

MODULE HANDBOOK

Bachelor of Arts

Bachelor Marketing (FS-OI-EU-BAME)

180 CP

Distance Learning

Classification: Undergraduate

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1. Semester

Marketing I

Module Code: BMAR1-02_E

Module Type see curriculum	Admission Requirements none	Study Level BA	CP 3	Student Workload 90 h
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Semester / Term see curriculum	Duration Minimum 1 semester	Regularly offered in WiSe/SoSe	Language of Instruction and Examination English
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Module Coordinator

Dr. Konstantinos Kalligiannis (Marketing I)

Contributing Courses to Module

- Marketing I (BMAR01-02_E)

Module Exam Type

Module Exam

Study Format: Distance Learning
Exam, 90 Minutes

Split Exam

Weight of Module

see curriculum

Module Contents

- Fundamentals of Marketing
- Product Policy Decisions
- Communication Policy Decisions
- Pricing Policy Decisions
- Distribution Policy Decisions

Learning Outcomes**Marketing I**

On successful completion, students will be able to

- outline basic concepts and fundamentals in marketing.
- explain the terms brand management and positioning.
- distinguish between the marketing tools (4 Ps).
- understand the relationship between the marketing mix instruments.

Links to other Modules within the Study Program

This module is similar to other modules in the field of Marketing & Sales

Links to other Study Programs of the University

All Bachelor Programs in the Marketing & Communication field

Marketing I

Course Code: BMAR01-02_E

Study Level	Language of Instruction and Examination	Contact Hours	CP	Admission Requirements
BA	English		3	none

Course Description

The aim of the course is to provide students with the central marketing concepts and terms of operative marketing. They will gain an insight into the different approaches of marketing in the company and become familiar with the management of products and brands as well as with the concept of positioning in the market. The course teaches students the basic tools of marketing using the marketing mix instruments. The four elements of the marketing mix will be discussed in detail, i.e., product, communication, pricing and distribution policy decisions. The relationship and interaction of the individual elements will be illustrated by company cases. The students learn that the success of a product depends on a consistent and consequent implementation of the single elements in operative marketing.

Course Outcomes

On successful completion, students will be able to

- outline basic concepts and fundamentals in marketing.
- explain the terms brand management and positioning.
- distinguish between the marketing tools (4 Ps).
- understand the relationship between the marketing mix instruments.

Contents

1. Basic Concepts of Marketing
 - 1.1 Central Terminology
 - 1.2 Brand Management, Positioning and Competitive Strategies
 - 1.3 Marketing Management
2. Product Policy Decisions
 - 2.1 Terms of Product Policy Decisions
 - 2.2 Product Policy Decisions
 - 2.3 Innovation Management
3. Communication Policy Decisions
 - 3.1 Integrated Marketing Communications
 - 3.2 Mass Media Communication Tools

3.3 Interpersonal Communication Tools

4. Pricing Policy Decisions

4.1 The Role of Pricing Policy Decisions in Marketing

4.2 Pricing Strategies

4.3 Determining Prices and Conditions

5. Distribution Policy Decisions

5.1 Basic Concepts of Distribution Policy Decisions

5.2 Vertical Design of the Distribution System

5.3 Horizontal Design of the Distribution System

Literature

Compulsory Reading

Further Reading

- Blythe, J. (2006): Essentials of Marketing Communications. 3rd edition, Prentice Hall, Upper Saddle River (NJ).
- Blythe, J. (2012): Essentials of Marketing. 5th edition, Pearson, London.
- Egan, J. (2015): Marketing Communications. 2nd edition, SAGE, Thousand Oaks (CA).
- Kotler, P./Keller, K.L./Chernev, A.(2021): Marketing Management. 16th edition, Pearson, London.
- Simon, H./Fassnacht, M. (2019): Price Management. Strategy, Analysis, Decision, Implementation. 4th edition, Springer Gabler, Heidelberg.

Study Format Distance Learning

Study Format Distance Learning	Course Type Theory Course
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Information about the examination	
Examination Admission Requirements	Online Tests: yes
Type of Exam	Exam, 90 Minutes

Student Workload					
Self Study 54 h	Contact Hours 0 h	Tutorial/Tutorial Support 18 h	Self Test 18 h	Independent Study 0 h	Hours Total 90 h

Instructional Methods		
Tutorial Support <input checked="" type="checkbox"/> Course Feed <input checked="" type="checkbox"/> Intensive Live Sessions/Learning Sprint <input checked="" type="checkbox"/> Recorded Live Sessions	Learning Material <input checked="" type="checkbox"/> Course Book <input checked="" type="checkbox"/> Video	Exam Preparation <input checked="" type="checkbox"/> Practice Exam <input checked="" type="checkbox"/> Online Tests

Marketing II

Module Code: BMAR2-02_E

Module Type see curriculum	Admission Requirements BMAR01-02_E	Study Level BA	CP 2	Student Workload 60 h
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Semester / Term see curriculum	Duration Minimum 1 semester	Regularly offered in WiSe/SoSe	Language of Instruction and Examination English
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Module Coordinator

Stefan Wiesmann (Marketing II)

Contributing Courses to Module

- Marketing II (BMAR02-02_E)

Module Exam Type

Module Exam

Study Format: Distance Learning
Exam, 90 Minutes

Split Exam

Weight of Module

see curriculum

Module Contents

- Basics of Consumer Behavior Research
- Marketing Message
- Purchase Decision Models
- Market Research and Segmentation
- Customer Satisfaction

Learning Outcomes**Marketing II**

On successful completion, students will be able to

- understand the importance of consumer behavior.
- outline the purchase decision process and the factors influencing this process.
- critically evaluate the topic of customer segmentation.
- comprehend customer satisfaction and customer loyalty.

Links to other Modules within the Study Program

This module is similar to other modules in the field of Marketing & Sales

Links to other Study Programs of the University

All Bachelor Programs in the Marketing & Communication field

Marketing II

Course Code: BMAR02-02_E

Study Level	Language of Instruction and Examination	Contact Hours	CP	Admission Requirements
BA	English		2	BMAR01-02_E

Course Description

The aim of the course is to gain a deeper understanding of consumer behavior. Students will learn the basic concepts of consumer behavior research. The course explores different purchase decision models and examines the factors of conditioning, information processing and effects of emotions that significantly influence purchase decisions. Again, real-world examples are used to link theory and practice. The topic of market segmentation will be explored in detail in the context of market research. Here, students become familiar with the most important instruments and methods. Other important topics of marketing are customer satisfaction and customer loyalty, which are closely related. Customer expectations and various measures for customer loyalty will be presented and further analyzed.

Course Outcomes

On successful completion, students will be able to

- understand the importance of consumer behavior.
- outline the purchase decision process and the factors influencing this process.
- critically evaluate the topic of customer segmentation.
- comprehend customer satisfaction and customer loyalty.

Contents

1. Basic Approaches of Consumer Behavior Research
 - 1.1 Introduction to Consumer Behavior Research
 - 1.2 B2C versus B2B Purchasing
 - 1.3 Theoretical Framework
2. Consumers and the Marketing Message
 - 2.1 Activating Processes
 - 2.2 Cognitive Processes
 - 2.3 Environmental Moderators
3. Purchase Decision Models
 - 3.1 The Purchase Decision Process
 - 3.2 Types of Purchase Decisions

3.3 Purchase Decision Making

4. Market Research and Segmentation

4.1 Introduction to Market Research

4.2 Market Research Design and Instruments

4.3 Segmentation Methods

5. Customer Satisfaction

5.1 The Concept of Customer Satisfaction

5.2 Customer Loyalty

5.3 Relationship Marketing

Literature

Compulsory Reading

Further Reading

- Babin, B. J., & Harris, E. G. (2015). Consumer Behavior (7th ed.). South-Western/Cengage.
- Hoyer, W. D., MacInnis, D. J., & Pieters, R. (2018). Consumer Behavior (7th ed.). Cengage Learning.
- Sethna, Z., & Blythe, J. (2016). Consumer Behavior (3rd ed.). SAGE.
- Solomon, M. R. (2014). Consumer Behavior: Buying, Having, and Being (11th ed.). Prentice Hall.

Study Format Distance Learning

Study Format Distance Learning	Course Type Theory Course
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Information about the examination	
Examination Admission Requirements	Online Tests: yes
Type of Exam	Exam, 90 Minutes

Student Workload					
Self Study 36 h	Contact Hours 0 h	Tutorial/Tutorial Support 12 h	Self Test 12 h	Independent Study 0 h	Hours Total 60 h

Instructional Methods		
Tutorial Support <input checked="" type="checkbox"/> Course Feed <input checked="" type="checkbox"/> Intensive Live Sessions/Learning Sprint <input checked="" type="checkbox"/> Recorded Live Sessions	Learning Material <input checked="" type="checkbox"/> Course Book <input checked="" type="checkbox"/> Video	Exam Preparation <input checked="" type="checkbox"/> Practice Exam <input checked="" type="checkbox"/> Online Tests

Introduction to Academic Work

Module Code: DLBCSIAW

Module Type see curriculum	Admission Requirements none	Study Level BA	CP 5	Student Workload 150 h
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Semester / Term see curriculum	Duration Minimum 1 semester	Regularly offered in WiSe/SoSe	Language of Instruction and Examination English
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Module Coordinator

Prof. Dr. Brigitte Huber (Introduction to Academic Work)

Contributing Courses to Module

- Introduction to Academic Work (DLBCSIAW01)

Module Exam Type

Module Exam

Study Format: myStudies
Basic Workbook (passed / not passed)

Study Format: Distance Learning
Basic Workbook (passed / not passed)

Split Exam

Weight of Module

see curriculum

Module Contents

- Scientific Theoretical Foundations and Research Paradigms
- Application of Good Scientific Practice
- Methodology
- Librarianship: Structure, Use, and Literature Management
- Forms of Scientific Work at IU

Learning Outcomes

Introduction to Academic Work

On successful completion, students will be able to

- understand and apply formal criteria of a scientific work.
- distinguish basic research methods and identify criteria of good scientific practice.
- describe central scientific theoretical basics and research paradigms and their effects on scientific research results.
- use literature databases, literature administration programs, and other library structures properly; avoid plagiarism; and apply citation styles correctly.
- apply the evidence criteria to scientific texts.
- define a research topic and derive a structure for scientific texts.
- compile a list of literature, illustrations, tables, and abbreviations for scientific texts.
- understand and distinguish between the different forms of scientific work at IU.

Links to other Modules within the Study Program

This module is similar to other modules in the field of Methods

Links to other Study Programs of the University

All Bachelor Programs in the Business field

Introduction to Academic Work

Course Code: DLBCSIAW01

Study Level	Language of Instruction and Examination	Contact Hours	CP	Admission Requirements
BA	English		5	none

Course Description

The application of good scientific practice is one of the basic academic qualifications that should be acquired while studying. This course deals with the distinction between everyday knowledge and science. This requires a deeper understanding of the theory of science, as well as the knowledge of basic research methods and instruments for writing scientific texts. The students therefore gain initial insight into academic research and are introduced to the basic knowledge that will help them in the future to produce scientific papers. In addition, the students receive an overview of the different IU examination forms and insight into their requirements and implementation.

Course Outcomes

On successful completion, students will be able to

- understand and apply formal criteria of a scientific work.
- distinguish basic research methods and identify criteria of good scientific practice.
- describe central scientific theoretical basics and research paradigms and their effects on scientific research results.
- use literature databases, literature administration programs, and other library structures properly; avoid plagiarism; and apply citation styles correctly.
- apply the evidence criteria to scientific texts.
- define a research topic and derive a structure for scientific texts.
- compile a list of literature, illustrations, tables, and abbreviations for scientific texts.
- understand and distinguish between the different forms of scientific work at IU.

Contents

1. Theory of Science
 - 1.1 Introduction to Science and Research
 - 1.2 Research Paradigms
 - 1.3 Fundamental Research Decisions
 - 1.4 Effects of Scientific Paradigms on Research Design
2. Application of Good Scientific Practice
 - 2.1 Research Ethics
 - 2.2 Evidence Teaching

- 2.3 Data Protection and Affidavit
- 2.4 Orthography and Shape
- 2.5 Identification and Delimitation of Topics
- 2.6 Research Questions and Structure
3. Research Methods
 - 3.1 Empirical Research
 - 3.2 Literature and Reviews
 - 3.3 Quantitative Data Collection
 - 3.4 Qualitative Data Collection
 - 3.5 Mix of Methods
 - 3.6 Critique of Methods and Self-Reflection
4. Librarianship: Structure, Use, and Literature Management
 - 4.1 Plagiarism Prevention
 - 4.2 Database Search
 - 4.3 Literature Administration
 - 4.4 Citation and Author Guidelines
 - 4.5 Bibliography
5. Scientific Work at the IU – Research Essay
6. Scientific Work at the IU - Project Report
7. Scientific Work at the IU - Case Study
8. Scientific Work at the IU - Bachelor Thesis
9. Scientific Work at the IU – Oral Assignment
10. Scientific Work at the IU – Oral Project Report
11. Scientific Work at the IU - Colloquium
12. Scientific Work at the IU - Portfolio
13. Scientific Work at the IU - Exam

Literature**Compulsory Reading****Further Reading**

- Bell, J., & Waters, S. (2018). *Doing your research project: A guide for first-time researchers* (7th ed.). Open University Press McGraw-Hill Education.
- Deb, D., Dey, R., & Balas, V. E. (2019). *Engineering research methodology: A practical insight for researchers*. Springer.
- Saunders, M., Lewis, P., & Thornhill, A. (2019). *Research Methods for Business Students* (8th ed.). Pearson.
- Veal, A. J. (2018). *Research Methods for Leisure and Tourism* (5th ed.). Pearson.

Study Format myStudies

Study Format myStudies	Course Type Lecture
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Information about the examination	
Examination Admission Requirements	Online Tests: yes
Type of Exam	Basic Workbook (passed / not passed)

Student Workload					
Self Study 110 h	Contact Hours 0 h	Tutorial/Tutorial Support 20 h	Self Test 20 h	Independent Study 0 h	Hours Total 150 h

Instructional Methods		
Tutorial Support <input checked="" type="checkbox"/> Course Feed <input checked="" type="checkbox"/> Intensive Live Sessions/Learning Sprint <input checked="" type="checkbox"/> Recorded Live Sessions	Learning Material <input checked="" type="checkbox"/> Course Book <input checked="" type="checkbox"/> Video	Exam Preparation <input checked="" type="checkbox"/> Online Tests <input checked="" type="checkbox"/> Guideline

Study Format Distance Learning

Study Format Distance Learning	Course Type Online Lecture
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Information about the examination	
Examination Admission Requirements	Online Tests: yes
Type of Exam	Basic Workbook (passed / not passed)

Student Workload					
Self Study 110 h	Contact Hours 0 h	Tutorial/Tutorial Support 20 h	Self Test 20 h	Independent Study 0 h	Hours Total 150 h

Instructional Methods		
Tutorial Support <input checked="" type="checkbox"/> Course Feed <input checked="" type="checkbox"/> Intensive Live Sessions/Learning Sprint <input checked="" type="checkbox"/> Recorded Live Sessions	Learning Material <input checked="" type="checkbox"/> Course Book <input checked="" type="checkbox"/> Video	Exam Preparation <input checked="" type="checkbox"/> Online Tests <input checked="" type="checkbox"/> Guideline

Business 101

Module Code: DLBBAB_E

Module Type see curriculum	Admission Requirements none	Study Level BA	CP 5	Student Workload 150 h
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Semester / Term see curriculum	Duration Minimum 1 semester	Regularly offered in WiSe/SoSe	Language of Instruction and Examination English
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Module Coordinator

Prof. Dr. Andreas Herrmann (Business 101)

Contributing Courses to Module

- Business 101 (DLBBAB01_E)

Module Exam Type

Module Exam

Study Format: Distance Learning
Exam or Written Assessment: Written
Assignment, 90 Minutes

Study Format: myStudies
Exam or Written Assessment: Written
Assignment, 90 Minutes

Split Exam

Weight of Module

see curriculum

<p>Module Contents</p> <ul style="list-style-type: none"> ▪ Businesses and their environment ▪ Types of business organizations ▪ Management and structure of business ▪ Production of goods and services ▪ Marketing of products and services ▪ Management of labor ▪ Accounting in business 	
<p>Learning Outcomes</p> <p>Business 101</p> <p>On successful completion, students will be able to</p> <ul style="list-style-type: none"> ▪ apply business and economic thinking and working methods. ▪ explain economic subjects and questioning models of business administration. ▪ classify and formulate corporate goals. ▪ describe and apply a general business decision-making process. ▪ recognize and design the organizational structure and process organization in the company. 	
<p>Links to other Modules within the Study Program</p> <p>This module is similar to other modules in the field of Business Administration & Management</p>	<p>Links to other Study Programs of the University</p> <p>All Bachelor Programmes in the Business field</p>

Business 101

Course Code: DLBBAB01_E

Study Level	Language of Instruction and Examination	Contact Hours	CP	Admission Requirements
BA	English		5	none

Course Description

Business 101 deals with the basics of general business administration. It provides students with an understanding of the fundamental questions of doing business. In addition, basic organizational approaches of companies are shown. With the successful completion of the course, the students have gained fundamental knowledge in general business administration. This course lays the foundation for the advanced modules in the further course of their studies.

Course Outcomes

On successful completion, students will be able to

- apply business and economic thinking and working methods.
- explain economic subjects and questioning models of business administration.
- classify and formulate corporate goals.
- describe and apply a general business decision-making process.
- recognize and design the organizational structure and process organization in the company.

Contents

1. Businesses and their environment
 - 1.1 Concepts of business
 - 1.2 A system of economic relationships
 - 1.3 Business environment
2. Types of business organizations
 - 2.1 Companies in production and service
 - 2.2 Divisions of companies
3. Management and structure of business
 - 3.1 Basics of Business Management
 - 3.2 Functions of organizations, managers and control
 - 3.3 The decision making process
 - 3.4 Organizational structure of business
4. Production of goods and services

- 4.1 Origin and development of the production process
- 4.2 Industrial strategy of business
5. Marketing of goods and services
 - 5.1 Goals and types of marketing
 - 5.2 Marketing mix
6. Management of labor
 - 6.1 Process of management of labor
 - 6.2 Demand in labor
 - 6.3 Human relations in organizations
7. Accounting in business
 - 7.1 Functions and goals of accounting
 - 7.2 Spheres of accounting
 - 7.3 Fundamental principles of accounting

Literature**Compulsory Reading****Further Reading**

- Covey, S. R. (2013). The 7 habits of highly effective people: powerful lessons in personal change (25th anniversary edition). Simon & Schuster.

Study Format Distance Learning

Study Format Distance Learning	Course Type Theory Course
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Information about the examination	
Examination Admission Requirements	Online Tests: yes
Type of Exam	Exam or Written Assessment: Written Assignment, 90 Minutes

Student Workload					
Self Study 100 h	Contact Hours 0 h	Tutorial/Tutorial Support 25 h	Self Test 25 h	Independent Study 0 h	Hours Total 150 h

Instructional Methods		
Tutorial Support <input checked="" type="checkbox"/> Course Feed <input checked="" type="checkbox"/> Intensive Live Sessions/Learning Sprint <input checked="" type="checkbox"/> Recorded Live Sessions	Learning Material <input checked="" type="checkbox"/> Course Book <input checked="" type="checkbox"/> Video	Exam Preparation <input checked="" type="checkbox"/> Practice Exam <input checked="" type="checkbox"/> Online Tests <input checked="" type="checkbox"/> Guideline

Study Format myStudies

Study Format myStudies	Course Type Theory Course
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Information about the examination	
Examination Admission Requirements	Online Tests: yes
Type of Exam	Exam or Written Assessment: Written Assignment, 90 Minutes

Student Workload					
Self Study 100 h	Contact Hours 0 h	Tutorial/Tutorial Support 25 h	Self Test 25 h	Independent Study 0 h	Hours Total 150 h

Instructional Methods		
Tutorial Support <input checked="" type="checkbox"/> Course Feed <input checked="" type="checkbox"/> Intensive Live Sessions/Learning Sprint <input checked="" type="checkbox"/> Recorded Live Sessions	Learning Material <input checked="" type="checkbox"/> Course Book <input checked="" type="checkbox"/> Video	Exam Preparation <input checked="" type="checkbox"/> Practice Exam <input checked="" type="checkbox"/> Online Tests <input checked="" type="checkbox"/> Guideline

Consumer Behavior

Module Code: DLBMKV_E

Module Type see curriculum	Admission Requirements none	Study Level BA	CP 5	Student Workload 150 h
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Semester / Term see curriculum	Duration Minimaldauer: 1 Semester	Regularly offered in WiSe/SoSe	Language of Instruction and Examination English
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Module Coordinator

Diana Murtagh-Böhm (Consumer Behavior)

Contributing Courses to Module

- Consumer Behavior (DLBMPS02_E)

Module Exam Type

Module Exam

Study Format: Distance Learning
Exam, 90 Minutes

Split Exam

Weight of Module

see curriculum

Module Contents

- Behavioral-Scientific Basics of Consumer Behavior Factors
- Influencing Consumer Behavior
- Consumer Behavior in Service Markets
- Organizational Buying Behavior

Learning Outcomes

Consumer Behavior

On successful completion, students will be able to

- explain central terms of consumer psychology as well as being able to distinguish the basic psychological models for explaining consumer behavior and to assess them regarding their significance and applicability.
- present psychological theories and models of factors that trigger behavior and to derive recommendations for target-oriented marketing and advertising measures.
- discuss behavioral models of purchase decisions and purchase processes to develop recommendations for action for companies on this basis.
- explain the essential behavioral-scientific aspects and instruments of customer loyalty and work out approaches to solutions for concrete operational tasks in this field.
- describe the special requirements for the sale of services and plan measures to counter them in a promising way.
- explain organizational buying behavior and its determinants in a model-like way and to make suggestions in order to shape the actions in the individual process phases in a target-oriented way.
- transfer models and theories to the digital multi-channel client.

Links to other Modules within the Study Program

This module is similar to other modules in the field of Marketing & Sales

Links to other Study Programs of the University

All Bachelor Programs in the Marketing & Communication field

Consumer Behavior

Course Code: DLBMPS02_E

Study Level	Language of Instruction and Examination	Contact Hours	CP	Admission Requirements
BA	English		5	none

Course Description

Companies need to know their customers and their consumption behavior in order to recognize trends early on and take advantage of opportunities to meet demand. Therefore, it is essential to analyze how customers allocate their resources (time, money, effort) and which factors contribute to the purchasing decision. For this purpose, questions such as What, why, when, how, how often and where does the customer buy? need to be answered. How do the characteristics of products and services influence the purchasing decision process? And what other aspects and factors are important? This course introduces students to essential psychological explanations and models of consumer behavior. It examines the purchasing decision processes of households and procuring organizations, explores the individual, social and digital factors that influence each of these processes, and highlights key concepts in customer loyalty. In addition, this course conveys the special features of marketing services and presents approaches on how companies can effectively meet these specific requirements.

