successfully completed Module Examination			
<b>9</b>	<b>Relevance for the Overall Score:</b> According to General Examination Regulations.			
<b>10</b>	<b>Person Responsible for the Module / Lecturer(s):</b> Prof. Dr. Tobias Weiß / Prof. Dr. Tobias Weiß			
<b>11</b>	<b>Literature:</b> Trott, Paul. Innovation management and new product development. Pearson education, 2017. Homburg, Christian, Sabine Kuester, and Harley Krohmer. Marketing management: A contemporary perspective. McGraw-Hill Higher Education, 2013. Meredith, Jack R., Scott M. Shafer, and Samuel J. Mantel Jr. Project management: a strategic managerial approach. John Wiley & Sons, 2017.			

Master Project				
Compulsory Module ( )		Compulsory Elective Module ( )		
ID Number:	Workload	Credits	Semester	Duration
<b>MAProjIMISO</b>	625 h	25 CP	4th semester	1 semester
<b>1</b>	<b>Frequency:</b> each semester		<b>Class Time</b> 0 SWS / 0 h	<b>Self-Study</b> 625 h
<b>2</b>	<b>Course Types (in SWH) and Group Size:</b>			
<b>3</b>	<p><b>Objectives:</b> The students are able to identify, structure and scientifically work on a research question or problem relevant to research and practice. They cover the diversity of business administration and business informatics in an interdisciplinary manner. They can select and apply research methods from theoretical, empirical or conceptual research directions. Against the background of the content and methods learned, the students are able to critically reflect on existing research and to connect it with their own research questions, as well as to consistently document and present their research process.</p>			
<b>4</b>	<p><b>Contents:</b> The module includes a master's thesis and a colloquium. The thesis requires the scientific processing of an independently identified, research or practice-relevant problem/question from the areas of management or business informatics. The master's thesis requires a high degree of independence on the part of the student with regard to the selection of the research problem/research questions, the research methods and the literature, as well as a critical reflection and classification of existing research. Students can choose to write their thesis in the context of their professional activity. The colloquium consists of a presentation of the work and the methodology used, and a subsequent discussion.</p>			
<b>5</b>	<p><b>Compatibility of Module:</b> Degree Program ET ( ), Degree Program WING ( ), Degree Program BBA ( ), Degree Program SEEM ( ), Degree Program IMIS ( ), Degree Program IMIS Online (X)</p>			
<b>6</b>	<p><b>Prerequisites:</b> Only students who have earned at least 55 credits in the module examinations of the degree course will be admitted to the Master's thesis. Admittance to the colloquium requires that the student has completed 65 credits in the module examinations and 21 credits in the Master's thesis.</p>			
<b>7</b>	<p><b>Academic Performances: ( )</b> <b>Examination:</b> Examination Paper ( ), Oral Exam ( ), Seminar Paper ( ), Project Assignment ( ), Combined Form of Examinations ( ), Portfolio ( ), amended by Presentation ( )</p>			
<b>8</b>	<p><b>Requirements for the Award of Credits:</b> Successful completion of both Master's thesis and colloquium</p>			
<b>9</b>	<p><b>Relevance for the Overall Score:</b> According to General Examination Regulations.</p>			
<b>10</b>	<p><b>Person Responsible for the Module / Lecturer(s):</b> Prof. Dr. Peter Weber</p>			
<b>11</b>	<p><b>Literature:</b></p>			