Course Outcomes

On successful completion, students will be able to

- explain central terms of consumer psychology as well as being able to distinguish the basic psychological models for explaining consumer behavior and to assess them regarding their significance and applicability.
- present psychological theories and models of factors that trigger behavior and to derive recommendations for target-oriented marketing and advertising measures.
- discuss behavioral models of purchase decisions and purchase processes to develop recommendations for action for companies on this basis.
- explain the essential behavioral-scientific aspects and instruments of customer loyalty and work out approaches to solutions for concrete operational tasks in this field.
- describe the special requirements for the sale of services and plan measures to counter them in a promising way.
- explain organizational buying behavior and its determinants in a model-like way and to make suggestions in order to shape the actions in the individual process phases in a target-oriented way.
- transfer models and theories to the digital multi-channel client.

Contents

1. Introduction to Consumer Behavior

- 1.1 Concepts and Development of Consumer Behavior
- 1.2 Goals of Consumer Research
- 1.3 Consumption and Consumers
2. Understanding Consumer Behavior
 - 2.1 Defining Consumer Behavior
 - 2.2 Model Approaches of Models of Consumer Behavior
 - 2.3 Characteristics of Affecting of Consumer Behavior
3. Psychological Factor: Perception
 - 3.1 Perception
 - 3.2 Perceptual Process
 - 3.3 Importance of Perception in Marketing
4. Psychological Factors: Affect, Motivation and Attitude
 - 4.1 Affect
 - 4.2 Motivation
 - 4.3 Beliefs and Attitudes
5. Psychological Factors: Cognitive Processes
 - 5.1 Cognition and Memory
 - 5.2 Learning through Conditioning and Cognitive Learning Theories
6. Other Factors Influencing Consumer Behavior
 - 6.1 Personal Influencing Factors
 - 6.2 Social Factors
 - 6.3 Cultural Factors
 - 6.4 Digital Impact Factors
7. Buying, Using, Disposing
 - 7.1 Types of Buying Behavior and the Buying Process
 - 7.2 Pre-Purchase Phase
 - 7.3 Purchase Phase
 - 7.4 Post-Purchase and Use Phase
8. The Customer is King: From Customer Orientation to Customer Value
 - 8.1 Customer Orientation and Customer Satisfaction
 - 8.2 Customer Loyalty and Customer Value
 - 8.3 Price Sensitivity

8.4 The Multi-Channel Client

9. The Digital Consumer

9.1 The Digital Decision-Making Process

9.2 Influencers and Consumer Behavior

9.3 Opportunities and Challenges for Digital Consumers

10. Organizational Buying Behavior

10.1 Basics of Organizational Buying Behavior

10.2 A Model of Organizational Purchase Decision

Literature

Compulsory Reading

Further Reading

- Solomon, M. R. (2017). Consumer behavior: Buying, having and being. Pearson.
- Solomon, M. R., Bamossy, G., Askegaard, S., & Hogg, M. K. (2006). Consumer Behavior: A European perspective (3rd ed.). Prentice Hall.
- Wu, T. (2017). The attention merchants: The epic struggle to get inside our heads. Vintage Books.

Study Format Distance Learning

Study Format Distance Learning	Course Type Theory Course
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Information about the examination	
Examination Admission Requirements	Online Tests: yes
Type of Exam	Exam, 90 Minutes

Student Workload					
Self Study 90 h	Contact Hours 0 h	Tutorial/Tutorial Support 30 h	Self Test 30 h	Independent Study 0 h	Hours Total 150 h

Instructional Methods		
Tutorial Support <input checked="" type="checkbox"/> Course Feed <input checked="" type="checkbox"/> Intensive Live Sessions/Learning Sprint <input checked="" type="checkbox"/> Recorded Live Sessions	Learning Material <input checked="" type="checkbox"/> Course Book <input checked="" type="checkbox"/> Video	Exam Preparation <input checked="" type="checkbox"/> Practice Exam <input checked="" type="checkbox"/> Online Tests

Project: Design Thinking

Module Code: DLBINGDT_E

Module Type see curriculum	Admission Requirements none	Study Level BA	CP 5	Student Workload 150 h
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Semester / Term see curriculum	Duration Minimum 1 semester	Regularly offered in WiSe/SoSe	Language of Instruction and Examination English
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Module Coordinator

Prof. Dr. Inga Schlömer (Project: Design Thinking)

Contributing Courses to Module

- Project: Design Thinking (DLBINGDT01_E)

Module Exam Type

Module Exam

Study Format: Distance Learning
Written Assessment: Project Report
Study Format: myStudies
Written Assessment: Project Report

Split Exam

Weight of Module

see curriculum

<p>Module Contents</p> <ul style="list-style-type: none"> ▪ Basic principles of Design Thinking ▪ The Design Thinking microvprocess ▪ The Design Thinking macro process ▪ Methods for early phases of the process ▪ Methods for idea generation ▪ Methods for prototyping and testing ▪ Space concepts for Design Thinking ▪ Examples and case studies 	
<p>Learning Outcomes</p> <p>Project: Design Thinking</p> <p>On successful completion, students will be able to</p> <ul style="list-style-type: none"> ▪ know the mindset of Design Thinking. ▪ know the individual phases of the incremental micro cycle and carry them out on an example project. ▪ know the individual stages of prototyping and apply them in an example project. ▪ know and use methods and tools for the individual steps of the micro cycle. ▪ know different space concepts for Design Thinking work environments. ▪ know examples for the application of Design Thinking by means of business case studies. 	
<p>Links to other Modules within the Study Program</p> <p>This module is similar to other modules in the field of Design</p>	<p>Links to other Study Programs of the University</p> <p>All Bachelor Programs in the Design, Architecture & Construction field</p>

Project: Design Thinking

Course Code: DLBINGDT01_E

Study Level	Language of Instruction and Examination	Contact Hours	CP	Admission Requirements
BA	English		5	none

Course Description

In this course students will receive a practical introduction to Design Thinking. In addition to teaching the individual basic principles, the procedures in Design Thinking will also be examined in detail. In order not only to understand Design Thinking but also to experience it, selected methods for the individual process steps will be presented and practiced on an example project.

Course Outcomes

On successful completion, students will be able to

- know the mindset of Design Thinking.
- know the individual phases of the incremental micro cycle and carry them out on an example project.
- know the individual stages of prototyping and apply them in an example project.
- know and use methods and tools for the individual steps of the micro cycle.
- know different space concepts for Design Thinking work environments.
- know examples for the application of Design Thinking by means of business case studies.

Contents

1. Basic Principles of Design Thinking
2. The Design Thinking Micro Process
3. The Design Thinking Macro Process
4. Methods for Early Phases of the Process
5. Methods for Idea Generation
6. Methods for Prototyping and Testing
7. Examples and Case Studies

Literature**Compulsory Reading****Further Reading**

- Brown, T. (2008). Design Thinking. Harvard Business Review, June, 84–95.
- Brown, T., & Kätz, B. (2019). Change by design: How design thinking transforms organizations and inspires innovation (Revised and updated edition). Harper Business.
- IDEO. (2015). The field guide to human-centered design: Design kit (1st ed.). IDEO.
- Lewrick, M., Patrick, L., & Leifer, L. (2018). The design thinking playbook: Mindful digital transformation of teams, products, services, businesses and ecosystems. John Wiley & Sons.
- Lewrick, M., Patrick, L., & Leifer, L. (2020). Design Thinking Toolbook. John Wiley & Sons.

Study Format Distance Learning

Study Format Distance Learning	Course Type Project
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Information about the examination	
Examination Admission Requirements	Online Tests: no
Type of Exam	Written Assessment: Project Report

Student Workload					
Self Study 120 h	Contact Hours 0 h	Tutorial/Tutorial Support 30 h	Self Test 0 h	Independent Study 0 h	Hours Total 150 h

Instructional Methods	
Tutorial Support <input checked="" type="checkbox"/> Course Feed <input checked="" type="checkbox"/> Intensive Live Sessions/Learning Sprint <input checked="" type="checkbox"/> Recorded Live Sessions	Exam Preparation <input checked="" type="checkbox"/> Guideline

Study Format myStudies

Study Format myStudies	Course Type Project
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Information about the examination	
Examination Admission Requirements	Online Tests: no
Type of Exam	Written Assessment: Project Report

Student Workload					
Self Study 120 h	Contact Hours 0 h	Tutorial/Tutorial Support 30 h	Self Test 0 h	Independent Study 0 h	Hours Total 150 h

Instructional Methods	
Tutorial Support <input checked="" type="checkbox"/> Course Feed <input checked="" type="checkbox"/> Intensive Live Sessions/Learning Sprint <input checked="" type="checkbox"/> Recorded Live Sessions	Exam Preparation <input checked="" type="checkbox"/> Guideline

2. Semester

Social Media Marketing

Module Code: DLBMSM2-01_E

Module Type see curriculum	Admission Requirements none	Study Level BA	CP 5	Student Workload 150 h
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Semester / Term see curriculum	Duration Minimum 1 semester	Regularly offered in WiSe/SoSe	Language of Instruction and Examination English
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Module Coordinator

Prof. Dr. Josephine Zhou-Brock (Social Media Marketing)

Contributing Courses to Module

- Social Media Marketing (DLBMSM02-01_E)

Module Exam Type

Module Exam

Study Format: myStudies

Advanced Workbook

Study Format: Distance Learning

Advanced Workbook

Split Exam

Weight of Module

see curriculum

<p>Module Contents</p> <ul style="list-style-type: none"> ▪ Basics of Social-Media-Marketing ▪ Social-Media-Marketing in the overall Marketing Mix ▪ Social Media Map ▪ Social Media Strategy Development ▪ Social Media in Innovation Management ▪ Operational Social Media Marketing ▪ Legal framework of Social Media ▪ Developments in Social-Media-Marketing 	
<p>Learning Outcomes</p> <p>Social Media Marketing</p> <p>On successful completion, students will be able to</p> <ul style="list-style-type: none"> ▪ understand social implications and networking communication strategies and to apply them to the field of Social Media Marketing. ▪ integrate Social Media Marketing into the overall Marketing Mix. ▪ develop a Social Media strategy and proposals for its operational implementation. ▪ evaluate the different Social Media channels (Facebook, Instagram...) ▪ use Social Media for Innovation Management and networks. ▪ fundamentally assess the marketing opportunities of a company in the Social Media sector and make strategic decisions in this regard. ▪ evaluate developments in Social Media Marketing from a sociological as well as a business perspective. 	
<p>Links to other Modules within the Study Program</p> <p>This module is similar to other modules in the field of Online & Social Media Marketing</p>	<p>Links to other Study Programs of the University</p> <p>All Bachelor Programs in the Marketing & Communication field</p>

Social Media Marketing

Course Code: DLBMSM02-01_E

Study Level	Language of Instruction and Examination	Contact Hours	CP	Admission Requirements
BA	English		5	none

Course Description

How did Social Media become Social Media Marketing? Social Media has developed from a private communication medium to a commercialized advertising tool. A basic understanding of this development, the social implications of Social Media as well as the networked communication strategies on the Internet is the basis for an active examination of Social Media Marketing. Social Media Marketing is considered both strategically and operationally. The strategic perspective includes the aspect of strategic positioning of Social Media in the company as well as the integration into the overall marketing mix. In addition to fundamental aspects of strategy development, students will deal with the instruments of today's Social Media Marketing and the channels to use them specifically for further marketing measures and strategies in a success-oriented manner. For the active operative examination of Social Media Marketing, Social Media channels such as Facebook, Instagram, Pinterest, etc. are examined in detail in order to use them specifically for further marketing measures and strategies. Digital advertising measures that are used in Social Media are an integral part of this course. Their usage will also be considered from a legal perspective. Thus, the Social Media Marketing course teaches basic concepts such as the development of a Social Media strategy, including aspects such as content management, editorial planning or target group analysis. It deals with the usage and monitoring of different Social Media channels in a practice-oriented way and it considers the area of operative Social Media Marketing. Hence, this course provides students with a well-founded holistic view of the field of Social Media Marketing and develops the ability to use Social Media for innovation management.

Course Outcomes

On successful completion, students will be able to

- understand social implications and networking communication strategies and to apply them to the field of Social Media Marketing.
- integrate Social Media Marketing into the overall Marketing Mix.
- develop a Social Media strategy and proposals for its operational implementation.
- evaluate the different Social Media channels (Facebook, Instagram...)
- use Social Media for Innovation Management and networks.
- fundamentally assess the marketing opportunities of a company in the Social Media sector and make strategic decisions in this regard.
- evaluate developments in Social Media Marketing from a sociological as well as a business perspective.

Contents

1. Basics of Social-Media-Marketing
 - 1.1 Development of Social Media and the Concept of Social Media Marketing
 - 1.2 Social implications of Social Media
 - 1.3 Functionality, types and fields of application of Social Media Marketing
 - 1.4 Typology and activities of Social Media users
2. Social-Media-Marketing in the Overall Marketing Mix
 - 2.1 Opportunities and risks through Social Media
 - 2.2 The POST method according to Groundswell
 - 2.3 Integration into the Classic Marketing Mix
 - 2.4 Social Media as a service channel
 - 2.5 Goals of Social-Media-Marketing
 - 2.6 Relevant key figures to measure success
 - 2.7 The strategic positioning of Social Media in the company
3. Social Media Map
 - 3.1 Overview of the Social Media Map
 - 3.2 Profiles of the most relevant Social Media Channels
 - 3.3 Target Groups/User Groups
4. Social Media Strategy Development
 - 4.1 What is a Strategy? Definitions
 - 4.2 Goals of a Strategy
 - 4.3 Stages of Social Media Strategy development
 - 4.4 Online Reputation Management and Crisis Management
 - 4.5 Social Media Governance
5. Social Media in Innovation Management
 - 5.1 The Importance and Use of the Crowd
 - 5.2 Innovation through Interactive Value Creation, Branded Communities, Lead Users and Social Media Intelligence
 - 5.3 Social Media as a Market Research Tool
6. Operational Social Media Marketing
 - 6.1 Content Marketing and Native Advertising
 - 6.2 Viral Marketing and Word of Mouth
 - 6.3 Influencer Marketing
 - 6.4 Social Media in B2B Marketing

- 6.5 Community Management und Social Media Monitoring
- 6.6 Social Media Relations
- 6.7 Social Media Recruiting
- 6.8 Social Advertising
- 7. Legal Framework of Social Media
 - 7.1 Legal Framework of Social Media
 - 7.2 Basic Data Protection Ordinance (DSGVO)
 - 7.3 User-generated Content
 - 7.4 The Facebook Pixel
- 8. Developments in Social-Media-Marketing
 - 8.1 Social Media in the Digital Change - New Forms of Consumption
 - 8.2 Social Products and Brands
 - 8.3 Social Commerce and Social Selling
 - 8.4 Messengers and Bots
 - 8.5 The terms "Postfactual" and "Postdigital"
 - 8.6 Open Leadership - Dealing with loss of control

Literature

Compulsory Reading

Further Reading

- Aral, S. (2020). The hype machine. How social media disrupts our elections, our economy, and our health – and how we must adapt. Random House.
- Barker, M. S., Barker, D. I., Borman, N. F., Roberts, M. L. & Zahay, D. (2017). Social media marketing. A strategic approach (2nd ed.). CENGAGE Learning.
- Butow, E., Allton, M., Herman, J., Liu, S., & Robinson, A. (2020). Ultimate guide to social media marketing. Entrepreneur Press, Fitch.

Study Format myStudies

Study Format myStudies	Course Type Theory Course
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Information about the examination	
Examination Admission Requirements	Online Tests: yes
Type of Exam	Advanced Workbook

Student Workload					
Self Study 110 h	Contact Hours 0 h	Tutorial/Tutorial Support 20 h	Self Test 20 h	Independent Study 0 h	Hours Total 150 h

Instructional Methods		
Tutorial Support <input checked="" type="checkbox"/> Course Feed <input checked="" type="checkbox"/> Intensive Live Sessions/Learning Sprint <input checked="" type="checkbox"/> Recorded Live Sessions	Learning Material <input checked="" type="checkbox"/> Course Book <input checked="" type="checkbox"/> Video	Exam Preparation <input checked="" type="checkbox"/> Online Tests <input checked="" type="checkbox"/> Guideline

Study Format Distance Learning

Study Format Distance Learning	Course Type Theory Course
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Information about the examination	
Examination Admission Requirements	Online Tests: yes
Type of Exam	Advanced Workbook

Student Workload					
Self Study 110 h	Contact Hours 0 h	Tutorial/Tutorial Support 20 h	Self Test 20 h	Independent Study 0 h	Hours Total 150 h

Instructional Methods		
Tutorial Support <input checked="" type="checkbox"/> Course Feed <input checked="" type="checkbox"/> Intensive Live Sessions/Learning Sprint <input checked="" type="checkbox"/> Recorded Live Sessions	Learning Material <input checked="" type="checkbox"/> Course Book <input checked="" type="checkbox"/> Video	Exam Preparation <input checked="" type="checkbox"/> Online Tests <input checked="" type="checkbox"/> Guideline

Fundamentals of Product Management

Module Code: DLBPROGPM_E

Module Type see curriculum	Admission Requirements none	Study Level BA	CP 5	Student Workload 150 h
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Semester / Term see curriculum	Duration Minimum 1 semester	Regularly offered in WiSe/SoSe	Language of Instruction and Examination English
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Module Coordinator

Prof. Dr. Adrienne Steffen (Fundamentals of Product Management)

Contributing Courses to Module

- Fundamentals of Product Management (DLBPROGPM01_E)

Module Exam Type

Module Exam

Study Format: Distance Learning
Exam, 90 Minutes

Split Exam

Weight of Module

see curriculum

Module Contents

- Introduction to product management
- Market analysis
- Product strategy
- Idea generation and validation
- Product and market tests
- Market launch
- Product management after launch

Learning Outcomes**Fundamentals of Product Management**

On successful completion, students will be able to

- prepare market analyses and product strategies
- generate and validate new product ideas
- plan and execute product and market tests
- organize the market launch and successfully place the products on the market
- manage products successfully after market launch.

Links to other Modules within the Study Program

This module is similar to other modules in the field of Marketing & Sales

Links to other Study Programs of the University

All Bachelor Programs in the Marketing & Communication field

Fundamentals of Product Management

Course Code: DLBPROGPM01_E

Study Level	Language of Instruction and Examination	Contact Hours	CP	Admission Requirements
BA	English		5	none

Course Description

Product management is a function that deals with the planning, management and control of products and services during the entire product life cycle. The product manager, as the main person responsible for a product, has to master various disciplines in order to successfully manage his product. The course Fundamentals of Product Management provides the appropriate background knowledge to create market analyses and develop product strategies. Special attention is paid to the generation and validation of new product ideas, the testing and introduction of products on the market and the management of products after launch.

Course Outcomes

On successful completion, students will be able to

- prepare market analyses and product strategies
- generate and validate new product ideas
- plan and execute product and market tests
- organize the market launch and successfully place the products on the market
- manage products successfully after market launch.

Contents

1. Introduction to product management
 - 1.1 Concept, goals and tasks of product management
 - 1.2 Product quality and corporate success
 - 1.3 Product categories
2. Market analysis
 - 2.1 Basics of market analysis
 - 2.2 Market research
 - 2.3 Methods of market analysis
3. Product strategy
 - 3.1 Basics of the product strategy
 - 3.2 Goals and positioning
 - 3.3 Evaluation and selection of product strategies

4. Idea generation and validation
 - 4.1 Basics of innovation management
 - 4.2 Idea generation
 - 4.3 Idea and market validation
5. Product and market tests
 - 5.1 Importance of the test phase
 - 5.2 Product tests
 - 5.3 Market tests
6. Market launch
 - 6.1 Basics for market entry
 - 6.2 Market entry strategies
 - 6.3 Distribution
 - 6.4 Serial production
7. Product management after market launch
 - 7.1 Product life cycle
 - 7.2 Methods and concepts of product management
 - 7.3 Customer satisfaction
 - 7.4 Interface Management

Literature**Compulsory Reading****Further Reading**

- Cagan, M. (2017). *INSPIRED: How to create tech products customers love* (2nd ed.). Wiley.
- LeMay, M. (2022). *Product management in practice: A practical, tactical guide for your first day and every day after* (2nd ed.). O'Reilly.
- Perri, M. (2018). *Escaping the build trap: How effective product management creates real value*. O'Reilly.

Study Format Distance Learning

Study Format Distance Learning	Course Type Theory Course
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Information about the examination	
Examination Admission Requirements	Online Tests: yes
Type of Exam	Exam, 90 Minutes

Student Workload					
Self Study 90 h	Contact Hours 0 h	Tutorial/Tutorial Support 30 h	Self Test 30 h	Independent Study 0 h	Hours Total 150 h

Instructional Methods		
Tutorial Support <input checked="" type="checkbox"/> Course Feed <input checked="" type="checkbox"/> Intensive Live Sessions/Learning Sprint <input checked="" type="checkbox"/> Recorded Live Sessions	Learning Material <input checked="" type="checkbox"/> Course Book <input checked="" type="checkbox"/> Video	Exam Preparation <input checked="" type="checkbox"/> Practice Exam <input checked="" type="checkbox"/> Online Tests

Marketing Communications

Module Code: DLBMAKP_E

Module Type see curriculum	Admission Requirements none	Study Level BA	CP 5	Student Workload 150 h
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Semester / Term see curriculum	Duration Minimaldauer: 1 Semester	Regularly offered in WiSe/SoSe	Language of Instruction and Examination English
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Module Coordinator

Prof. Dr. Laura-Maria Altendorfer (Marketing Communications)

Contributing Courses to Module

- Marketing Communications (DLBMAKP01_E)

Module Exam Type

Module Exam

Study Format: Distance Learning
Written Assessment: Case Study

Split Exam

Weight of Module

see curriculum

Module Contents

- Communication Policy as part of the Marketing Mix
- Delineation of Marketing Communication as a part of Corporate Communication
- Communication Strategies and Objectives
- Methods of Communication Budgeting
- Operational Planning and Implementation of Communication Measures
- Evaluation of Communication Measures, and of Communication Controlling

Learning Outcomes**Marketing Communications**

On successful completion, students will be able to

- integrate communication policy into the overall concept of the marketing mix.
- establish connections to key marketing tools and methods.
- formulate goals and strategies of communication policy.
- know and understand methods of communication budgeting.
- develop and implement operational measures.
- develop success metrics for communication controlling.

Links to other Modules within the Study Program

This module is similar to other modules in the field of Marketing & Sales

Links to other Study Programs of the University

All Bachelor Programs in the Marketing & Communication field

Marketing Communications

Course Code: DLBMAKP01_E

Study Level	Language of Instruction and Examination	Contact Hours	CP	Admission Requirements
BA	English		5	none

Course Description

The focus of this course lies on the unique aspects of communication policy, namely on both the strategic and operational communication measures in planning and implementation. The communication policy of a company or an institution comprises the deliberate design of information processes aimed at internal and external target groups. Hence communication policy is directly linked to companies' strategies. Whether the organism in question is a company from the service industry sector, a product manufacturer, a political party, a non-business-related association or any other institution or organization, the societal role and relevance of marketing and communication policy always come to importance. This course includes the corresponding critical discussion. Communication policies, and especially internal communication policies, are interdependent with corporate communications within organizations. This fact alone reveals the interdisciplinary dimension of communication policy, which is what this course emphasizes. Students acquire comprehensive expertise at the current level of practice, communication science, and marketing research. They are empowered to explain, contextualize, and assess the measures, contents, and relevance of communication policy in a more in-depth and critical manner. Furthermore, students will be able to independently identify problem areas in practice, and develop solutions based on various options for action.

Course Outcomes

On successful completion, students will be able to

- integrate communication policy into the overall concept of the marketing mix.
- establish connections to key marketing tools and methods.
- formulate goals and strategies of communication policy.
- know and understand methods of communication budgeting.
- develop and implement operational measures.
- develop success metrics for communication controlling.

Contents

1. Marketing and Communication Policy
 - 1.1 Historical Development
 - 1.2 Relevance and Role of Communication Policy in the Marketing Mix
 - 1.3 Overview of Marketing Tools and Methods
2. Strategic Dimensions of Communication Policy

- 2.1 Integration of Communication Policy into Corporate Strategy
- 2.2 Internal Communication Policy and its Distinction from Corporate Communication
- 2.3 Definition of Goals and Target Groups
- 2.4 Strategic Planning and Implementation of Communication Measures
3. Tools and Methods of Communication Policy
 - 3.1 Fields of Impact and Overview of Communication Measures
 - 3.2 Key Terms, Measures, and Processes
 - 3.3 Planning and Budgeting
4. Corporate Identity as a significant part of Communication Policy
 - 4.1 Key Measures and Methods
 - 4.2 Corporate Identity in the Context of Internationalization and Digitalization
5. Evaluation and Communication Controlling
 - 5.1 Tools and Methods of Communication Controlling
 - 5.2 Evaluation of Communication Policy and strategic Consequences

Literature

Compulsory Reading

Further Reading

- Blakeman, R. 2018. Integrated Marketing Communication: Creative Strategy from Idea to Implementation. Rowman & Littlefield.
- Egan, J. 2023. Marketing Communications. SAGE Publications.
- Smith, P. & Zook, Z. 2019. Marketing Communications: Integrating Online and Offline, Customer Engagement and Digital Technologies .

Study Format Distance Learning

Study Format Distance Learning	Course Type Theory Course
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Information about the examination	
Examination Admission Requirements	Online Tests: yes
Type of Exam	Written Assessment: Case Study

Student Workload					
Self Study 110 h	Contact Hours 0 h	Tutorial/Tutorial Support 20 h	Self Test 20 h	Independent Study 0 h	Hours Total 150 h

Instructional Methods		
Tutorial Support <input checked="" type="checkbox"/> Course Feed <input checked="" type="checkbox"/> Intensive Live Sessions/Learning Sprint <input checked="" type="checkbox"/> Recorded Live Sessions	Learning Material <input checked="" type="checkbox"/> Course Book <input checked="" type="checkbox"/> Video	Exam Preparation <input checked="" type="checkbox"/> Online Tests <input checked="" type="checkbox"/> Guideline

International Business Law

Module Code: DLBHMEIBL

Module Type see curriculum	Admission Requirements none	Study Level BA	CP 5	Student Workload 150 h
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Semester / Term see curriculum	Duration Minimum 1 semester	Regularly offered in WiSe/SoSe	Language of Instruction and Examination English
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Module Coordinator

Prof. Dr. Roman Jordans (International Business Law)

Contributing Courses to Module

- International Business Law (DLBHMEIBL01)

Module Exam Type

Module Exam

Study Format: Distance Learning
Exam or Advanced Workbook, 90 Minutes

Study Format: myStudies
Exam or Advanced Workbook, 90 Minutes

Split Exam

Weight of Module

see curriculum

Module Contents

- Different Legal Systems, Comparative Law and Supranational Law
- The Civil Law
- The Common Law
- Other Legal Systems
- Private International Law
- European Union Law

Learning Outcomes**International Business Law**

On successful completion, students will be able to

- identify and distinguish between the main legal systems.
- develop an intercultural sensitivity for the different legal systems and the application of legal rules in the respective systems.
- apply the basic rules of private international law.
- understand the legal framework and interpret legal acts of the European Union.
- comprehend the impact of EU law on national legal systems.
- understand the areas of EU economic regulation and the implications of EU primary law on economic activities.
- understand the impact of the respective legal system(s) on entrepreneurial decisions.

Links to other Modules within the Study Program

This module is similar to other modules in the field of Law

Links to other Study Programs of the University

All Bachelor Programs in the Business field

International Business Law

Course Code: DLBHMEIBL01

Study Level	Language of Instruction and Examination	Contact Hours	CP	Admission Requirements
BA	English		5	none

Course Description

International business activities necessarily happen in an environment of different legal systems. Significant differences exist not only in legal norms and basic principles, but also with regard to applying and interpreting the law as well as the procedures for enforcing rights before courts and authorities. To make things even more complex for foreigners, such national characteristics are often based on historical and cultural peculiarities. The course addresses the essential basics of civil law, which dominates in the European legal system, and common law, which dominates in the Anglo-Saxon legal system, and highlights the respective differences, special features and characteristics. In addition, the course gives a short overview over other legal systems and presents the basics of private international law - the area of law that determines the legal rules of which state actually apply to cross-border activities. European Union law plays a special role for international business activities due to many reasons: First, the EU is becoming more and more important as an economic area. Second, European Union law is supranational in a sense that it interacts with or even derogates national law of the EU member states. Given, third, the abundance of EU legislation and administrative action, EU law today constitutes an essential framework for economic activities within the EU. The course therefore provides students with a basic understanding of the sources of EU law, its application and interpretation as well as its enforcement in national and EU courts. Further, the course shows the impact of EU law on national legal systems. Finally, the course gives an overview over the major areas of EU economic regulation as well as the implications of EU primary law on economic activities.

Course Outcomes

On successful completion, students will be able to

- identify and distinguish between the main legal systems.
- develop an intercultural sensitivity for the different legal systems and the application of legal rules in the respective systems.
- apply the basic rules of private international law.
- understand the legal framework and interpret legal acts of the European Union.
- comprehend the impact of EU law on national legal systems.
- understand the areas of EU economic regulation and the implications of EU primary law on economic activities.
- understand the impact of the respective legal system(s) on entrepreneurial decisions.

Contents

1. Different Legal Systems, Comparative Law and Supranational Law
 - 1.1 National Legal Systems as Environment of International Business
 - 1.2 Basics of Comparative Law
 - 1.3 Introduction to EU Law
2. The Civil Law
 - 2.1 Civil Law in Continental Europe
 - 2.2 Application of Legal Rules
 - 2.3 Civil Law Court Practice
 - 2.4 Overview over Civil Law Systems outside of Continental Europe
3. The Common Law
 - 3.1 History and Development of Common Law
 - 3.2 Application of Legal Rules
 - 3.3 Common Law Court Practice
 - 3.4 Administrative Jurisdiction in Common Law Systems
 - 3.5 Overview over Common Law Jurisdictions and Mixed Systems
4. Other Legal Systems
 - 4.1 Former Socialist States
 - 4.2 Islamic Legal Systems
5. Private International Law
 - 5.1 Basic Principles of Private International Law
 - 5.2 Legal Sources of Private International Law
 - 5.3 Determination and Application of Substantive Law
6. European Union Law
 - 6.1 Legal Sources of European Union Law and Application of Legal Rules
 - 6.2 Main Areas of European Economic Regulation
 - 6.3 European Union Primary Law's Effect on Economic Activities
 - 6.4 Relationship between European Union Law and National Law

Literature**Compulsory Reading****Further Reading**

- Brödermann, E. (2014). German and European Private International Law. Books on Demand.
- de Luca, N. (2021). European Company Law (2nd ed.). Cambridge University Press.
- Dimatteo, L. (2021). International Business Law and the Legal Environment: A Transactional Approach (4th ed.). Routledge.
- Vicari, A. (2021). European Company Law (1st ed.). De Gruyter.
- Vranken, M. (2015). Western Legal Traditions: A Comparison of Civil Law and Common Law (1st ed.). Federation Press.

Study Format Distance Learning

Study Format Distance Learning	Course Type Theory Course
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Information about the examination	
Examination Admission Requirements	Online Tests: yes
Type of Exam	Exam or Advanced Workbook, 90 Minutes

Student Workload					
Self Study 100 h	Contact Hours 0 h	Tutorial/Tutorial Support 25 h	Self Test 25 h	Independent Study 0 h	Hours Total 150 h

Instructional Methods		
Tutorial Support <input checked="" type="checkbox"/> Course Feed <input checked="" type="checkbox"/> Intensive Live Sessions/Learning Sprint <input checked="" type="checkbox"/> Recorded Live Sessions	Learning Material <input checked="" type="checkbox"/> Course Book <input checked="" type="checkbox"/> Video	Exam Preparation <input checked="" type="checkbox"/> Practice Exam <input checked="" type="checkbox"/> Review Book <input checked="" type="checkbox"/> Online Tests <input checked="" type="checkbox"/> Guideline

Study Format myStudies

Study Format myStudies	Course Type Theory Course
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Information about the examination	
Examination Admission Requirements	Online Tests: yes
Type of Exam	Exam or Advanced Workbook, 90 Minutes

Student Workload					
Self Study 100 h	Contact Hours 0 h	Tutorial/Tutorial Support 25 h	Self Test 25 h	Independent Study 0 h	Hours Total 150 h

Instructional Methods		
Tutorial Support <input checked="" type="checkbox"/> Course Feed <input checked="" type="checkbox"/> Intensive Live Sessions/Learning Sprint <input checked="" type="checkbox"/> Recorded Live Sessions	Learning Material <input checked="" type="checkbox"/> Course Book <input checked="" type="checkbox"/> Video	Exam Preparation <input checked="" type="checkbox"/> Practice Exam <input checked="" type="checkbox"/> Review Book <input checked="" type="checkbox"/> Online Tests <input checked="" type="checkbox"/> Guideline

Agile Project Management

Module Code: DLBCSAPM

Module Type see curriculum	Admission Requirements none	Study Level BA	CP 5	Student Workload 150 h
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Semester / Term see curriculum	Duration Minimum 1 semester	Regularly offered in WiSe/SoSe	Language of Instruction and Examination English
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Module Coordinator

Prof. Dr. Inga Schlömer (Agile Project Management)

Contributing Courses to Module

- Agile Project Management (DLBCSAPM01)

Module Exam Type

Module Exam

Study Format: myStudies
Written Assessment: Project Report
Study Format: Distance Learning
Written Assessment: Project Report

Split Exam

Weight of Module

see curriculum

Module Contents

- In this course, students are taught action competences in the field of agile project management. They will be familiarized with the values, activities, roles, and artifacts of agile procedures using Scrum as an example.

Learning Outcomes

Agile Project Management

On successful completion, students will be able to

- explain the differences between agile and plan-driven project management.
- explain agile principles.
- work together in an agile manner according to the values defined in Scrum.
- apply the activities defined in Scrum.
- take responsibility for the roles defined in Scrum.
- create and maintain the artefacts defined in Scrum.
- consider the increasing relevance of international, intercultural and virtual collaboration in projects.

Links to other Modules within the Study Program

This module is similar to other modules in the field of Computer Science & Software Development

Links to other Study Programs of the University

All Bachelor Programmes in the IT & Technology field

Agile Project Management

Course Code: DLBCSAPM01

Study Level	Language of Instruction and Examination	Contact Hours	CP	Admission Requirements
BA	English		5	none

Course Description

Students will receive a practical introduction to agile project management in this course. In addition to teaching its individual basic principles, the differences between agile project management and plan-driven project management will be examined in detail. In order to understand and experience agile project management, the values, activities, roles, and artefacts of typical agile procedures are presented using Scrum and then practiced on an example project.

Course Outcomes

On successful completion, students will be able to

- explain the differences between agile and plan-driven project management.
- explain agile principles.
- work together in an agile manner according to the values defined in Scrum.
- apply the activities defined in Scrum.
- take responsibility for the roles defined in Scrum.
- create and maintain the artefacts defined in Scrum.
- consider the increasing relevance of international, intercultural and virtual collaboration in projects.

Contents

- This course teaches students various skills in the field of agile project management. In contrast to plan-driven project management, the principles of agility used in modern software development are taught. Using the example of Scrum, students will acquire skills in applying an agile approach, and then apply their knowledge of respective roles and activities in a simple project to gain initial practical experience, documenting it in a project report. The content of the projects results from the individual abilities and requirements of the students.

Literature**Compulsory Reading****Further Reading**

- Apress. Agile Alliance (2021). Subway Map to Agile Practices.
- Beck, K. et al. (2001). Manifesto for Agile Software Development.
- Chovanova, H. et al. (2020). Agile Project Management – What is It? Publisher: IEEE. In 18th International Conference on Emerging eLearning Technologies and Applications (ICETA), Emerging eLearning Technologies and Applications (ICETA), 2020 18th International Conference.
- Dalton, Jeff (2019). Great Big Agile. An OS for Agile Leaders.
- Douglass, B. P. (2016). Agile systems engineering. Morgan Kaufmann, p. 151-160.
- Hohl, P., Klünder, J., van Bennekum, A., Lockard, R., Gifford, J., Münch, J., Stupperich, M., & Schneider, K. (2018). Back to the future: origins and directions of the “Agile Manifesto” – views of the originators. Journal of Software Engineering Research and Development, 6(1).
- Project Management Institute (2017). Agile Practice Guide. Project Management Institute.
- Measey P./Radtac (2015). Agile Foundations - Principles, Practices and Frameworks. BCS The Chartered Institute for IT, p. 131-140, p. 148-152.
- Schwaber, K./Sutherland, J. (2020). The Scrum Guide.
- Hohl, P., Klünder, J., van Bennekum, A., Lockard, R., Gifford, J., Münch, J., Stupperich, M., & Schneider, K. (2018). Back to the future: origins and directions of the “Agile Manifesto” – views of the originators. Journal of Software Engineering Research and Development, 6(1).

Study Format myStudies

Study Format myStudies	Course Type Project
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Information about the examination	
Examination Admission Requirements	Online Tests: no
Type of Exam	Written Assessment: Project Report

Student Workload					
Self Study 120 h	Contact Hours 0 h	Tutorial/Tutorial Support 30 h	Self Test 0 h	Independent Study 0 h	Hours Total 150 h

Instructional Methods	
Tutorial Support <input checked="" type="checkbox"/> Course Feed <input checked="" type="checkbox"/> Intensive Live Sessions/Learning Sprint <input checked="" type="checkbox"/> Recorded Live Sessions	Exam Preparation <input checked="" type="checkbox"/> Guideline

Study Format Distance Learning

Study Format Distance Learning	Course Type Project
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Information about the examination	
Examination Admission Requirements	Online Tests: no
Type of Exam	Written Assessment: Project Report

Student Workload					
Self Study 120 h	Contact Hours 0 h	Tutorial/Tutorial Support 30 h	Self Test 0 h	Independent Study 0 h	Hours Total 150 h

Instructional Methods	
Tutorial Support <input checked="" type="checkbox"/> Course Feed <input checked="" type="checkbox"/> Intensive Live Sessions/Learning Sprint <input checked="" type="checkbox"/> Recorded Live Sessions	Exam Preparation <input checked="" type="checkbox"/> Guideline

3. Semester

Pricing

Module Code: DLBMPP_E

Module Type see curriculum	Admission Requirements none	Study Level BA	CP 5	Student Workload 150 h
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Semester / Term see curriculum	Duration Minimum 1 semester	Regularly offered in WiSe/SoSe	Language of Instruction and Examination English
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Module Coordinator

Prof. Dr. Josephine Zhou-Brock (Pricing)

Contributing Courses to Module

- Pricing (DLBMPP01_E)

Module Exam Type

Module Exam

Study Format: Distance Learning
Exam, 90 Minutes

Split Exam

Weight of Module

see curriculum

Module Contents

- Strategic pricing
- Cost based pricing
- Customer based pricing
- Competition based pricing
- Pricing strategy
- Product Life Cycle
- Market segmentation
- Negotiating prices
- Ethics and legal implications

Learning Outcomes**Pricing**

On successful completion, students will be able to

- understand the main components, costs, customers, and competition, that influence the pricing strategy.
- examine the process of developing a pricing strategy, taking into consideration market positioning.
- understand the impact of the phases in product life cycle on pricing.
- recognize the impact of segmentation on pricing.
- be familiar with the ethical and legal implications.

Links to other Modules within the Study Program

This module is similar to other modules in the field of Marketing & Sales

Links to other Study Programs of the University

All Bachelor Programs in the Marketing & Communication field

Pricing

Course Code: DLBMPP01_E

Study Level	Language of Instruction and Examination	Contact Hours	CP	Admission Requirements
BA	English		5	none

Course Description

In today's complex marketplace with its multitude of products and services, it is increasingly difficult for companies to differentiate themselves against their competitors and gain competitive advantages. Differentiation is achieved through the interaction of the elements of the marketing mix, in which the pricing strategy makes a critical contribution. This course provides an overview over strategic and operational approaches to pricing. The students learn about the internal and external influences on pricing. They learn to collect and analyze information in order to make better pricing decisions. Price management and negotiations are discussed as well as price ethics and legal requirements.

Course Outcomes

On successful completion, students will be able to

- understand the main components, costs, customers, and competition, that influence the pricing strategy.
- examine the process of developing a pricing strategy, taking into consideration market positioning.
- understand the impact of the phases in product life cycle on pricing.
- recognize the impact of segmentation on pricing.
- be familiar with the ethical and legal implications.

Contents

1. Strategic Pricing
 - 1.1 Why is pricing often ineffective?
 - 1.2 How can pricing be effective?
2. Cost based pricing
 - 2.1 Determining all relevant costs
 - 2.2 Contribution margin analysis
 - 2.3 Break-even analysis
3. Customer based pricing
 - 3.1 Value to the customer
 - 3.2 Price sensitivity

- 3.3 Price elasticity
- 4. Competition based pricing
 - 4.1 Pricing in the marketplace
 - 4.2 Competitive information
 - 4.3 Effective price competition
- 5. Pricing strategy
 - 5.1 Price positioning
 - 5.2 Price differentiation and yield/revenue management
 - 5.3 Communicating prices
- 6. Product Life Cycle
 - 6.1 Innovation
 - 6.2 Pricing in the growth phase
 - 6.3 Pricing in the mature phase
 - 6.4 Pricing in declining markets
- 7. Market segmentation
 - 7.1 Segmentation by buyers and products
 - 7.2 Segmentation by place and time of purchase
 - 7.3 Discounts, terms and conditions, the influence of purchase quantity on price, and product bundling
- 8. Negotiating prices
 - 8.1 Price management in negotiations with customers
- 9. Ethics and legal implications
 - 9.1 Ethics and legal implications on pricing

Literature

Compulsory Reading

Further Reading

- Kotler, P., & Keller, K. L. (2016). *Marketing-Management* (15th ed.). Pearson.
- Nagle, T. T., Hogan, J. E., & Zale, J. (2017). *The Strategy and tactics of pricing: A guide to growing more profitably* (6th ed.). Routledge.

Study Format Distance Learning

Study Format Distance Learning	Course Type Theory Course
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Information about the examination	
Examination Admission Requirements	Online Tests: yes
Type of Exam	Exam, 90 Minutes

Student Workload					
Self Study 90 h	Contact Hours 0 h	Tutorial/Tutorial Support 30 h	Self Test 30 h	Independent Study 0 h	Hours Total 150 h

Instructional Methods		
Tutorial Support <input checked="" type="checkbox"/> Course Feed <input checked="" type="checkbox"/> Intensive Live Sessions/Learning Sprint <input checked="" type="checkbox"/> Recorded Live Sessions	Learning Material <input checked="" type="checkbox"/> Course Book <input checked="" type="checkbox"/> Video	Exam Preparation <input checked="" type="checkbox"/> Practice Exam <input checked="" type="checkbox"/> Online Tests

Customer Relationship Management

Module Code: DLBCRM_E

Module Type see curriculum	Admission Requirements none	Study Level BA	CP 5	Student Workload 150 h
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Semester / Term see curriculum	Duration Minimum 1 semester	Regularly offered in WiSe/SoSe	Language of Instruction and Examination English
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Module Coordinator

Tanja Moehler (Customer Relationship Management)

Contributing Courses to Module

- Customer Relationship Management (DLBCRM01_E)

Module Exam Type

Module Exam

Study Format: myStudies
Exam, 90 Minutes

Study Format: Distance Learning
Exam, 90 Minutes

Split Exam

Weight of Module

see curriculum

Module Contents

- Theoretical Basis for CRM
- The Customer Lifecycle and Customer Relationship Cycle
- Customer Satisfaction and Loyalty
- Customer Loyalty Management
- Customer Value and Customer Portfolio Management
- Strategies and Tools of CRM
- CRM Implementation and Monitoring

Learning Outcomes

Customer Relationship Management

On successful completion, students will be able to

- recall the basics and theoretical explanations of customer relationship management.
- analyze economic management of customer relationships.
- understand the construct of the customer life or customer relationship cycle and its implications for the application of CRM tools.
- classify and measure customer satisfaction and loyalty and present the impact chain of customer loyalty and its contribution to the economic success of a company.
- master the development, planning and implementation of customer loyalty measures.
- classify customers according to their customer value and manage an efficient allocation of resources to create profitable customer relationships.
- use alternative strategies and instruments of CRM, implement them and check their impact on success.

Links to other Modules within the Study Program

This module is similar to other modules in the field of Marketing & Sales

Links to other Study Programs of the University

All Bachelor Programs in the Marketing & Communication field

Customer Relationship Management

Course Code: DLBCRM01_E

Study Level	Language of Instruction and Examination	Contact Hours	CP	Admission Requirements
BA	English		5	none

Course Description

Customer Relationship Management is considered a central and fundamental concept of marketing management to optimally shape customer relationships. All processes of a company should be consistently and sustainably oriented towards the customer and their needs. This fundamental understanding as well as a broad overview of the topic area of CRM are conveyed to the students. In addition to the theoretical fundamentals of customer relations, this course deals with the customer life and customer relationship cycle, customer satisfaction and loyalty, customer retention management as well as customer value and customer portfolio management. The practical application is addressed through the presentation of the various strategies and instruments of CRM and also in the concrete implementation and controlling of CRM.

Course Outcomes

On successful completion, students will be able to

- recall the basics and theoretical explanations of customer relationship management.
- analyze economic management of customer relationships.
- understand the construct of the customer life or customer relationship cycle and its implications for the application of CRM tools.
- classify and measure customer satisfaction and loyalty and present the impact chain of customer loyalty and its contribution to the economic success of a company.
- master the development, planning and implementation of customer loyalty measures.
- classify customers according to their customer value and manage an efficient allocation of resources to create profitable customer relationships.
- use alternative strategies and instruments of CRM, implement them and check their impact on success.

Contents

1. Basics of CRM
 - 1.1 CRM Terms and Objectives
 - 1.2 The Economic Importance of the Customer
 - 1.3 From Transaction-Oriented to Relationship-Oriented Marketing
 - 1.4 Tasks and Structure of CRM
2. Theoretical Basis for CRM

- 2.1 Basis in Neoclassical, Neoinstitutional and Organizational Theory
- 2.2 Basis in Neobehavioral Theory
- 2.3 Basis in Communication Theory
3. The Customer Life Cycle and Customer Relationship Cycle
 - 3.1 Customer Life Cycle
 - 3.2 Customer Relationship Cycle
 - 3.3 Customer Relationships from the Demand and Supply Perspective
4. Customer Satisfaction and Loyalty
 - 4.1 Customer Satisfaction as a Condition for Long-Term Customer Loyalty
 - 4.2 Measuring Customer Satisfaction
 - 4.3 Achieving Customer Loyalty through Customer Satisfaction
 - 4.4 Creating Customer Satisfaction and Loyalty
5. Customer Loyalty Management
 - 5.1 Benefits and Effects of Customer Loyalty Management
 - 5.2 Customer Loyalty Strategies
 - 5.3 Customer Loyalty Measures and Tools
6. Customer Value and Customer Portfolio Management
 - 6.1 Basics of Customer Evaluation
 - 6.2 Customer Evaluation Procedure
 - 6.3 Customer Segmentation and Customer Portfolios
7. Strategies and Tools of CRM
 - 7.1 Characteristics and Tasks of CRM Strategies
 - 7.2 Phase-Dependent CRM Strategies and Tools
 - 7.3 Other Options and Tools
8. CRM Implementation and Monitoring
 - 8.1 Organization, Management, and Company Culture
 - 8.2 Architecture of the CRM Process
 - 8.3 Operational and Analytical CRM Processes
 - 8.4 Data Processing
 - 8.5 Opportunities for Effectiveness Monitoring

Literature**Compulsory Reading****Further Reading**

- Buttle, F. A., & Maklan, S. (2019). Customer relationship management: Concepts and technologies (4th ed.). Routledge.
- Kumar, V., & Reinartz, W. J. (2018). Customer relationship management: Concept, strategy, and tools (3rd ed.). Springer.
- Palmatier, R. W., & Steinhoff, L. (2019). Relationship marketing in the digital age. Routledge.

Study Format myStudies

Study Format myStudies	Course Type Theory Course
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Information about the examination	
Examination Admission Requirements	Online Tests: yes
Type of Exam	Exam, 90 Minutes

Student Workload					
Self Study 90 h	Contact Hours 0 h	Tutorial/Tutorial Support 30 h	Self Test 30 h	Independent Study 0 h	Hours Total 150 h

Instructional Methods		
Tutorial Support <input checked="" type="checkbox"/> Course Feed <input checked="" type="checkbox"/> Intensive Live Sessions/Learning Sprint <input checked="" type="checkbox"/> Recorded Live Sessions	Learning Material <input checked="" type="checkbox"/> Course Book <input checked="" type="checkbox"/> Video	Exam Preparation <input checked="" type="checkbox"/> Practice Exam <input checked="" type="checkbox"/> Online Tests

Study Format Distance Learning

Study Format Distance Learning	Course Type Theory Course
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Information about the examination	
Examination Admission Requirements	Online Tests: yes
Type of Exam	Exam, 90 Minutes

Student Workload					
Self Study 90 h	Contact Hours 0 h	Tutorial/Tutorial Support 30 h	Self Test 30 h	Independent Study 0 h	Hours Total 150 h

Instructional Methods		
Tutorial Support <input checked="" type="checkbox"/> Course Feed <input checked="" type="checkbox"/> Intensive Live Sessions/Learning Sprint <input checked="" type="checkbox"/> Recorded Live Sessions	Learning Material <input checked="" type="checkbox"/> Course Book <input checked="" type="checkbox"/> Video	Exam Preparation <input checked="" type="checkbox"/> Practice Exam <input checked="" type="checkbox"/> Online Tests

Management Accounting

Module Code: DLBMAE

Module Type see curriculum	Admission Requirements none	Study Level BA	CP 5	Student Workload 150 h
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Semester / Term see curriculum	Duration Minimum 1 semester	Regularly offered in WiSe/SoSe	Language of Instruction and Examination English
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Module Coordinator

Prof. Dr. Muhammad Ashfaq (Management Accounting)

Contributing Courses to Module

- Management Accounting (DLBMAE01)

Module Exam Type

Module Exam

Study Format: myStudies
Exam or Written Assessment: Written
Assignment, 90 Minutes

Study Format: Distance Learning
Exam or Written Assessment: Written
Assignment, 90 Minutes

Split Exam

Weight of Module

see curriculum

<p>Module Contents</p> <ul style="list-style-type: none"> ▪ Management accounting and control function ▪ Differences between management accounting, and financial accounting ▪ Cost terms, cost categories, and cost behavior ▪ Cost allocation ▪ General and specific cost allocation methods ▪ Break-even analysis ▪ Planning and budgeting 	
<p>Learning Outcomes</p> <p>Management Accounting</p> <p>On successful completion, students will be able to</p> <ul style="list-style-type: none"> ▪ differentiate the management accounting and control function from the financial accounting and the financial management function. ▪ understand the cost structure and discuss the cost aspects of business operation. ▪ analyze and apply the tools for viewing and differentiating costs and utilize them to ameliorate business decision-making. ▪ discuss how the budgeting process and variance analysis works to implement the management control function. 	
<p>Links to other Modules within the Study Program</p> <p>This module is similar to other modules in the field of Finance & Tax Accounting</p>	<p>Links to other Study Programs of the University</p> <p>All Bachelor Programs in the Business field</p>

Management Accounting

Course Code: DLBMAE01

Study Level	Language of Instruction and Examination	Contact Hours	CP	Admission Requirements
BA	English		5	none

Course Description

Management accounting is an important function to operate an organization. Managers need to understand this function in order to be able to run an organization efficiently. In most organizations, decisions, actions and human behavior are directly linked to the feature, use and focus of management accounting information. This course is about understanding the preparation and use of information provided by management accounting. Cost accounting as a central part of the management accounting informs the management about the profitability of its core business. The cost and performance measurement serves the internal decision, control and budgeting process.

Course Outcomes

On successful completion, students will be able to

- differentiate the management accounting and control function from the financial accounting and the financial management function.
- understand the cost structure and discuss the cost aspects of business operation.
- analyze and apply the tools for viewing and differentiating costs and utilize them to ameliorate business decision-making.
- discuss how the budgeting process and variance analysis works to implement the management control function.

Contents

1. Introduction to Management Accounting
 - 1.1 Financial vs. Management/Cost Accounting
 - 1.2 Definition of Cost
 - 1.3 Considering the Contemporary Business World Context
 - 1.4 Cost Behavior: Fixed and Variable Costs
2. Cost-Volume-Profit Analysis
 - 2.1 Break-Even Analysis
 - 2.2 Cost Structure and Operating Leverage
 - 2.3 Cost Structure and Variabilization
3. Simplistic Methods of Cost Allocation

- 3.1 Cost Behavior: Direct and Indirect Costs
- 3.2 The Need for Cost Allocation
- 3.3 Predetermined Overhead Rate
- 3.4 Departmental Overhead Rate
- 3.5 Over- and Under-Application of Overhead
4. Activity-Based Costing
 - 4.1 The Rationale of Activity-Based Costing
 - 4.2 Implementing Activity-Based Costing
5. Overhead Analysis Sheet
 - 5.1 Departmental Cost Allocation
 - 5.2 Reciprocal Method
 - 5.3 Step Method
6. Relevant Cost Concepts
 - 6.1 Foundational Cost Concepts
 - 6.2 Replacement of Equipment
 - 6.3 Make or Buy
 - 6.4 Special Order
 - 6.5 Drop Product Line
7. Operating Budgets
 - 7.1 The Budgeting Process
 - 7.2 Sales Budget
 - 7.3 Production Budgets
 - 7.4 Administrative Expense Budget
 - 7.5 Budgeted Income Statement
8. Financial Budgets
 - 8.1 Cash Budget
 - 8.2 Conflicts and Pitfalls in Budgeting

Literature**Compulsory Reading****Further Reading**

- Atkinson, A. A., Kaplan, R., Matsumura, E. M., & Young, S. M. (2012). *Management accounting: Information for decision-making and strategy execution* (6th ed.). Pearson.
- Drury, C. (2019). *Management accounting for business* (7th ed.). Cengage.

Study Format myStudies

Study Format myStudies	Course Type Theory Course
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Information about the examination	
Examination Admission Requirements	Online Tests: yes
Type of Exam	Exam or Written Assessment: Written Assignment, 90 Minutes

Student Workload					
Self Study 100 h	Contact Hours 0 h	Tutorial/Tutorial Support 25 h	Self Test 25 h	Independent Study 0 h	Hours Total 150 h

Instructional Methods		
Tutorial Support <input checked="" type="checkbox"/> Course Feed <input checked="" type="checkbox"/> Intensive Live Sessions/Learning Sprint <input checked="" type="checkbox"/> Recorded Live Sessions	Learning Material <input checked="" type="checkbox"/> Course Book <input checked="" type="checkbox"/> Video	Exam Preparation <input checked="" type="checkbox"/> Practice Exam <input checked="" type="checkbox"/> Online Tests <input checked="" type="checkbox"/> Guideline

Study Format Distance Learning

Study Format Distance Learning	Course Type Theory Course
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Information about the examination	
Examination Admission Requirements	Online Tests: yes
Type of Exam	Exam or Written Assessment: Written Assignment, 90 Minutes

Student Workload					
Self Study 100 h	Contact Hours 0 h	Tutorial/Tutorial Support 25 h	Self Test 25 h	Independent Study 0 h	Hours Total 150 h

Instructional Methods		
Tutorial Support <input checked="" type="checkbox"/> Course Feed <input checked="" type="checkbox"/> Intensive Live Sessions/Learning Sprint <input checked="" type="checkbox"/> Recorded Live Sessions	Learning Material <input checked="" type="checkbox"/> Course Book <input checked="" type="checkbox"/> Video	Exam Preparation <input checked="" type="checkbox"/> Practice Exam <input checked="" type="checkbox"/> Online Tests <input checked="" type="checkbox"/> Guideline

Market Research

Module Code: BMFO_E

Module Type see curriculum	Admission Requirements none	Study Level BA	CP 5	Student Workload 150 h
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Semester / Term see curriculum	Duration Minimaldauer: 1 Semester	Regularly offered in WiSe/SoSe	Language of Instruction and Examination English
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Module Coordinator

Prof. Dr. Susanne O'Gorman (Market Research)

Contributing Courses to Module

- Market Research (BMFO01_E)

Module Exam Type

Module Exam

Study Format: Distance Learning
Exam, 90 Minutes

Split Exam

Weight of Module

see curriculum

Module Contents

- Marketing Research: Support in Decision Making
- Choice of Research Approach
- Operationalization Process for Measuring and Scaling Of Variables
- Selection of Survey Parts
- Data Analysis, Interpretation and Presentation

Learning Outcomes

Market Research

On successful completion, students will be able to

- know the basic methods of market research.
- understand the basic techniques of research approaches, survey methods and data analysis with emphasis on the interpretation and evaluation of results.
- systematically collect and analyze data to make decisions based on sound criteria.
- evaluate the importance, benefits and limitations of market research data.

Links to other Modules within the Study Program

This module is similar to other modules in the field of Marketing & Sales

Links to other Study Programs of the University

All Bachelor Programs in the Marketing & Communication field

Market Research

Course Code: BMFO01_E

Study Level	Language of Instruction and Examination	Contact Hours	CP	Admission Requirements
BA	English		5	none

Course Description

The goal of market research is to collect information in order to support management decision-making. Market research information can be obtained in many different ways. The Market Research course provides students with a basic knowledge about the approach to market research and the methods used. All steps of the market research process are presented. The data which is generated through research focusses on topics such as determining the market potential, image analyses or customer satisfaction measurement.

Course Outcomes

On successful completion, students will be able to

- know the basic methods of market research.
- understand the basic techniques of research approaches, survey methods and data analysis with emphasis on the interpretation and evaluation of results.
- systematically collect and analyze data to make decisions based on sound criteria.
- evaluate the importance, benefits and limitations of market research data.

Contents

1. Basics of Market Research
 - 1.1 Definition and Relevance to Marketing
 - 1.2 Tasks and the Process of Market Research
 - 1.3 Providers and Users of Market Research Data
2. Choice of Research Approach
 - 2.1 Research Approachs
 - 2.2 Primary versus Secondary Research
 - 2.3 Qualitative versus Quantitative Research
3. Qualitative Market Research
 - 3.1 Traditional Qualitative Research Methods
 - 3.2 Online Qualitative Research Methods
 - 3.3 Analysis of Qualitative Studies

4. Basic Principles of Quantitative Market Research
 - 4.1 Sampling
 - 4.2 From Research Question to Measuring Instrument
 - 4.3 Measurement Levels and Scaling
5. Surveys: A Method of Quantitative Market Research
 - 5.1 Questionnaire design
 - 5.2 Methods for Data Collection in Surveys
 - 5.3 Online Surveys
6. Further Methods of Quantitative Market Research
 - 6.1 Observation
 - 6.2 Panels and Trend Studies
 - 6.3 Experiments and Test Markets
7. Data Collection and Preparing Data for Analysis
 - 7.1 Data Collection
 - 7.2 Coding and Weighting
 - 7.3 Error Control and Missing Data
8. Data Analysis
 - 8.1 Univariate Procedures
 - 8.2 Bivariate Procedures
 - 8.3 Multivariate Procedures
9. Communicating Research Results
 - 9.1 Condensing Data and Interpretation
 - 9.2 Displaying Results
 - 9.3 Presentation of Results

Literature**Compulsory Reading****Further Reading**

- Brown, T., Churchill, G. A., & Iacobucci, D. (2005). *Marketing Research: Methodological Foundations* (9th ed.). Thomson.
- Burns, A., Veeck, A., & Bush, R. (2016). *Marketing Research* (8th ed.). Pearson.
- Churchill, G. A., Brown, T., & Suter, T. A. (2010). *Basic Marketing Research* (7th ed.). Thomson.
- Hague, P., Cupman, J., Harrison, M., & Truman, O. (2013). *Market Research in Practice: An Introduction to Gaining Greater Market Insight* (3rd ed.). Kogan Page.

Study Format Distance Learning

Study Format Distance Learning	Course Type Theory Course
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Information about the examination	
Examination Admission Requirements	Online Tests: yes
Type of Exam	Exam, 90 Minutes

Student Workload					
Self Study 90 h	Contact Hours 0 h	Tutorial/Tutorial Support 30 h	Self Test 30 h	Independent Study 0 h	Hours Total 150 h

Instructional Methods		
Tutorial Support <input checked="" type="checkbox"/> Course Feed <input checked="" type="checkbox"/> Intensive Live Sessions/Learning Sprint <input checked="" type="checkbox"/> Recorded Live Sessions	Learning Material <input checked="" type="checkbox"/> Course Book <input checked="" type="checkbox"/> Video	Exam Preparation <input checked="" type="checkbox"/> Practice Exam <input checked="" type="checkbox"/> Review Book <input checked="" type="checkbox"/> Online Tests

Project: Digital Business Models

Module Code: DLBWPPDBM_E

Module Type see curriculum	Admission Requirements none	Study Level BA	CP 5	Student Workload 150 h
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Semester / Term see curriculum	Duration Minimum 1 semester	Regularly offered in WiSe/SoSe	Language of Instruction and Examination English
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Module Coordinator

Prof. Dr. Tamara Wehrstein (Project: Digital Business Models)

Contributing Courses to Module

- Project: Digital Business Models (DLBWPPDBM01_E)

Module Exam Type

Module Exam

Study Format: [Distance Learning](#)
Written Assessment: Project Report

Split Exam

Weight of Module

see curriculum

Module Contents

Digital business models are part of the value creation of today's digital transformation. In this module, the fundamentals of digital business models are researched and defined. On the basis of this foundation, a digital business model is independently developed and documented.

Learning Outcomes**Project: Digital Business Models**

On successful completion, students will be able to

- identify fundamentals, solution approaches, challenges and forms of digital business models.
- describe digital business models using case studies.
- apply the acquired knowledge by means of (digital) market research methods and independently create and document digital business models.
- analyze digital business models and discuss challenges in practice.

Links to other Modules within the Study Program

This module is similar to other modules in the field of Business Administration & Management

Links to other Study Programs of the University

All Bachelor Programs in the Business field

Project: Digital Business Models

Course Code: DLBWPPDBM01_E

Study Level	Language of Instruction and Examination	Contact Hours	CP	Admission Requirements
BA	English		5	none

Course Description

Digital technologies have radically changed markets, the business world and society. The development of digital business models is an important task to be able to secure the future of a company. In this course, the essential basics of digital business models are researched and defined. Based on a (digital) market research method, a digital business model will be developed and challenges in practice will be discussed. The results are then documented by the students.

Course Outcomes

On successful completion, students will be able to

- identify fundamentals, solution approaches, challenges and forms of digital business models.
- describe digital business models using case studies.
- apply the acquired knowledge by means of (digital) market research methods and independently create and document digital business models.
- analyze digital business models and discuss challenges in practice.

Contents

- In order to develop a digital business model, the project report includes a literature review to define the essential principles and characteristics of a digital business model. Case studies are used to describe forms of digital business models. By means of (digital) market research methods, a practical question/problem is derived, which forms the starting point for the creation of a digital business model. Using suitable methods and tools for the creation of a digital business model, students independently create a business model. Subsequently, the challenges of the business model will be discussed. The application reference (e.g. web store) and/or industry (e.g. retail or health sector) is established in coordination with the course instructor.

Literature**Compulsory Reading****Further Reading**

- Osterwalder, A., Pigneur, Y., & Clark, T. (2013). *Business model generation: A handbook for visionaries, game changers, and challengers*. Hoboken, NJ: Wiley.
- Rogers, D. L. (2016). *The digital transformation playbook: Rethink your business for the digital age*. New York, NY: Columbia Business School Publishing.
- Wirtz, B. W. (2019). *Digital business models: Concepts, models, and the Alphabet case study*. Springer International Publishing.
- Weill, P., & Woerner, S. (2018). What's your digital business model?: Six questions to help you build the next-generation enterprise. *Harvard Business Review*.

Study Format Distance Learning

Study Format Distance Learning	Course Type Project
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Information about the examination	
Examination Admission Requirements	Online Tests: no
Type of Exam	Written Assessment: Project Report

Student Workload					
Self Study 120 h	Contact Hours 0 h	Tutorial/Tutorial Support 30 h	Self Test 0 h	Independent Study 0 h	Hours Total 150 h

Instructional Methods	
Tutorial Support <input checked="" type="checkbox"/> Course Feed <input checked="" type="checkbox"/> Intensive Live Sessions/Learning Sprint <input checked="" type="checkbox"/> Recorded Live Sessions	Exam Preparation <input checked="" type="checkbox"/> Guideline

4. Semester

Statistics

Module Code: BSTA-01_E

Module Type see curriculum	Admission Requirements none	Study Level BA	CP 5	Student Workload 150 h
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Semester / Term see curriculum	Duration Minimum 1 semester	Regularly offered in WiSe/SoSe	Language of Instruction and Examination English
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Module Coordinator

Prof. Dr. Heike Bornewasser-Hermes (Statistics)

Contributing Courses to Module

- Statistics (BSTA01-01_E)

Module Exam Type

Module Exam

Study Format: myStudies
Exam, 90 Minutes

Study Format: Distance Learning
Exam, 90 Minutes

Split Exam

Weight of Module

see curriculum

Module Contents

- Evaluation Methods of One-Dimensional Data
- Evaluation Methods of Two-Dimensional Data
- Fundamentals of Probability Theory
- Special Probability Distributions
- Samples
- Statistical Estimation Procedures
- Hypothesis Testing
- Linear Regression

Learning Outcomes**Statistics**

On successful completion, students will be able to

- prepare and present data in tabular and graphical format
- analyze and interpret data and their measures of location and dispersion.
- identify how two variables are related to one another and analyze their relationship.
- describe real conditions in probabilistic terms and evaluate them quantitatively.
- name the most important probability distributions and apply them to real-world problems.
- utilize numerical material from a sample as a basis for drawing conclusions about phenomena in the population.
- perform statistical test procedures and evaluate the results.
- perform regressions and interpret the results.
- critically appraise prepared statistics or statistical analyses

Links to other Modules within the Study Program

This module is similar to other modules in the field of Methods

Links to other Study Programs of the University

All Bachelor Programs in the Business field

Statistics

Course Code: BSTA01-01_E

Study Level	Language of Instruction and Examination	Contact Hours	CP	Admission Requirements
BA	English		5	none

Course Description

The term "statistics" usually describes two phenomena: (i) the tabular and/or graphical processing of data and (ii) statistical methods used to collect, process and draw conclusions from data. From this it immediately follows that confrontation with statistics is ubiquitous - whether in studies, where statistical methods are applied in related courses, in bachelor theses, or in everyday professional life, where managers are confronted daily with statistical analyses that they are required to understand and interpret. The aim of the course is therefore to teach the most essential elements of statistical procedures. Methodologically, the course is comprised of two steps. Firstly, theoretical basics of individual statistical methods are presented and these are deepened by means of smaller examples and (interactive) illustrations. Secondly, the methods learned are studied on the basis of application cases. In terms of content, the course is divided into three parts. Descriptive statistics deals with different forms of data representation. Probability calculation serves above all as the basis for inferential statistics, in which the attempt is made to draw conclusions about the population from a sample.

Course Outcomes

On successful completion, students will be able to

- prepare and present data in tabular and graphical format
- analyze and interpret data and their measures of location and dispersion.
- identify how two variables are related to one another and analyze their relationship.
- describe real conditions in probabilistic terms and evaluate them quantitatively.
- name the most important probability distributions and apply them to real-world problems.
- utilize numerical material from a sample as a basis for drawing conclusions about phenomena in the population.
- perform statistical test procedures and evaluate the results.
- perform regressions and interpret the results.
- critically appraise prepared statistics or statistical analyses

Contents

1. Introduction
 - 1.1 Subject of Statistics
 - 1.2 Basic Concepts of statistics
 - 1.3 Procedure of Statistical Investigations

2. Evaluation Methods of One-Dimensional Data
 - 2.1 Frequency Distributions
 - 2.2 Measures of Central Tendency
 - 2.3 Measures of Dispersion
3. Evaluation Methods of Two-Dimensional Data
 - 3.1 Scatter Diagram and Contingency Table
 - 3.2 Correlation Measures
4. Fundamentals of Probability Theory
 - 4.1 Random Experiments and Events
 - 4.2 Probability of Events
 - 4.3 Random Variables and Their Distribution
5. Special Probability Distributions
 - 5.1 Normal Distribution
 - 5.2 T-Distribution
6. Samples
 - 6.1 Sampling
 - 6.2 Sampling Functions
 - 6.3 Sampling Distributions
7. Statistical Estimation Procedures
 - 7.1 Point Estimate
 - 7.2 Interval Estimation
8. Hypothesis Testing
 - 8.1 Methodology
 - 8.2 Expected Value Test with Known Standard Deviation (Z-Test)
 - 8.3 Expected Value Test with Unknown Standard Deviation (T-Test)
9. Linear Regression
 - 9.1 Regression Line
 - 9.2 Quality Assessment
 - 9.3 Applications

Literature**Compulsory Reading****Further Reading**

- Carlson, Kieth A., Winquist, Jennifer R. (2021): An Introduction to Statistics: An Active Learning Approach, 3rd Edition, SAGE Publications.
- Frost, Jim (2020): Introduction to Statistics: An Intuitive Guide for Analyzing Data and Unlocking Discoveries, 1st Edition, Statistics by Jim Publishing.
- Frost, Jim (2020) Hypothesis Testing: An Intuitive Guide for Making Data Driven Decisions, 1st Edition, Statistics by Jim Publishing.
- Heumann, C.; Schomaker, M. (2018): Introduction to Statistics an Data Analysis: With Exercises, Solutions an Applications in R, 2nd Edition, Springer.
- James, Gareth; Witten, Daniela; Hastie, Trevor; Tibshirani, Robert (2021): An Introduction to Statistical Learning: with Applications in R, 2nd Edition, Spinner.
- Pishro-Nik, Hossein (2014): Introduction to Probability, Statistics and Random Process, 1st Edition Kappa Research.
- Reid, Howard M. (2014): Introduction to Statistics: fundamental concepts and procedures of data analysis, 1st Edition, SAGE Publications.

Study Format myStudies

Study Format myStudies	Course Type Theory Course
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Information about the examination	
Examination Admission Requirements	Online Tests: yes
Type of Exam	Exam, 90 Minutes

Student Workload					
Self Study 90 h	Contact Hours 0 h	Tutorial/Tutorial Support 30 h	Self Test 30 h	Independent Study 0 h	Hours Total 150 h

Instructional Methods		
Tutorial Support <input checked="" type="checkbox"/> Course Feed <input checked="" type="checkbox"/> Intensive Live Sessions/Learning Sprint <input checked="" type="checkbox"/> Recorded Live Sessions	Learning Material <input checked="" type="checkbox"/> Course Book <input checked="" type="checkbox"/> Video	Exam Preparation <input checked="" type="checkbox"/> Practice Exam <input checked="" type="checkbox"/> Review Book <input checked="" type="checkbox"/> Online Tests

Study Format Distance Learning

Study Format Distance Learning	Course Type Theory Course
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Information about the examination	
Examination Admission Requirements	Online Tests: yes
Type of Exam	Exam, 90 Minutes

Student Workload					
Self Study 90 h	Contact Hours 0 h	Tutorial/Tutorial Support 30 h	Self Test 30 h	Independent Study 0 h	Hours Total 150 h

Instructional Methods		
Tutorial Support <input checked="" type="checkbox"/> Course Feed <input checked="" type="checkbox"/> Intensive Live Sessions/Learning Sprint <input checked="" type="checkbox"/> Recorded Live Sessions	Learning Material <input checked="" type="checkbox"/> Course Book <input checked="" type="checkbox"/> Video	Exam Preparation <input checked="" type="checkbox"/> Practice Exam <input checked="" type="checkbox"/> Review Book <input checked="" type="checkbox"/> Online Tests

International Marketing

Module Code: DLBDSEIMB1

Module Type see curriculum	Admission Requirements none	Study Level BA	CP 5	Student Workload 150 h
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Semester / Term see curriculum	Duration Minimaldauer: 1 Semester	Regularly offered in WiSe/SoSe	Language of Instruction and Examination English
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Module Coordinator

Caterina Fox (International Marketing)

Contributing Courses to Module

- International Marketing (DLBDSEIMB01)

Module Exam Type

Module Exam

Study Format: myStudies

Exam, 90 Minutes

Study Format: Distance Learning

Exam, 90 Minutes

Split Exam

Weight of Module

see curriculum

Module Contents

- International marketing strategy
- Cultural differences and their significance for marketing
- International marketing mix (product, price, promotion, and distribution decisions in an international environment)
- International market research and consumer behavior
- Ethical aspects in international marketing
- International marketing controlling and six sigma

Learning Outcomes**International Marketing**

On successful completion, students will be able to

- understand basic aspects of international strategic marketing.
- analyze cultural differences and their impact on international marketing.
- apply selected concepts of the international marketing mix.
- describe the possibilities of international market research and its influence on consumer behavior.
- recognize the necessity of international brand controlling and quality management.
- reproduce theoretical knowledge using case studies.

Links to other Modules within the Study Program

This module is similar to other modules in the field of Marketing & Sales

Links to other Study Programs of the University

All Bachelor Programs in the Marketing & Communication field

International Marketing

Course Code: DLBDSEIMB01

Study Level	Language of Instruction and Examination	Contact Hours	CP	Admission Requirements
BA	English		5	none

Course Description

Students are taught the necessity for strategic marketing in an international context. They will learn about essential cultural differences and their influences on international marketing management. The basic decisions, standardizations, and adaptations in international marketing are experienced by the students on the basis of different concepts in the international marketing mix. The necessity of international market research, strategic planning, and control are taught to the students, along with the ethical aspects in international marketing. The students analyze current topics in international marketing management and reflect on them in connection with the concepts they have learned in this course.

Course Outcomes

On successful completion, students will be able to

- understand basic aspects of international strategic marketing.
- analyze cultural differences and their impact on international marketing.
- apply selected concepts of the international marketing mix.
- describe the possibilities of international market research and its influence on consumer behavior.
- recognize the necessity of international brand controlling and quality management.
- reproduce theoretical knowledge using case studies.

Contents

1. Strategic International Marketing
 - 1.1 Internationalization
 - 1.2 Theoretical Foundations of International Market Entry Strategies
 - 1.3 Forms of International Market Entry
2. Cultural Differences as an Aspect of International Marketing
 - 2.1 Overview of Culture
 - 2.2 Cultural Model Based on Hofstede
 - 2.3 Cultural Model Based on Trompenaars
3. Case Studies in International Market Entry and Marketing Strategies
 - 3.1 Case Study: Nivea in South Korea

- 3.2 Case Study: Bosch and Siemens Hausgeräte GmbH in China
- 3.3 Case Study: Siemens Mobile in China
- 3.4 Case Study: Siemens in China
4. International Product Management and Product Development
 - 4.1 Goals of International Product Management
 - 4.2 Framework Conditions for International Product Management
 - 4.3 International Product Decisions
 - 4.4 International Product Development
5. Exchange Rate Fluctuations and International Price Calculation
 - 5.1 Tasks and Objectives of International Price Management
 - 5.2 Factors Influencing International Price Management
 - 5.3 Instruments of International Price Management
6. International Communication and International Sales Policy
 - 6.1 International Communication Management
 - 6.2 International Sales Management
7. International Marketing and Ethics
 - 7.1 Overview of International Marketing and Ethics
 - 7.2 Business Ethics in International Companies
 - 7.3 Case Study: Nestlé
8. Applied Market Research and Its Influence on Consumer Behavior
 - 8.1 Scope of International Market Research
 - 8.2 Requirements for International Market Research Information
 - 8.3 International Secondary Research
 - 8.4 International Primary Research
9. Monitoring and Control in International Marketing
 - 9.1 Controlling in International Management
10. Six Sigma, Brand Management, and Rebranding
 - 10.1 Six Sigma: Basics, Definitions, and Processes
 - 10.2 Brand Management
 - 10.3 Rebranding

Literature**Compulsory Reading****Further Reading**

- Armstrong, G., Kotler, P., & Opresnik, M. O. (2019). *Marketing: An introduction* (14th ed.). Pearson.
- Hofstede, G., Hofstede, G. J., & Minkov, M. (2010). *Cultures and organizations—Software of the mind: Intercultural cooperation and its importance for survival*. McGraw-Hill.
- Hollensen, S. (2020). *Global marketing* (8th ed.). Pearson.

Study Format myStudies

Study Format myStudies	Course Type Theory Course
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Information about the examination	
Examination Admission Requirements	Online Tests: yes
Type of Exam	Exam, 90 Minutes

Student Workload					
Self Study 90 h	Contact Hours 0 h	Tutorial/Tutorial Support 30 h	Self Test 30 h	Independent Study 0 h	Hours Total 150 h

Instructional Methods		
Tutorial Support <input checked="" type="checkbox"/> Course Feed <input checked="" type="checkbox"/> Intensive Live Sessions/Learning Sprint <input checked="" type="checkbox"/> Recorded Live Sessions	Learning Material <input checked="" type="checkbox"/> Course Book <input checked="" type="checkbox"/> Video	Exam Preparation <input checked="" type="checkbox"/> Practice Exam <input checked="" type="checkbox"/> Online Tests

Study Format Distance Learning

Study Format Distance Learning	Course Type Theory Course
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Information about the examination	
Examination Admission Requirements	Online Tests: yes
Type of Exam	Exam, 90 Minutes

Student Workload					
Self Study 90 h	Contact Hours 0 h	Tutorial/Tutorial Support 30 h	Self Test 30 h	Independent Study 0 h	Hours Total 150 h

Instructional Methods		
Tutorial Support <input checked="" type="checkbox"/> Course Feed <input checked="" type="checkbox"/> Intensive Live Sessions/Learning Sprint <input checked="" type="checkbox"/> Recorded Live Sessions	Learning Material <input checked="" type="checkbox"/> Course Book <input checked="" type="checkbox"/> Video	Exam Preparation <input checked="" type="checkbox"/> Practice Exam <input checked="" type="checkbox"/> Online Tests

Marketing Seminar

Module Code: DLBMMS_E

Module Type see curriculum	Admission Requirements none	Study Level BA	CP 5	Student Workload 150 h
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Semester / Term see curriculum	Duration Minimaldauer: 1 Semester	Regularly offered in WiSe/SoSe	Language of Instruction and Examination English
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Module Coordinator

N.N. (Marketing Seminar)

Contributing Courses to Module

- Marketing Seminar (DLBMMS01_E)

Module Exam Type

Module Exam

Study Format: Distance Learning
Written Assessment: Written Assignment &
Online Presentation

Split Exam

Weight of Module

see curriculum

Module Contents

The module deals with selected topics in the field of marketing. Students analyze general and current problems in the field of marketing and apply the acquired knowledge. Contents of the module include topics of the classic marketing mix, operational and strategic problems, customer-specific issues, processes in the field of marketing, current issues, international affairs, etc.

Learning Outcomes**Marketing Seminar**

On successful completion, students will be able to

- know about important current issues of marketing.
- independently analyze a current topic from the field of marketing using current and relevant literature (monographs and trade journals) and develop solutions.
- prepare for the final bachelor thesis and master the basics of academic writing.

Links to other Modules within the Study Program

This module is similar to other modules in the field of Marketing & Sales

Links to other Study Programs of the University

All Bachelor Programs in the Marketing & Communication field

Marketing Seminar

Course Code: DLBMMS01_E

Study Level	Language of Instruction and Examination	Contact Hours	CP	Admission Requirements
BA	English		5	none

Course Description

The module "Marketing Seminar" deals with selected topics of marketing. In the seminar, students will learn how to write a seminar paper. The topics of secondary research, literature review, methodology and analysis are focus areas. Students will choose a topic from the provided list and develop a 7-10 page seminar paper (following the guidelines for seminar papers). Introductory literature references are provided as a starting point.

Course Outcomes

On successful completion, students will be able to

- know about important current issues of marketing.
- independently analyze a current topic from the field of marketing using current and relevant literature (monographs and trade journals) and develop solutions.
- prepare for the final bachelor thesis and master the basics of academic writing.

Contents

1. Market Segmentation
2. The Use of Social Software in Marketing
3. Social Media Marketing
4. Customer Relationship Management (CRM)
5. Branding
6. Complaint Management
7. International Marketing Strategies
8. Marketing Management
9. International Market Development Strategies

Literature**Compulsory Reading****Further Reading**

- Kotler, P., Opresnik, M. O., & Armstrong, G. (2021). Principles of Marketing [Electronic Resource] (18e, Global Edition ed.). Pearson.
- Publication Manual of the American Psychological Association: 7th Edition.
- Paul Oliver. (2012). Succeeding with Your Literature Review: A Handbook for Students. Open University Press.

Study Format Distance Learning

Study Format Distance Learning	Course Type Seminar
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Information about the examination	
Examination Admission Requirements	Online Tests: no
Type of Exam	Written Assessment: Written Assignment & Online Presentation

Student Workload					
Self Study 120 h	Contact Hours 0 h	Tutorial/Tutorial Support 30 h	Self Test 0 h	Independent Study 0 h	Hours Total 150 h

Instructional Methods	
Tutorial Support <input checked="" type="checkbox"/> Course Feed <input checked="" type="checkbox"/> Intensive Live Sessions/Learning Sprint <input checked="" type="checkbox"/> Recorded Live Sessions	Exam Preparation <input checked="" type="checkbox"/> Guideline

Sales and Distribution

Module Code: DLBMASD_E

Module Type see curriculum	Admission Requirements none	Study Level BA	CP 5	Student Workload 150 h
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Semester / Term see curriculum	Duration Minimaldauer: 1 Semester	Regularly offered in WiSe/SoSe	Language of Instruction and Examination English
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Module Coordinator

(Sales and Distribution)

Contributing Courses to Module

- Sales and Distribution (DLBMASD01_E)

Module Exam Type

Module Exam

Study Format: Distance Learning
Exam, 90 Minutes

Split Exam

Weight of Module

see curriculum

Module Contents

- Basics of a "customer-driven organization"
- Structure of the distribution organization
- Omni-, cross- and multi-channel
- Distribution design, planning, management, and control
- Competence, selection, and incentive systems in Sales Force Management

Learning Outcomes**Sales and Distribution**

On successful completion, students will be able to

- understand the tasks of marketing in a "customer-driven organization".
- analyze the structure of the distribution network in a company.
- support and contribute towards sales and key account management.
- participate in planning, managing and controlling the distribution network.
- understand the challenges of omni-, cross and multi-channel.
- understand the selection and incentive systems of sales staff and dealers.

Links to other Modules within the Study Program

This module is similar to other modules in the field of Marketing & Sales

Links to other Study Programs of the University

All Bachelor Programs in the Marketing & Communication field

Sales and Distribution

Course Code: DLBMASD01_E

Study Level	Language of Instruction and Examination	Contact Hours	CP	Admission Requirements
BA	English		5	none

Course Description

To establish a successful distribution system, it requires the interaction of marketing and sales. With a customer-centric approach, "customer-driven organizations" win the customers among the competition. The task is to design and manage the distribution network with a focus on the customer. It is important to be able to analyze an organization's distribution network and understand the advantages and disadvantages of different approach. Companies must adapt their strategies and processes internally and externally when designing and structuring their sales channels. Especially omni-, cross- and multi-channel systems must be designed in such a way, that the interplay of sales channels works as smoothly and conflict-free as possible. It is important not only to know the potential power of each distribution model, but also to be aware of the challenges associated with working with partners within each distribution channel. As a result, the requirements for employees also increase simultaneously. In the area of distribution, it is important to hire high-quality experts and collaborate with partners, knowing how to motivate and trigger them. Distribution systems, especially when they are multi-dimensional, must be managed accordingly. For this, it is important to continuously collect and analyze data, ranging from the identification of potential for the business of each individual system to efficient complaint management.

Course Outcomes

On successful completion, students will be able to

- understand the tasks of marketing in a "customer-driven organization".
- analyze the structure of the distribution network in a company.
- support and contribute towards sales and key account management.
- participate in planning, managing and controlling the distribution network.
- understand the challenges of omni-, cross and multi-channel.
- understand the selection and incentive systems of sales staff and dealers.

Contents

1. Fundamentals of a "customer-driven organization"
 - 1.1 Introduction and elements of the sales policy
 - 1.2 Customer centricity
 - 1.3 Actual trends and challenges in sales management
2. Structure of the distribution organization

- 2.1 One-dimensional distribution organization per region, product, and type of customer
- 2.2 Multi-dimensional distribution organization
- 2.3 Central or decentralized sales organization
- 2.4 Push versus pull approach
- 2.5 Building a distribution organization through value creation for each segment of the target group
3. Omni-, cross and multi-channel
 - 3.1 Definition and terminology
 - 3.2 Determination of channels and processes
 - 3.3 Control and evaluation of the sales channels
 - 3.4 Success factors and potential for conflicts
4. Distribution design
 - 4.1 Design of the structure of the sales channels
 - 4.2 Partners: Sales intermediaries and sales support
 - 4.3 Actual trends
5. Sales Force Management
 - 5.1 Competency and qualification profiles for hiring high-quality sales staff, selection of sales personnel/distributors
 - 5.2 Deployment planning
 - 5.3 Compensation and incentive systems
 - 5.4 Performance evaluation and control
6. Controlling of the distribution system
 - 6.1 Content and tasks of sales controlling
 - 6.2 Strategic sales controlling
 - 6.3 Operational sales controlling

Literature**Compulsory Reading****Further Reading**

- Jobber, D., Lancaster, G. & Le Meunier-FitzHugh, K. (2019). *Selling and Sales Management*. Eleventh Edition. Pearson.
- Smith, P. (2022). *Sell with a Story Now to Capture Attention, Build Trust and Close the sale*. AMACOM American Management Association.
- Weinberg, M. (2019). *Sales Management Simplified*. AMACOM American Management Association.

Study Format Distance Learning

Study Format Distance Learning	Course Type Theory Course
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Information about the examination	
Examination Admission Requirements	Online Tests: yes
Type of Exam	Exam, 90 Minutes

Student Workload					
Self Study 90 h	Contact Hours 0 h	Tutorial/Tutorial Support 30 h	Self Test 30 h	Independent Study 0 h	Hours Total 150 h

Instructional Methods		
Tutorial Support <input checked="" type="checkbox"/> Course Feed <input checked="" type="checkbox"/> Intensive Live Sessions/Learning Sprint <input checked="" type="checkbox"/> Recorded Live Sessions	Learning Material <input checked="" type="checkbox"/> Course Book <input checked="" type="checkbox"/> Video	Exam Preparation <input checked="" type="checkbox"/> Practice Exam <input checked="" type="checkbox"/> Review Book <input checked="" type="checkbox"/> Online Tests

Project: Brand Management

Module Code: DLBKWPBM_E

Module Type see curriculum	Admission Requirements none	Study Level BA	CP 5	Student Workload 150 h
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Semester / Term see curriculum	Duration Minimaldauer: 1 Semester	Regularly offered in WiSe/SoSe	Language of Instruction and Examination English
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Module Coordinator

(Project: Brand Management)

Contributing Courses to Module

- Project: Brand Management (DLBKWPBM01_E)

Module Exam Type

Module Exam

Study Format: [Distance Learning](#)
Written Assessment: Project Report

Split Exam

Weight of Module

see curriculum

Module Contents

This course focuses on modern brand management against the backdrop of digital transformation, globalized markets, and increased global interconnectedness. Students will study the brand management of a particular company or organization. They will conduct an independent literature review to understand the challenges of brand management, its tools and methods, as well as best practice examples. Based on this, they will develop brand management tactics for their selected context. They will consider relevant stakeholders and strive to enhance the equity of their selected brand.

Learning Outcomes**Project: Brand Management**

On successful completion, students will be able to

- explain what a brand is, what it accomplishes, what benefits it provides to a company and its stakeholders, and what makes a brand valuable.
- demonstrate examples of successful brand management using best practice cases, as well as explaining the key components of brand management in the context of corporate communication.
- identify relevant stakeholders of a company and describe their expectations or needs.
- select, plan, and implement an appropriate and economically viable strategy.
- select and involve suitable internal and external partners for an initiative.
- use suitable criteria or indicators to measure the success of an implemented measure and critically reflect on it.

Links to other Modules within the Study Program

This module is similar to other modules in the field of Public Relations Management

Links to other Study Programs of the University

All Bachelor Programs in the Marketing & Communication field

Project: Brand Management

Course Code: DLBKWPBM01_E

Study Level	Language of Instruction and Examination	Contact Hours	CP	Admission Requirements
BA	English		5	none

Course Description

Due to the internationalization of markets, digital transformation, and global interconnectedness of people and markets via the internet, the conditions and outcomes of entrepreneurial behavior have changed significantly. Competition is tough, markets are complex, and the speed of technological and societal developments pose a particular challenge to companies. As a result, the importance of brands and professional brand management has grown over the past two decades. Brands reduce complexity, provide people with orientation, and help consumers identify with a product or service offering. Therefore, they contribute to a company's value creation. This course focuses on brand management. The students will consider a practical brand management problem based on a case study. They will conduct an independent literature review to study the challenges of brand leadership, relevant brand management tools and methods, as well as consider best practice examples. Based on this, they will design their own brand management tactic. This involves the planning, documenting, and implementing of measures through all the phases from idea to completion. They will also assess the expected effectiveness and outcomes for the selected practical example.

Course Outcomes

On successful completion, students will be able to

- explain what a brand is, what it accomplishes, what benefits it provides to a company and its stakeholders, and what makes a brand valuable.
- demonstrate examples of successful brand management using best practice cases, as well as explaining the key components of brand management in the context of corporate communication.
- identify relevant stakeholders of a company and describe their expectations or needs.
- select, plan, and implement an appropriate and economically viable strategy.
- select and involve suitable internal and external partners for an initiative.
- use suitable criteria or indicators to measure the success of an implemented measure and critically reflect on it.

Contents

- This course focuses on modern brand management in the context of digital transformation, globalized markets, and increased interconnectedness of the business world. Students will consider practical brand management issues based on a case study. They will conduct an independent review of the relevant literature to understand key branding terms, such as

brand identity, brand positioning, or brand personality. They will also research instruments and methods to implement brand management strategies, particularly online. Finally, they will consider best practice examples and success stories of brand management. Based on this, students will develop a brand management tactic for a selected case study, focusing on relevant stakeholders (e.g., employees, customers, etc.), and aiming to increase the equity of the selected brand. To this end, students will first conduct a situation analysis of the selected case. They will set specific objectives for their measure (e.g., image, communication, sales etc.) in accordance with the overall business objectives. They also define KPIs for brand controlling, i.e., evaluating the extent to which their tactic contributed to corporate success. Students will need to identify suitable resources to support brand management (e.g., software, tools, technologies etc.) and check their availability.

Literature

Compulsory Reading

Further Reading

- Burmann, C., Riley, N.-M., Halaszovich, T. F., & Schade, M. (2017). Identity-based brand management: Fundamentals - strategy - implementation - controlling. Springer Gabler.
- Kapferer, J. N. (2012). The new strategic brand management: Advanced insights and strategic thinking (5th ed.). KoganPage.
- Keller, K. L., & Swaminathan, V. (2020). Strategic brand management: Building, measuring, and managing brand equity (5th edition, global edition). Pearson.

Study Format Distance Learning

Study Format Distance Learning	Course Type Project
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Information about the examination	
Examination Admission Requirements	Online Tests: no
Type of Exam	Written Assessment: Project Report

Student Workload					
Self Study 120 h	Contact Hours 0 h	Tutorial/Tutorial Support 30 h	Self Test 0 h	Independent Study 0 h	Hours Total 150 h

Instructional Methods	
Tutorial Support <input checked="" type="checkbox"/> Course Feed <input checked="" type="checkbox"/> Intensive Live Sessions/Learning Sprint <input checked="" type="checkbox"/> Recorded Live Sessions	Exam Preparation <input checked="" type="checkbox"/> Guideline

5. Semester

Project: Marketing Analytics

Module Code: DLBDBPMA_E

Module Type see curriculum	Admission Requirements none	Study Level BA	CP 5	Student Workload 150 h
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Semester / Term see curriculum	Duration Minimaldauer: 1 Semester	Regularly offered in WiSe/SoSe	Language of Instruction and Examination English
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Module Coordinator

(Project: Marketing Analytics)

Contributing Courses to Module

- Project: Marketing Analytics (DLBDBPMA01_E)

Module Exam Type

Module Exam

Study Format: Distance Learning
Written Assessment: Project Report

Split Exam

Weight of Module

see curriculum

Module Contents

In this course, students are given the opportunity to gain practical experience with concepts and methods for analyzing and evaluating marketing activities, particularly online marketing. The main focus is on the use of established marketing analytics tools in a sample project.

Learning Outcomes**Project: Marketing Analytics**

On successful completion, students will be able to

- name concepts and methods for analyzing and evaluating marketing activities.
- apply tools for analyzing marketing activities, especially online marketing.
- gain information about the customer in order to better understand their behavior.
- understand visitor behavior on websites.
- measure the efficiency and effectiveness of online advertisements using tools.

Links to other Modules within the Study Program

This module is similar to other modules in the field of Marketing & Sales

Links to other Study Programs of the University

All Bachelor Programs in the Marketing & Communication field

Project: Marketing Analytics

Course Code: DLBDBPMA01_E

Study Level	Language of Instruction and Examination	Contact Hours	CP	Admission Requirements
BA	English		5	none

Course Description

In this course, the students will receive a practical introduction to the analysis of marketing channels. In order to not only understand these activities but also gain initial personal experience, selected tools for analysis will be introduced and applied by the students in a sample project.

Course Outcomes

On successful completion, students will be able to

- name concepts and methods for analyzing and evaluating marketing activities.
- apply tools for analyzing marketing activities, especially online marketing.
- gain information about the customer in order to better understand their behavior.
- understand visitor behavior on websites.
- measure the efficiency and effectiveness of online advertisements using tools.

Contents

Literature

Compulsory Reading

Further Reading

- Bouvier, G., & Rasmussen, J. (2022). Qualitative research using social media. Routledge.
- Kohli, A., & Gupta, N. (2021). Big data analytics: An overview. In 2021 9th International Conference on Reliability, Infocom Technologies and Optimization (Trends and Future Directions) (ICRITO) (pp. 1-5). Noida.
- McGee, A. (2023). Google Analytics 4: What you need to know. *Shooting Industry*, 68(7), 40-41.
- Nuttavuthisit, K. (2019). Qualitative consumer and marketing research. The Asian perspectives and practices. Springer.
- Vomberg, A., & Klarmann, M. (2022). Crafting survey research: A systematic process for conducting survey research. In C. Homburg, A. Vomberg, & M. Klarmann (Eds.), *Handbook of market research* (pp. 67-119). Springer.

Study Format Distance Learning

Study Format Distance Learning	Course Type Project
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Information about the examination	
Examination Admission Requirements	Online Tests: no
Type of Exam	Written Assessment: Project Report

Student Workload					
Self Study 120 h	Contact Hours 0 h	Tutorial/Tutorial Support 30 h	Self Test 0 h	Independent Study 0 h	Hours Total 150 h

Instructional Methods	
Tutorial Support <input checked="" type="checkbox"/> Course Feed <input checked="" type="checkbox"/> Intensive Live Sessions/Learning Sprint <input checked="" type="checkbox"/> Recorded Live Sessions	Exam Preparation <input checked="" type="checkbox"/> Guideline

Search Engine Optimization - SEO

Module Code: DLBECSE01_E

Module Type see curriculum	Admission Requirements none	Study Level BA	CP 5	Student Workload 150 h
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Semester / Term see curriculum	Duration Minimaldauer: 1 Semester	Regularly offered in WiSe/SoSe	Language of Instruction and Examination English
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Module Coordinator

Prof. Dr. Jonas Polfuß (Search Engine Optimization - SEO)

Contributing Courses to Module

- Search Engine Optimization - SEO (DLBECSE01_E)

Module Exam Type

Module Exam

Study Format: Distance Learning
Written Assessment: Case Study

Split Exam

Weight of Module

see curriculum

Module Contents

- Instruments and Measures of Onpage Optimization
- Instruments and measures of Offpage Optimization
- Monitoring and Controlling

Learning Outcomes**Search Engine Optimization - SEO**

On successful completion, students will be able to

- recognize the relevance of search engine optimization for a wide variety of business models.
- identify starting points for a convincing search engine optimization.
- optimize one's web presence for search engines by applying appropriate on-page and off-page optimization measures.
- identify "unauthorized" search engine optimization measures.

Links to other Modules within the Study Program

This module is similar to other modules in the field of Online & Social Media Marketing

Links to other Study Programs of the University

All Bachelor Programs in the Marketing & Communication field

Search Engine Optimization - SEO

Course Code: DLBECSE001_E

Study Level	Language of Instruction and Examination	Contact Hours	CP	Admission Requirements
BA	English		5	none

Course Description

The term "search engine optimization", or SEO for short, refers to all activities that lead to the company's own online offerings (i.e. the content of a website that is placed online) achieving a better ranking in the organic or editorial hit lists of the search engines. This is achieved through so-called on-page and off-page optimization and constant monitoring. On-page optimization includes all measures taken on the company's own website, such as technical, content-related and structural measures. Off-page optimization includes measures taken outside the company's own web presence. The course provides the necessary basic knowledge of how the site to be managed can be optimized in terms of On- and Off-page monitoring using appropriate software. The aim of the course is to enable students to better position websites in search engines - especially Google.

Course Outcomes

On successful completion, students will be able to

- recognize the relevance of search engine optimization for a wide variety of business models.
- identify starting points for a convincing search engine optimization.
- optimize one's web presence for search engines by applying appropriate on-page and off-page optimization measures.
- identify "unauthorized" search engine optimization measures.

Contents

1. Basics of Search Engine Optimization
 - 1.1 Definition of Terms & Subject of Search Engine Marketing
 - 1.2 Search Engine Marketing in Transition
 - 1.3 SEO Tools and SEO Software
2. Keyword Research
 - 2.1 Basics
 - 2.2 Keyword Strategy: Short Tail and Long Tail
 - 2.3 Steps of a Keyword Research
 - 2.4 Keyword Databases
 - 2.5 Keywords: Types and Properties, Mapping
 - 2.6 Keyword Potential Analysis

3. On-Site Search Engine Optimization
 - 3.1 Basics
 - 3.2 Content Aspects - Content is King!
 - 3.3 Structural Aspects
 - 3.4 Technical Aspects
4. Off-Site Search Engine Optimization
 - 4.1 Basics
 - 4.2 Link Building: Link Building Methodologies
 - 4.3 Back Linking: Audit and Cleanup
 - 4.4 Link Purchase
 - 4.5 Web Catalogs, Web Directories, Weblogs, Satellite Domains, Web 2.0
 - 4.6 Penalties and Link Removal
5. SEO Special Topics
 - 5.1 Google and Universal Search
 - 5.2 International SEO
 - 5.3 Local SEO
 - 5.4 Website Relaunch
 - 5.5 Social Media
6. Monitoring, Controlling and Tracking
 - 6.1 Basics
 - 6.2 Success Criteria
 - 6.3 Google Analytics

Literature

Compulsory Reading

Further Reading

- Allan, H. J. (2021). Introducing to SEO. Understand How to Leverage Search Engine Optimization for Internet Marketing Strategies. Independently published. (SEO Secrets, Band 1).
- Enge, E., Spencer, S., Stricchiola, J. C. (2015). The Art of SEO. Mastering Search Engine Optimization (3rd ed.). O'Reilly.
- Kelsey, T. (2017). Introduction to Search Engine Optimization. A Guide for Absolute Beginners. Apress.
- Moll, B. (2021). SEO 2022. The Ultimate Guide to Search Engine Optimization in 2022 for Beginners and Advanced. Independently Published.

Study Format Distance Learning

Study Format Distance Learning	Course Type Theory Course
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Information about the examination	
Examination Admission Requirements	Online Tests: yes
Type of Exam	Written Assessment: Case Study

Student Workload					
Self Study 110 h	Contact Hours 0 h	Tutorial/Tutorial Support 20 h	Self Test 20 h	Independent Study 0 h	Hours Total 150 h

Instructional Methods		
Tutorial Support <input checked="" type="checkbox"/> Course Feed <input checked="" type="checkbox"/> Intensive Live Sessions/Learning Sprint <input checked="" type="checkbox"/> Recorded Live Sessions	Learning Material <input checked="" type="checkbox"/> Course Book <input checked="" type="checkbox"/> Video	Exam Preparation <input checked="" type="checkbox"/> Online Tests <input checked="" type="checkbox"/> Guideline

Search Engine Advertising - SEA

Module Code: DLBECSEA2_E

Module Type see curriculum	Admission Requirements none	Study Level BA	CP 5	Student Workload 150 h
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Semester / Term see curriculum	Duration Minimaldauer: 1 Semester	Regularly offered in WiSe/SoSe	Language of Instruction and Examination English
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Module Coordinator

N.N. (Search Engine Advertising - SEA)

Contributing Courses to Module

- Search Engine Advertising - SEA (DLBECSEA01_E)

Module Exam Type

Module Exam

Study Format: Distance Learning
Written Assessment: Case Study

Split Exam

Weight of Module

see curriculum

Module Contents

- Basics of Search Engine Advertising (SEA)
- Google Ads Introduction and Keyword Search
- Evaluation and Optimization of Ads Campaigns
- SEA Tools and SEA Software

Learning Outcomes

Search Engine Advertising - SEA

On successful completion, students will be able to

- differentiate between SEO and SEA, classify SEA in the online marketing mix and explain the advantages as well as disadvantages of the channel.
- define goals for search engine advertising.
- design the process of search engine advertising.
- create keyword lists that match search queries.
- set up campaigns in Google Ads and manage and optimize them for success.
- analyze search engine advertising successes.

Links to other Modules within the Study Program

This module is similar to other modules in the field of Online & Social Media Marketing

Links to other Study Programs of the University

All Bachelor Programs in the Marketing & Communication field

Search Engine Advertising - SEA

Course Code: DLBECSEA01_E

Study Level	Language of Instruction and Examination	Contact Hours	CP	Admission Requirements
BA	English		5	none

Course Description

SEA is also referred to as search engine advertising, keyword advertising or sponsored links and stands for the placement of (text) ads in search engines such as Google, Yandex, Baidu, Oath (Yahoo) and Bing. Advertising in search engines has established itself as one of the most important measures in online marketing. Above all, placing ads on Google's search results page and on the websites of Google partners (affiliates) is an excellent means of directing prospective customers to a website or online store in a targeted manner, i.e. without major wastage. In this course, students will learn how search engine advertising works, how to design successful ads and how to place them on Google. They will also learn which key figures are relevant for search engine advertising, how to measure the success of a campaign and how to optimize it. Using a given case study, students will apply what they have learned directly in Google Ads and measure their success in Google Analytics. In addition, the course optimally prepares students for the test to obtain the Google Ads certificate.

Course Outcomes

On successful completion, students will be able to

- differentiate between SEO and SEA, classify SEA in the online marketing mix and explain the advantages as well as disadvantages of the channel.
- define goals for search engine advertising.
- design the process of search engine advertising.
- create keyword lists that match search queries.
- set up campaigns in Google Ads and manage and optimize them for success.
- analyze search engine advertising successes.

Contents

1. Basics of Search Engine Advertising (SEA)
 - 1.1 Definition, Operating Principle, Significance, Advantages, Legal Aspects
 - 1.2 Provider Structure in Germany
2. Google Ads
 - 2.1 Entry and Basics
 - 2.2 Structural Aspects
 - 2.3 Technical Aspects

- 2.4 Costs and the Quality Factor
- 2.5 Determine Matching Keywords to Ads
- 2.6 Landing Pages: Turning Visitors Into Customers
3. Campaign Evaluation and Optimization
 - 3.1 Campaign Statistics and Report Queries
 - 3.2 Conversions, ROI and Maximum Profit
 - 3.3 Search Funnel and Conversion Path
4. Internal and External Tools and Software
 - 4.1 ACE Tests, Automated Rules
 - 4.2 Web Analytics and Google Analytics
 - 4.3 Landing Page and Conversion Optimization
 - 4.4 SEA Software
5. Display Advertising Network
 - 5.1 Successful Strategies and Optimizations
 - 5.2 Alignment Options and Advanced Settings
 - 5.3 Remarketing and Interest-Based Campaigns
6. Ad Extensions
 - 6.1 Sitelinks, Merchant Center, Product Extensions
 - 6.2 Local Ads, Google Places, ROPO
 - 6.3 Mobile Ads, Click-to-Call, AdMob

Literature

Compulsory Reading

Further Reading

- Chaffey, D., & Ellis-Chadwick, F. (2019). Digital Marketing [Electronic Resource]: (Seventh Edition). Pearson.
- Imtiaz, Hassan (2021). Google Ads (AdWords), in Plain English: Learn PPC- Digital Marketing on Google Ads (AdWords), Display Network & YouTube (First Edition). AIDA Digital Ltd. UK.
- Maya, Laura (2020). Google Ads Mastery Guide (First Edition). Publisher s21598.

Study Format Distance Learning

Study Format Distance Learning	Course Type Theory Course
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Information about the examination	
Examination Admission Requirements	Online Tests: yes
Type of Exam	Written Assessment: Case Study

Student Workload					
Self Study 110 h	Contact Hours 0 h	Tutorial/Tutorial Support 20 h	Self Test 20 h	Independent Study 0 h	Hours Total 150 h

Instructional Methods		
Tutorial Support <input checked="" type="checkbox"/> Course Feed <input checked="" type="checkbox"/> Intensive Live Sessions/Learning Sprint <input checked="" type="checkbox"/> Recorded Live Sessions	Learning Material <input checked="" type="checkbox"/> Course Book <input checked="" type="checkbox"/> Video	Exam Preparation <input checked="" type="checkbox"/> Online Tests <input checked="" type="checkbox"/> Guideline

Artificial Intelligence

Module Code: DLBDSEAIS1

Module Type see curriculum	Admission Requirements none	Study Level BA	CP 5	Student Workload 150 h
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Semester / Term see curriculum	Duration Minimum 1 semester	Regularly offered in WiSe/SoSe	Language of Instruction and Examination English
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Module Coordinator

Prof. Dr. Kristina Schaaff (Artificial Intelligence)

Contributing Courses to Module

- Artificial Intelligence (DLBDSEAIS01)

Module Exam Type

Module Exam

Study Format: myStudies

Exam, 90 Minutes

Study Format: Distance Learning

Exam, 90 Minutes

Split Exam

Weight of Module

see curriculum

Module Contents

- chart the historical developments in artificial intelligence.
- understand the approach of contemporary AI systems.
- comprehend the concepts behind reinforcement learning.
- analyze natural language using basic NLP techniques.
- scrutinize images and their contents.

Learning Outcomes**Artificial Intelligence**

On successful completion, students will be able to

- chart the historical developments in artificial intelligence.
- understand the approach of contemporary AI systems.
- comprehend the concepts behind reinforcement learning.
- analyze natural language using basic NLP techniques.
- scrutinize images and their contents.

Links to other Modules within the Study Program

This module is similar to other modules in the field of Data Science & Artificial Intelligence

Links to other Study Programs of the University

All Bachelor Programs in the IT & Technology field

Artificial Intelligence

Course Code: DLBDSEAIS01

Study Level	Language of Instruction and Examination	Contact Hours	CP	Admission Requirements
BA	English		5	none

Course Description

The quest for artificial intelligence (AI) has captured humanity's interest for many decades and has been an active research area since the 1960s. This course will give a detailed overview of the historical developments, successes, and set-backs in AI, as well as modern approaches in the development of artificial intelligence. This course gives an introduction to reinforcement learning, a process similar to how humans and animals experience the world: exploring the environment and inferring the best course of action. This course also covers the principles of natural language processing and computer vision, both of which are key ingredients for an artificial intelligence to be able to interact with its environment.

Course Outcomes

On successful completion, students will be able to

- chart the historical developments in artificial intelligence.
- understand the approach of contemporary AI systems.
- comprehend the concepts behind reinforcement learning.
- analyze natural language using basic NLP techniques.
- scrutinize images and their contents.

Contents

1. History of AI
 - 1.1 Historical Developments
 - 1.2 AI Winter
 - 1.3 Expert Systems
 - 1.4 Notable Advances
2. Modern AI Systems
 - 2.1 Narrow versus General AI
 - 2.2 Application Areas
3. Reinforcement Learning
 - 3.1 What is Reinforcement Learning?
 - 3.2 Markov Chains and Value Function

3.3 Time-Difference and Q Learning

4. Natural Language Processing (NLP)

4.1 Introduction to NLP and Application Areas

4.2 Basic NLP Techniques

4.3 Vectorizing Data

5. Computer Vision

5.1 Introduction to Computer Vision

5.2 Image Representation and Geometry

5.3 Feature Detection

5.4 Semantic Segmentation

Literature

Compulsory Reading

Further Reading

- Bear, F., Barry, W., & Paradiso, M. (2020). Neuroscience: Exploring the brain (4th ed.). Lippincott Williams & Wilkins.
- Chollet, F. (2018). Deep learning with Python. Manning.
- Geron, A. (2017). Hands-on machine learning with Scikit-Learn and TensorFlow. O'Reilly.
- Géron, A. (2019). Hands-on machine learning with Scikit-Learn, Keras, and TensorFlow: Concepts, tools, and techniques to build intelligent systems (2nd ed.). O'Reilly.
- Goodfellow, I., Bengio, Y., & Courville, A. (2016). Deep learning. MIT Press.
- Grus, J. (2019). Data science from scratch: First principles with Python. O'Reilly.
- Jurafsky, D., & Martin, J. H. (2022). Speech and language processing (3rd ed.). Prentice Hall.
- Russell, S. J., & Norvig, P. (2022). Artificial Intelligence: A modern approach (4th ed., global ed.). Pearson.
- Sutton, R. S., & Barto, A. G. (2018). Reinforcement learning: An introduction (2nd ed.). MIT Press. (Adaptive Computation and Machine Learning series).
- Szeliski, R. (2022). Computer vision: Algorithms and applications (2nd ed.). Springer. (Texts in Computer Science series).

Study Format myStudies

Study Format myStudies	Course Type Theory Course
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Information about the examination	
Examination Admission Requirements	Online Tests: yes
Type of Exam	Exam, 90 Minutes

Student Workload					
Self Study 90 h	Contact Hours 0 h	Tutorial/Tutorial Support 30 h	Self Test 30 h	Independent Study 0 h	Hours Total 150 h

Instructional Methods		
Tutorial Support <input checked="" type="checkbox"/> Course Feed <input checked="" type="checkbox"/> Intensive Live Sessions/Learning Sprint <input checked="" type="checkbox"/> Recorded Live Sessions	Learning Material <input checked="" type="checkbox"/> Course Book <input checked="" type="checkbox"/> Video	Exam Preparation <input checked="" type="checkbox"/> Practice Exam <input checked="" type="checkbox"/> Online Tests

Study Format Distance Learning

Study Format Distance Learning	Course Type Theory Course
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Information about the examination	
Examination Admission Requirements	Online Tests: yes
Type of Exam	Exam, 90 Minutes

Student Workload					
Self Study 90 h	Contact Hours 0 h	Tutorial/Tutorial Support 30 h	Self Test 30 h	Independent Study 0 h	Hours Total 150 h

Instructional Methods		
Tutorial Support <input checked="" type="checkbox"/> Course Feed <input checked="" type="checkbox"/> Intensive Live Sessions/Learning Sprint <input checked="" type="checkbox"/> Recorded Live Sessions	Learning Material <input checked="" type="checkbox"/> Course Book <input checked="" type="checkbox"/> Video	Exam Preparation <input checked="" type="checkbox"/> Practice Exam <input checked="" type="checkbox"/> Online Tests

Project: AI Excellence with Creative Prompting Techniques

Module Code: DLBPKIEKPT1_E

Module Type see curriculum	Admission Requirements none	Study Level BA	CP 5	Student Workload 150 h
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Semester / Term see curriculum	Duration Minimum 1 semester	Regularly offered in WiSe/SoSe	Language of Instruction and Examination English
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Module Coordinator

Knut Linke (Project: AI Excellence with Creative Prompting Techniques)

Contributing Courses to Module

- Project: AI Excellence with Creative Prompting Techniques (DLBPKIEKPT01_E)

Module Exam Type

Module Exam

Study Format: Distance Learning
Oral Project Report

Split Exam

Weight of Module

see curriculum

Module Contents

In this module, the students delve into the world of generative AI applications, creating AI-generated content like text, images, and videos, while learning to use, analyze, and evaluate these systems in their respective study fields.

Learning Outcomes**Project: AI Excellence with Creative Prompting Techniques**

On successful completion, students will be able to

- comprehend and apply basic prompting techniques in generative AI applications.
- analyze and evaluate the effectiveness of the basic prompts.
- apply ethical considerations to the design and use of AI for basic prompting techniques.
- design, implement, and refine effective prompts to real-world scenarios through hands-on exercises.
- showcase creative and innovative thinking in the application of prompting techniques to solve complex problems in their field of studies.

Links to other Modules within the Study Program

This module is similar to other modules in the field of Data Science & Artificial Intelligence

Links to other Study Programs of the University

All Bachelor Programs in the IT & Technology field

Project: AI Excellence with Creative Prompting Techniques

Course Code: DLBPKIEKPT01_E

Study Level	Language of Instruction and Examination	Contact Hours	CP	Admission Requirements
BA	English		5	none

Course Description

In this course, students explore the fascinating world of prompting in generative AI applications. They engage in hands-on exercises to create new AI-generated content including text, images, and videos. Through these exercises, students learn how to effectively use, analyze, and evaluate these systems within their respective fields of study.

Course Outcomes

On successful completion, students will be able to

- comprehend and apply basic prompting techniques in generative AI applications.
- analyze and evaluate the effectiveness of the basic prompts.
- apply ethical considerations to the design and use of AI for basic prompting techniques.
- design, implement, and refine effective prompts to real-world scenarios through hands-on exercises.
- showcase creative and innovative thinking in the application of prompting techniques to solve complex problems in their field of studies.

Contents

- In this course, students work on a basic practical implementation of a generative AI use case by choosing from a selection provided in the complementary guideline. The course provides practical examples as learning materials and exercises with basic prompting techniques for open-source text, image, and video generation use cases. The exercises are designed to inspire and guide students in completing their own generative AI use case work, which includes a use case description, chosen prompting techniques, outcomes, and critical evaluations from both technical and ethical perspectives.

Literature**Compulsory Reading****Further Reading**

- Dang, H., Mecke, L., Lehmann, F., Goller, S., & Buschek, D. (2022). How to prompt? Opportunities and challenges of zero- and few-shot learning for human-AI interaction in creative applications of generative models. arXiv. <https://arxiv.org/pdf/2209.01390.pdf>
- Eapen, T. T., Finkenstadt, D. J., Folk, J., & Venkataswamy, L. (2023). How generative AI can augment human creativity. *Harvard Business Review*, July–August, 56–64.
- Wei, J., Wang, X., Schuurmans, D., Bosma, M., Ichter, B., Xia, F., Chi, E. H., Le., Q. V., & Zhou, D. (2023). Chain-of-thought prompting elicit reasoning in large language models. arXiv. <https://arxiv.org/pdf/2201.11903.pdf>

Study Format Distance Learning

Study Format Distance Learning	Course Type Project
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Information about the examination	
Examination Admission Requirements	Online Tests: no
Type of Exam	Oral Project Report

Student Workload					
Self Study 120 h	Contact Hours 0 h	Tutorial/Tutorial Support 30 h	Self Test 0 h	Independent Study 0 h	Hours Total 150 h

Instructional Methods	
Tutorial Support <input checked="" type="checkbox"/> Course Feed <input checked="" type="checkbox"/> Intensive Live Sessions/Learning Sprint <input checked="" type="checkbox"/> Recorded Live Sessions	Exam Preparation <input checked="" type="checkbox"/> Guideline

Social Commerce

Module Code: DLBOMSC_E

Module Type see curriculum	Admission Requirements none	Study Level BA	CP 5	Student Workload 150 h
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Semester / Term see curriculum	Duration Minimaldauer: 1 Semester	Regularly offered in WiSe/SoSe	Language of Instruction and Examination English
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Module Coordinator

(Social Commerce)

Contributing Courses to Module

- Social Commerce (DLBOMSC01_E)

Module Exam Type

Module Exam

Study Format: Distance Learning
Exam, 90 Minutes

Split Exam

Weight of Module

see curriculum

Module Contents

- Basics of social commerce
- Platforms and tools in social commerce
- Concepts, benefits, and models
- Measurement and monitoring of social commerce
- Social customer service and CRM
- Strategy and implementation of social commerce in the company

Learning Outcomes**Social Commerce**

On successful completion, students will be able to

- understand the dimensions or approaches of social commerce and use them within the context of online marketing.
- evaluate relevant platforms and social media tools as well as their significance for social commerce.
- measure and evaluate entrepreneurial activities in the field of social commerce using appropriate metrics and KPIs.
- apply well-known models, concepts, and benefits of social commerce in business practice as well as develop suitable social commerce strategies, implement them structurally and personally in online marketing and carry out them operationally.

Links to other Modules within the Study Program

This module is similar to other modules in the field of E-Commerce

Links to other Study Programs of the University

All Bachelor Programs in the Marketing & Communication field

Social Commerce

Course Code: DLBOMSC01_E

Study Level	Language of Instruction and Examination	Contact Hours	CP	Admission Requirements
BA	English		5	none

Course Description

E-commerce has established itself as an integral part of consumers' everyday lives. In this regard, social networks are increasingly shaping the purchasing behavior of many consumers on the internet. Social commerce (also known as recommendation commerce or social shopping) refers to a specific form of electronic commerce where active customer participation, personal relationships, and communication among customers are at the forefront. Customer involvement in design, sales, and/or marketing, for example through purchase recommendations or comments from other customers, can be seen as central. Another area is social commerce portals, where merchants and products can be reviewed. This provides assistance to other users in searching for products and services. A third area of social commerce involves the customization of products and distributing them through shop systems on personal websites. The provider takes care of nearly all necessary functions (such as inventory management, production, shipping, payment processing, etc.), while users only determine the design and type of merchandising items themselves. This is a form of mass customization.

Course Outcomes

On successful completion, students will be able to

- understand the dimensions or approaches of social commerce and use them within the context of online marketing.
- evaluate relevant platforms and social media tools as well as their significance for social commerce.
- measure and evaluate entrepreneurial activities in the field of social commerce using appropriate metrics and KPIs.
- apply well-known models, concepts, and benefits of social commerce in business practice as well as develop suitable social commerce strategies, implement them structurally and personally in online marketing and carry out them operationally.

Contents

1. Introduction: e-commerce, social media and social commerce
 - 1.1 Definition and delimitation: social commerce, social computing, social web, web 2.0 and social media
 - 1.2 Development of social commerce
 - 1.3 Dimensions of social commerce: customer ratings, recommendations, social shopping, social ads, forums and communities

- 1.4 Consumer and psychological factors in social commerce
- 1.5 Social media marketing and Enterprise 2.0
- 1.6 Opportunities and risks of social commerce
2. Platforms and tools in social commerce
 - 2.1 Social media tools and their significance for social commerce
 - 2.2 Mobile social commerce
 - 2.3 Crowdsourcing
 - 2.4 Virtual shopping worlds
3. Social commerce: concepts, benefits and models
 - 3.1 Social commerce: drivers, participants, models
 - 3.2 Group buying and flash sales
 - 3.3 Shopping communities and shopping clubs
 - 3.4 Recommendation marketing, marketplaces, etc.
 - 3.5 Innovative shopping models
 - 3.6 Virtual goods
4. Measurement and monitoring in social commerce
 - 4.1 Five types of social media engagement
 - 4.2 Methods of engagement in social commerce
 - 4.3 Importance of trust in social commerce
 - 4.4 Collaborative content creation by customers
 - 4.5 Building, maintaining and measuring reputation and brand on social media channels
 - 4.6 Performance management: metrics and KPIs for measuring social commerce
5. Social Customer Service and CRM
 - 5.1 Definition and differentiation of CRM, e-CRM and Social CRM (SCRM)
 - 5.2 Evolution of CRM into SCRM
 - 5.3 Social media customers and their needs
 - 5.4 Examples of unique and innovative applications in SCRM
6. Strategy and implementation in the company
 - 6.1 Strategic and operational measures of SCRM
 - 6.2 Organizational aspects of implementing social commerce in the enterprise

Literature**Compulsory Reading****Further Reading**

- Boardman, R., Blazquez, M., Henninger, C. E., & Ryding, D. (Eds.). (2019). *Social commerce: Consumer behaviour in online environments*. Palgrave Macmillan.
- Martínez-López, F. J., & López López, D. (2021). *Advances in digital marketing and eCommerce: Second International Conference, 2021* [Ereader version]. Springer.
- Pingyu, J. (2019). *Social manufacturing: Fundamentals and applications* (Springer Series in Advanced Manufacturing). Springer.
- Smart Insights (Marketing Intelligence) Ltd. (2023). *Social commerce 2023 trends and tactics: Grow your e-commerce strategy through social media*. <https://www.smartinsights.com/ecommerce/ecommerce-strategy/social-commerce-trends/>
- Turban, E., Strauss, J., & Lai, L. (2016). *Social commerce: Marketing, technology and management*. Springer.

Study Format Distance Learning

Study Format Distance Learning	Course Type Theory Course
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Information about the examination	
Examination Admission Requirements	Online Tests: yes
Type of Exam	Exam, 90 Minutes

Student Workload					
Self Study 90 h	Contact Hours 0 h	Tutorial/Tutorial Support 30 h	Self Test 30 h	Independent Study 0 h	Hours Total 150 h

Instructional Methods		
Tutorial Support <input checked="" type="checkbox"/> Course Feed <input checked="" type="checkbox"/> Intensive Live Sessions/Learning Sprint <input checked="" type="checkbox"/> Recorded Live Sessions	Learning Material <input checked="" type="checkbox"/> Course Book <input checked="" type="checkbox"/> Video	Exam Preparation <input checked="" type="checkbox"/> Practice Exam <input checked="" type="checkbox"/> Online Tests

Project: Campaigns in Social Media

Module Code: DLBOMPSMK_E

Module Type see curriculum	Admission Requirements none	Study Level BA	CP 5	Student Workload 150 h
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Semester / Term see curriculum	Duration Minimaldauer: 1 Semester	Regularly offered in WiSe/SoSe	Language of Instruction and Examination English
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Module Coordinator

(Project: Campaigns in Social Media)

Contributing Courses to Module

- Project: Campaigns in Social Media (DLBOMPSMK01_E)

Module Exam Type

Module Exam

Study Format: Distance Learning
Portfolio

Split Exam

Weight of Module

see curriculum

Module Contents

In this course, students transfer their knowledge of social media marketing into practice. To this end, they will carry out projects independently and document their (interim) results in the portfolio. An up-to-date list of topics can be found in the Learning Management System.

Learning Outcomes**Project: Campaigns in Social Media**

On successful completion, students will be able to

- explain the different instruments of social media marketing and their specific advantages and disadvantages.
- apply the instruments for setting up social media marketing campaigns.
- name relevant use cases and best practice examples for social media marketing.
- demonstrate a use case practically, so that they can independently work on a project through all its phases, document it, and present it in their portfolio.

Links to other Modules within the Study Program

This module is similar to other modules in the field of Marketing & Sales

Links to other Study Programs of the University

All Bachelor Programs in the Marketing & Communication field

Project: Campaigns in Social Media

Course Code: DLBOMPSMK01_E

Study Level	Language of Instruction and Examination	Contact Hours	CP	Admission Requirements
BA	English		5	none

Course Description

In this course, students will receive a hands-on introduction to social media marketing. For this purpose, the theoretical content will be practiced on an example project and a social media campaign, including its strategic planning and operational implementation.

Course Outcomes

On successful completion, students will be able to

- explain the different instruments of social media marketing and their specific advantages and disadvantages.
- apply the instruments for setting up social media marketing campaigns.
- name relevant use cases and best practice examples for social media marketing.
- demonstrate a use case practically, so that they can independently work on a project through all its phases, document it, and present it in their portfolio.

Contents

- In this course, students will receive a practical introduction to social media marketing. To this end, the theoretical content will be practiced on an example project and the students will design a social media campaign with strategic planning and operational implementation.
- Possible course and project contents are: basics of social media marketing, social media marketing goals and strategies, methods/instruments of social media marketing, use cases and best practice examples, social media marketing controlling .

Literature**Compulsory Reading****Further Reading**

- Butow, E., Herman, J., Liu, S., Robinson, A., & Allton, M. (2020). *Ultimate Guide to Social Media Marketing*. Entrepreneur Press.
- de P. Matos, J., Rodrigues, M. B., Vandevijvere, S., Claro, R. M., & Horta, P. M. (2022). Global case study of digital marketing on social media by a top soda brand. *Health Promotion International*, 37(5), 1–14. <https://doi.org/10.1093/heapro/daac133>
- HubSpot, Inc. (2023). *Social Media Marketing: The ultimate guide*. Retrieved from <https://blog.hubspot.com/marketing/social-media-marketing>
- Safitri, C., & Alvin, S. (2023). Unveiling the efficacy of social media marketing tactics to amplify brand awareness: A case study of @Shipper.Id on Instagram. *Cerdika: Jurnal Ilmiah Indonesia*, 3(9), 857–866. <https://doi.org/10.59141/cerdika.v3i09.671>
- Sprinklr, Inc. (2023). *8 best practices to ace your social media marketing*. Retrieved from <https://www.sprinklr.com/blog/social-media-marketing-best-practices/>

Study Format Distance Learning

Study Format Distance Learning	Course Type Project
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Information about the examination	
Examination Admission Requirements	Online Tests: no
Type of Exam	Portfolio

Student Workload					
Self Study 120 h	Contact Hours 0 h	Tutorial/Tutorial Support 30 h	Self Test 0 h	Independent Study 0 h	Hours Total 150 h

Instructional Methods	
Tutorial Support <input checked="" type="checkbox"/> Course Feed <input checked="" type="checkbox"/> Intensive Live Sessions/Learning Sprint <input checked="" type="checkbox"/> Recorded Live Sessions	Exam Preparation <input checked="" type="checkbox"/> Guideline

E-Commerce I

Module Code: DLBDBEEC1

Module Type see curriculum	Admission Requirements none	Study Level BA	CP 5	Student Workload 150 h
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Semester / Term see curriculum	Duration Minimum 1 semester	Regularly offered in WiSe/SoSe	Language of Instruction and Examination English
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Module Coordinator

N.N. (E-Commerce I)

Contributing Courses to Module

- E-Commerce I (BWEC01-01_E)

Module Exam Type

Module Exam

Study Format: Distance Learning
Exam, 90 Minutes

Split Exam

Weight of Module

see curriculum

Module Contents

- E-Commerce Basics
- E-Marketplace
- Legal and Economic Framework of E-Commerce
- Conclusion of Contract on the Internet
- Technical Infrastructures
- E-Commerce Strategies and Efficiency

Learning Outcomes**E-Commerce I**

On successful completion, students will be able to

- outline the development of online markets.
- understand technical infrastructures in electronic commerce.
- analyze legal and economic framework conditions.
- understand electronic sales as a component of corporate strategy.
- outline the main features of e-commerce and make initial strategic decisions.

Links to other Modules within the Study Program

This module is similar to other modules in the field of E-Commerce

Links to other Study Programs of the University

All Bachelor Programs in the Marketing & Communication field

E-Commerce I

Course Code: BWEC01-01_E

Study Level	Language of Instruction and Examination	Contact Hours	CP	Admission Requirements
BA	English		5	none

Course Description

This course uses the fundamentals of business and economic principles to provide the participant with an initial strategic examination of the topic of e-commerce. Opportunities and risks of e-commerce are examined within market-related and legal frameworks. Strategic positioning, efficiency potential and electronic sales together form the basis for the higher-level module. The E-Commerce I (Introduction) course teaches basic technical terms and concepts from the field of electronic commerce, addressing different transaction and communication platforms and models. Furthermore, procedures for the creation and control of electronic interaction are elaborated and their legal and economic framework conditions are illuminated.

Course Outcomes

On successful completion, students will be able to

- outline the development of online markets.
- understand technical infrastructures in electronic commerce.
- analyze legal and economic framework conditions.
- understand electronic sales as a component of corporate strategy.
- outline the main features of e-commerce and make initial strategic decisions.

Contents

1. Introduction
 - 1.1 Definition
 - 1.2 Prehistory of E-Commerce
2. Players and Business Area in Electronic Business
 - 2.1 Market Participants and Business Relationships
 - 2.2 Business Models
 - 2.3 Economic Sectors and Types of Business
3. E-Marketplace
 - 3.1 Electronic Market
 - 3.2 Forms and Structures of Electronic Marketplaces
 - 3.3 Electronic Marketplace Operators

4. Legal Framework of E-Commerce
 - 4.1 Requirements of the Telemedia Act
 - 4.2 Data Protection in the Operation of Telemedia Services
 - 4.3 Liability for Illegal Content in Telemedia Services
 - 4.4 Trademark and Competition Law in the Field of E-Commerce
5. Conclusion of Contract on the Internet
 - 5.1 Inclusion of General Terms and Conditions
 - 5.2 Information Requirements for Distance Contracts
 - 5.3 Consumer Protection in the Area of E-Commerce
 - 5.4 Formal Requirements for Electronic Contracts
6. Technical Infrastructures
 - 6.1 Standard Online Shop Systems
 - 6.2 Online Shop Technologies
7. E-Commerce Strategies and Economic Framework Conditions
 - 7.1 Economic Framework Conditions
 - 7.2 Development of E-Business Strategies
 - 7.3 Strategic Positioning

Literature

Compulsory Reading

Further Reading

- Chaffey, D., & Ellis-Chadwick, F. (2019). Digital Marketing [Electronic Resource]: (Seventh Edition). Pearson.
- Christopher Bones, & James Hammersley. (2015). Leading Digital Strategy: Driving Business Growth Through Effective E-commerce. Kogan Page.
- Laudon, K. C., & Traver, C. G. (2021). E-Commerce 2020-2021 [Electronic Resource]: Business, Technology and Society (16th edition, Global Edition). Pearson.

Study Format Distance Learning

Study Format Distance Learning	Course Type Theory Course
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Information about the examination	
Examination Admission Requirements	Online Tests: yes
Type of Exam	Exam, 90 Minutes

Student Workload					
Self Study 90 h	Contact Hours 0 h	Tutorial/Tutorial Support 30 h	Self Test 30 h	Independent Study 0 h	Hours Total 150 h

Instructional Methods		
Tutorial Support <input checked="" type="checkbox"/> Course Feed <input checked="" type="checkbox"/> Intensive Live Sessions/Learning Sprint <input checked="" type="checkbox"/> Recorded Live Sessions	Learning Material <input checked="" type="checkbox"/> Course Book <input checked="" type="checkbox"/> Video	Exam Preparation <input checked="" type="checkbox"/> Practice Exam <input checked="" type="checkbox"/> Online Tests

Advertising Psychology

Module Code: DLBMAWEPS_E

Module Type see curriculum	Admission Requirements none	Study Level BA	CP 5	Student Workload 150 h
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Semester / Term see curriculum	Duration Minimum 1 semester	Regularly offered in WiSe/SoSe	Language of Instruction and Examination English
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Module Coordinator

N.N. (Advertising Psychology)

Contributing Courses to Module

- Advertising Psychology (DLBWPMUW02_E)

Module Exam Type

Module Exam

Study Format: Distance Learning
Exam, 90 Minutes

Split Exam

Weight of Module

see curriculum

Module Contents

- Fundamentals and Development of Advertising Psychology
- Theories and Models of Advertising Impact
- Perception
- Attention
- Psychology of Learning, in Particular Emotional Conditioning
- Memory
- Psychological Reactance, Attitude and Attitude Change
- Methods of Advertising Psychology

Learning Outcomes**Advertising Psychology**

On successful completion, students will be able to

- name the main concepts in advertising psychology and place them in the overall context of industrial and organizational psychology.
- name the most important psychological aspects of the advertising effect and to derive recommendations for actions to optimize them.
- assess which procedures they can use to evaluate the quality of these recommendations for application.
- convey the cognitive processing of their information to their addressees and thereby avoid (or consciously use) cognitive dissonance.
- emotionally charge an offer, a person or a brand.
- critically question investigations and studies with the help of the developed inventory of methods and to conduct own studies.

Links to other Modules within the Study Program

This module is similar to other modules in the field of Psychology

Links to other Study Programs of the University

All Bachelor Programs in the Social Sciences field

Advertising Psychology

Course Code: DLBWPMUW02_E

Study Level	Language of Instruction and Examination	Contact Hours	CP	Admission Requirements
BA	English		5	none

Course Description

Advertising Psychology applies the basic disciplines of general psychology such as perception, learning, emotions, attitudes and motives to advertising, by exploring its special features. The focus is also on unconscious memories and motives. The primary question is which theoretical concepts can provide recommendations for action under the conditions of information overload, loss of trust in institutions and the media, and the rapid development and spread of new media such as v-blogs and virtual reality.

Course Outcomes

On successful completion, students will be able to

- name the main concepts in advertising psychology and place them in the overall context of industrial and organizational psychology.
- name the most important psychological aspects of the advertising effect and to derive recommendations for actions to optimize them.
- assess which procedures they can use to evaluate the quality of these recommendations for application.
- convey the cognitive processing of their information to their addressees and thereby avoid (or consciously use) cognitive dissonance.
- emotionally charge an offer, a person or a brand.
- critically question investigations and studies with the help of the developed inventory of methods and to conduct own studies.

Contents

1. Fundamentals and Development of Advertising Psychology
 - 1.1 Definition and Development of Advertising Psychology
 - 1.2 Psychological Disciplines and Their Contributions to Advertising Psychology
 - 1.3 Environmental Conditions of Advertising, Crisis of Classical Advertising
 - 1.4 Advertising "Above/Below the Line"
 - 1.5 Advertising in the Communication Process
 - 1.6 Concepts and Terms for Advertising Design
2. Models of Advertising Impact
 - 2.1 Mechanistic Stimulus-Response Models (S-R, S-O-R)

- 2.2 Hierarchical Models of Advertising Impact
- 2.3 Two-Process Models
- 3. Perception
 - 3.1 Hypothesis Theory of Perception
 - 3.2 Psychophysics
 - 3.3 The Sensory Modalities
 - 3.4 Multisensual Appeal
- 4. Attention
 - 4.1 Attention Control
 - 4.2 Advertising in Times of Information Overload
 - 4.3 Implementation for Advertising Design
 - 4.4 Advertising Impact Without Attention
- 5. Learn
 - 5.1 Signal Learning, Classical Conditioning According to Pavlov
 - 5.2 Emotional (Evaluative) Conditioning
 - 5.3 Operant Conditioning
 - 5.4 Model Learning in Advertising
- 6. Memory
 - 6.1 Encoding and Retrieval
 - 6.2 The Model of Memories
 - 6.3 Forgetting and Interference Effects
 - 6.4 Implicit Recall and the Mere-Exposure Effect
- 7. Attitude and Attitude Change
 - 7.1 Concept of Recruitment
 - 7.2 Dual Process Theories
 - 7.3 The Role of Credibility
 - 7.4 Influence and Reactance
 - 7.5 Storytelling in Advertising
- 8. Morphological Approaches
 - 8.1 Roots of the Morphological Approaches
 - 8.2 Scissors Analysis of the Advertising Effect
 - 8.3 Morphological Advertising Impact Analyses

9. Methods of Advertising Psychology
 - 9.1 Response Bias in Psychological Advertising Research
 - 9.2 Biopsychological and Neuroscientific Methods
 - 9.3 Quantitative Methods in Advertising Psychology
 - 9.4 Qualitative Methods in Advertising Psychology
 - 9.5 Advertising and New Media

Literature

Compulsory Reading

Further Reading

- Billeter, D., Kalra, A., & Loewenstein, G. (2011). Underpredicting Learning after Initial Experience with a Product. *Journal of Consumer Research*, 37(5), 723-736.
- Fennis, B. & Stroebe, W. (2021). *The Psychology of Advertising*, 3rd ed, Routledge.
- Kahneman (2011). The characters of the story. *Thinking Fast and Slow* (Chapter 1).
- Solomon, M., Marshall, G. W. & Stuart, E. W. (2006). Advertising and Public Relations. In M. Solomon, G. W. Marshall & E. W. Stuart. *Marketing: Real people, real choices*. (p.393-426). Upper Saddle River: Pearson.

Study Format Distance Learning

Study Format Distance Learning	Course Type Theory Course
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Information about the examination	
Examination Admission Requirements	Online Tests: yes
Type of Exam	Exam, 90 Minutes

Student Workload					
Self Study 90 h	Contact Hours 0 h	Tutorial/Tutorial Support 30 h	Self Test 30 h	Independent Study 0 h	Hours Total 150 h

Instructional Methods		
Tutorial Support <input checked="" type="checkbox"/> Course Feed <input checked="" type="checkbox"/> Intensive Live Sessions/Learning Sprint <input checked="" type="checkbox"/> Recorded Live Sessions	Learning Material <input checked="" type="checkbox"/> Course Book <input checked="" type="checkbox"/> Video	Exam Preparation <input checked="" type="checkbox"/> Practice Exam <input checked="" type="checkbox"/> Online Tests

Online Marketing

Module Code: DLBMSM1-01_E

Module Type see curriculum	Admission Requirements none	Study Level BA	CP 5	Student Workload 150 h
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Semester / Term see curriculum	Duration Minimum 1 semester	Regularly offered in WiSe/SoSe	Language of Instruction and Examination English
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Module Coordinator

Prof. Dr. Anne-Kristin Langner (Online Marketing)

Contributing Courses to Module

- Online Marketing (DLBMSM01-01_E)

Module Exam Type

Module Exam

Study Format: Distance Learning
Written Assessment: Written Assignment

Split Exam

Weight of Module

see curriculum

Module Contents

- Basics of Online Marketing
- Forms and Channels of Online Marketing
- Online Marketing Strategy
- Online Media Planning
- The Online Presence
- Mobile Marketing and M-Commerce
- Online law
- Online Customer Retention and Service
- Web Analytics

Learning Outcomes

Online Marketing

On successful completion, students will be able to

- classify and strategically consider the basics relevant for Online Marketing (online communication process, electronic value creation, ...)
- know the different Online Marketing channels and to evaluate digital advertising measures strategically and operationally on this basis.
- conceive an Online Marketing strategy and make strategic and operational decisions.
- attract and retain customers through Online Marketing measures.
- measure and evaluate Online Marketing programs.
- fundamentally assess the marketing chances of a company in the World Wide Web.
- consider the importance of mobile in the Online Marketing Mix.

Links to other Modules within the Study Program

This module is similar to other modules in the field of Online & Social Media Marketing

Links to other Study Programs of the University

All Bachelor Programs in the Marketing & Communication field

Online Marketing

Course Code: DLBMSM01-01_E

Study Level	Language of Instruction and Examination	Contact Hours	CP	Admission Requirements
BA	English		5	none

Course Description

This course uses interdisciplinary fundamentals that enable students to deal with the topic of Online Marketing in an operative and strategic way. This includes business and economic principles as well as communicative multimedia basics or the consideration of the basic tonality of Online Marketing channels. This holistic view is essential for strategic planning: In addition to considering the positioning of companies in the World Wide Web, the course will also work out how Online Marketing appearances can be optimized. The measurement of success and evaluation of relevant key figures complete the comprehensive basis for the whole module. The Online Marketing course teaches basic technical terms and concepts. These include the online communication process, added value of Online Marketing as well as electronic value creation and business models. Based on this knowledge, the course discusses aspects of product suitability, pricing policy, distribution policy, the various forms of marketing and distribution on the Internet. The course expands the understanding of the strategic and especially operational Online Marketing elements such as the planning and realization of advertising campaigns through various sales channels. In addition, the increasing development of mobile communication is taken into account and Mobile Marketing is considered as part of the Online Marketing Mix. To understand the behavior of online customers the course deals with the specific effects of advertising in regards to Online Marketing. Based on the principles of customer acquisition, the course discusses customer retention and loyalty in Online Marketing, strategies and tactics for increasing customer numbers, online campaigns and the importance of online relationships. Students learn the ropes of legal aspects and the principles of the German Data Protection Ordinance (DSGVO) relevant to Online Marketing to legally substantiate advertising campaigns and customer approaches. This course offers students the opportunity to get to know and implement the various aspects of Online Marketing Management in practice. They learn how to assess Online Media Planning through Web Analytics and targeted monitoring. For this, students learn the relevant Key Performance Indicators (KPIs) of Online Marketing, which are an essential condition for optimizing online strategies.

Course Outcomes

On successful completion, students will be able to

- classify and strategically consider the basics relevant for Online Marketing (online communication process, electronic value creation, ...)
- know the different Online Marketing channels and to evaluate digital advertising measures strategically and operationally on this basis.
- conceive an Online Marketing strategy and make strategic and operational decisions.
- attract and retain customers through Online Marketing measures.
- measure and evaluate Online Marketing programs.
- fundamentally assess the marketing chances of a company in the World Wide Web.
- consider the importance of mobile in the Online Marketing Mix.

Contents

1. Basics of Online Marketing
 - 1.1 Development and concept of Online Marketing
 - 1.2 The online communication process
 - 1.3 Added value of Online Marketing
 - 1.4 The role of Online Marketing in the Marketing Mix
 - 1.5 The electronic added value
 - 1.6 Electronic business concepts and platforms
 - 1.7 Current developments and trends
2. Forms and channels of Online Marketing
 - 2.1 Overview of the forms of Online Marketing
 - 2.2 Affiliate and Search Engine Marketing
 - 2.3 Display advertising and E-mail Marketing
 - 2.4 Social Media and Influencer Marketing
 - 2.5 Content Marketing and Storytelling
 - 2.6 Viral Marketing and Word-of-Mouth
 - 2.7 Native Advertising and Mobile Marketing
 - 2.8 Real Time Bidding and Programmatic Advertising
 - 2.9 Online PR
3. Online Marketing Strategy
 - 3.1 Setting goals and creating a basis
 - 3.2 The Customer Journey
 - 3.3 The adequate channel mix
 - 3.4 Define and analyze KPIs

4. Media planning online
 - 4.1 Principles of successful Media Planning
 - 4.2 Create and structure media budgets in a targeted manner
 - 4.3 Integrated campaigns and Cross-Media Marketing
 - 4.4 Successful media mix through campaign management
5. The Online Presence
 - 5.1 Website and web design
 - 5.2 Corporate Website
 - 5.3 Landing Page
 - 5.4 Blog
 - 5.5 Online Shop
 - 5.6 Online presentation and distribution of products and services - advantages and disadvantages
6. Mobile Marketing and M-Commerce
 - 6.1 Basics and classification of Mobile Marketing
 - 6.2 Responsive design vs. Apps vs. Mobile Web
 - 6.3 App and QR Code Marketing
 - 6.4 Location-based Services
 - 6.5 Mobile Advertising Media
 - 6.6 Mobile Commerce - definition and development
 - 6.7 Mobile Payment
 - 6.8 Success factors of mobile campaigns
7. Online law
 - 7.1 Legal aspects of Online Marketing
 - 7.2 Copyright law and the handling of user-generated content
 - 7.3 The right to your own image
 - 7.4 Basic Data Protection Ordinance (DSGVO)
8. Online Customer Retention and Service
 - 8.1 The AIDA model - extensions for Online Marketing
 - 8.2 Customer acquisition and customer retention in Online Marketing
 - 8.3 Online customer retention in the customer relationship life cycle
 - 8.4 Online customer service
 - 8.5 Excursus: Mass Customization
9. Web Analytics

- 9.1 Key figures in Online Marketing
- 9.2 Web Monitoring
- 9.3 Big Data

Literature

Compulsory Reading

Further Reading

- Chaffey, D., & Ellis-Chadwick, F. (2022). Digital marketing (8th ed.). Pearson.
- Kingsnorth, S. (2022). The Digital Marketing Handbook. KoganPage.
- Martínez-López, F. J., & López López, D. (Eds.). (2021). Advances in Digital Marketing and eCommerce. Springer Nature.

Study Format Distance Learning

Study Format Distance Learning	Course Type Theory Course
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Information about the examination	
Examination Admission Requirements	Online Tests: yes
Type of Exam	Written Assessment: Written Assignment

Student Workload					
Self Study 110 h	Contact Hours 0 h	Tutorial/Tutorial Support 20 h	Self Test 20 h	Independent Study 0 h	Hours Total 150 h

Instructional Methods		
Tutorial Support <input checked="" type="checkbox"/> Course Feed <input checked="" type="checkbox"/> Intensive Live Sessions/Learning Sprint <input checked="" type="checkbox"/> Recorded Live Sessions	Learning Material <input checked="" type="checkbox"/> Course Book <input checked="" type="checkbox"/> Video	Exam Preparation <input checked="" type="checkbox"/> Online Tests <input checked="" type="checkbox"/> Guideline

E-Commerce II

Module Code: DLBECEC2_E

Module Type see curriculum	Admission Requirements none	Study Level	CP 5	Student Workload 150 h
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Semester / Term see curriculum	Duration Minimaldauer: 1 Semester	Regularly offered in WiSe/SoSe	Language of Instruction and Examination English
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Module Coordinator

N.N. (E-Commerce II)

Contributing Courses to Module

- E-Commerce II (BWEC02-02_E)

Module Exam Type

Module Exam

Study Format: Distance Learning
Exam, 90 Minutes

Split Exam

Weight of Module

see curriculum

Module Contents

- Behavior of online customers
- Instruments of digital marketing mix
- Social media marketing in e-commerce
- E-CRM, online PR and e-recruiting
- Payment transactions in e-commerce

Learning Outcomes**E-Commerce II**

On successful completion, students will be able to

- understand variable product assembly and pricing.
- explain electronic communication platforms and models (including online advertising).
- predict and influence the behavior of online customers.
- elaborate on e-commerce in depth and operationalize strategic marketing objectives digitally.

Links to other Modules within the Study Program

This module is similar to other modules in the field of E-Commerce

Links to other Study Programs of the University

All Bachelor Programs in the Marketing & Communication field

E-Commerce II

Course Code: BWEC02-02_E

Study Level	Language of Instruction and Examination	Contact Hours	CP	Admission Requirements
	English		5	none

Course Description

This course expands the understanding of e-commerce with elements of online customer behavior, as well as strategic and operational marketing. Based on the understanding of online customers' behavior, marketing tools are explained and their relevance in e-commerce is presented. The course program is also supplemented by knowledge about the system landscape and the technical infrastructure for e-commerce. Additionally, applications of artificial intelligence, CRM, and online PR in e-commerce are analyzed. Furthermore, payment transactions and controlling online trade are presented in a practical manner. In summary, the course conveys practical concepts from online trade and supplements the introductory course with basic knowledge about e-commerce.

Course Outcomes

On successful completion, students will be able to

- understand variable product assembly and pricing.
- explain electronic communication platforms and models (including online advertising).
- predict and influence the behavior of online customers.
- elaborate on e-commerce in depth and operationalize strategic marketing objectives digitally.

Contents

1. Purchasing Process of Online Customers
 - 1.1 Buying Behavior
 - 1.2 Purchase Decision Process
 - 1.3 Customer Journey and Touchpoints
2. Online Marketing in E-Commerce
 - 2.1 Fundamentals of Online Marketing
 - 2.2 Channels of Online Marketing
 - 2.3 Marketing on Online Marketplaces
3. System Landscape and Technical Infrastructure
 - 3.1 Basics and Definitions
 - 3.2 E-Commerce System Landscape

- 3.3 Shop Systems
- 3.4 Technical Infrastructure
4. AI, CRM, and Online PR in E-Commerce
 - 4.1 Artificial Intelligence (AI)
 - 4.2 CRM
 - 4.3 Online PR
5. Payment Transactions in E-Commerce
 - 5.1 Basics and Terms
 - 5.2 Traditional Payment Methods
 - 5.3 Credit Card
 - 5.4 E-Payment and M-Payment Methods
 - 5.5 Other Methods
6. Controlling in E-Commerce
 - 6.1 Success Metrics
 - 6.2 Visitor Metrics
 - 6.3 Customer Metrics
 - 6.4 Performance Measurement and Systems

Literature**Compulsory Reading****Further Reading**

- Ahrholdt, D., Greve G., & Hopf G. (2023). Social Media Marketing. Springer Books, 347.
- Dave C., & Smith, P.R. (2023). Digital Marketing Excellence : Planning, Optimizing and Integrating Online Marketing: Vol. Sixth edition. Routledge.
- Radu, C.-G., Dima, A. M., & Vargas, V. M. (2023). Online Shopping and Consumer Behaviour. Sciendo.

Study Format Distance Learning

Study Format Distance Learning	Course Type
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Information about the examination	
Examination Admission Requirements	Online Tests: yes
Type of Exam	Exam, 90 Minutes

Student Workload					
Self Study 90 h	Contact Hours 0 h	Tutorial/Tutorial Support 30 h	Self Test 30 h	Independent Study 0 h	Hours Total 150 h

Instructional Methods		
Tutorial Support <input checked="" type="checkbox"/> Course Feed <input checked="" type="checkbox"/> Intensive Live Sessions/Learning Sprint <input checked="" type="checkbox"/> Recorded Live Sessions	Learning Material <input checked="" type="checkbox"/> Course Book <input checked="" type="checkbox"/> Video	Exam Preparation <input checked="" type="checkbox"/> Practice Exam <input checked="" type="checkbox"/> Online Tests

Psychology of Persuasion

Module Code: DLBKPSUE_E

Module Type see curriculum	Admission Requirements none	Study Level BA	CP 5	Student Workload 150 h
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Semester / Term see curriculum	Duration Minimum 1 semester	Regularly offered in WiSe/SoSe	Language of Instruction and Examination English
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Module Coordinator

N.N. (Psychology of Persuasion)

Contributing Courses to Module

- Psychology of Persuasion (DLBKPSUE01_E)

Module Exam Type

Module Exam

Study Format: Distance Learning
Exam, 90 Minutes

Split Exam

Weight of Module

see curriculum

Module Contents

- Rationality versus Intuition: System 1 and System 2
- Social Psychological Studies on Persuasion Techniques
- The 6 Principles of Persuasion according to Cialdini
- What is Nudging: Definition and Ethical Debate
- Psychology of Persuasion in Practice

Learning Outcomes**Psychology of Persuasion**

On successful completion, students will be able to

- understand the theories of persuasion.
- distinguish between direct and subtle persuasion techniques.
- evaluate the effectiveness of various persuasion techniques.
- apply persuasion techniques in practice.

Links to other Modules within the Study Program

This module is similar to other modules in the field of Psychology

Links to other Study Programs of the University

All Bachelor Programs in the Social Sciences field

Psychology of Persuasion

Course Code: DLBKPSUE01_E

Study Level	Language of Instruction and Examination	Contact Hours	CP	Admission Requirements
BA	English		5	none

Course Description

Human decision-making behavior is influenced by a variety of conscious and unconscious stimuli: In some situations we rely on our gut feeling, while in others we weigh up arguments against each other. Often we do not decide rationally, as we are under time pressure, react intuitively to stimuli or are unable to process information optimally. Sales psychology makes use of human fallibility by systematically examining decision-making situations and developing theories about the conditions under which people can best be convinced of a product or activity. Here, in particular, the research of Robert Cialdini offers an operational psychological toolkit that will be appropriately illuminated in this course. Conversely, persuasion strategies can also contribute to the common good."Nudging" research intensively deals with unconscious "nudges" to achieve better behavior for society. This course will cover the basics and mechanisms of human decision motivation, as well as practical examples of how to optimally persuade customers, employees, or voters.

Course Outcomes

On successful completion, students will be able to

- understand the theories of persuasion.
- distinguish between direct and subtle persuasion techniques.
- evaluate the effectiveness of various persuasion techniques.
- apply persuasion techniques in practice.

Contents

1. Decision-making Behavior
 - 1.1 Kahneman: System 1 and System 2
 - 1.2 Psychological Biases
 - 1.3 Heuristics: Anchors, Availability and Representativeness
2. Persuasion Strategies
 - 2.1 The Elaboration Likelihood Model
 - 2.2 Foot-in-the-Door and Door-in-the-Face Technique
 - 2.3 Priming versus Framing
3. The Weapons of Influence According to Cialdini

- 3.1 Reciprocity
- 3.2 Commitment and Consistency
- 3.3 Social Proof
- 3.4 Liking
- 3.5 Authority
- 3.6 Scarcity
- 3.7 Unity
4. Nudging
 - 4.1 Definition
 - 4.2 Studies on Nudging
 - 4.3 Ethical Discussion on Nudging
5. Practical Examples
 - 5.1 The Sales Conversation
 - 5.2 Digital Sales Psychology
 - 5.3 The Job Interview

Literature

Compulsory Reading

Further Reading

- Cialdini, R. B. (2001). *Influence: Science and practice* (4th ed.). Allyn & Bacon.
- Cialdini, R. B. (2016). *Pre-Suasion: A Revolutionary Way to Influence and Persuade*. Simon & Schuster.
- Kahneman, D. (2011). *Thinking, fast and slow*. Penguin Books.
- Petty, R., & Cacioppo, J. (1986). *Communication and persuasion: Central and peripheral routes to attitude change*. Springer-Verlag.
- Pink, D. (2013). *To sell is human: The surprising truth about moving others*. Riverhead Books.
- Thaler, R., & Sunstein, C. (2009). *Nudge: Improving Decisions About Health, Wealth, and Happiness*. Penguin Books.
- Tversky, A., & Kahneman, D. (1974). Judgment under Uncertainty: Heuristics and Biases. *Science*, 185(4157), 1124–1131.

Study Format Distance Learning

Study Format Distance Learning	Course Type Theory Course
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Information about the examination	
Examination Admission Requirements	Online Tests: yes
Type of Exam	Exam, 90 Minutes

Student Workload					
Self Study 90 h	Contact Hours 0 h	Tutorial/Tutorial Support 30 h	Self Test 30 h	Independent Study 0 h	Hours Total 150 h

Instructional Methods		
Tutorial Support <input checked="" type="checkbox"/> Course Feed <input checked="" type="checkbox"/> Intensive Live Sessions/Learning Sprint <input checked="" type="checkbox"/> Recorded Live Sessions	Learning Material <input checked="" type="checkbox"/> Course Book <input checked="" type="checkbox"/> Video	Exam Preparation <input checked="" type="checkbox"/> Practice Exam <input checked="" type="checkbox"/> Online Tests

Psychology of Communication

Module Code: DLBKPSKPS1_E

Module Type see curriculum	Admission Requirements none	Study Level BA	CP 5	Student Workload 150 h
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Semester / Term see curriculum	Duration Minimaldauer: 1 Semester	Regularly offered in WiSe/SoSe	Language of Instruction and Examination English
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Module Coordinator

N.N. (Psychology of Communication)

Contributing Courses to Module

- Psychology of Communication (DLBKPSKPS01_E)

Module Exam Type

Module Exam

Study Format: Distance Learning
Exam, 90 Minutes

Split Exam

Weight of Module

see curriculum

Module Contents

- History of the Psychology of Communication
- Various Understandings of “Communication”, Theories and Models
- Forms of Communication and Communication Disorders (Verbal, Non-Verbal, Digital)
- Fields of Application of the Psychology of Communication

Learning Outcomes**Psychology of Communication**

On successful completion, students will be able to

- understand and reflect on basic concepts of the psychology of communication.
- classify concepts historically/perspectively.
- apply models of the psychology of communication.
- name fields of application of the psychology of communication.

Links to other Modules within the Study Program

This module is similar to other modules in the field of Psychology

Links to other Study Programs of the University

All Bachelor Programs in the Social Sciences field

Psychology of Communication

Course Code: DLBKPSKPS01_E

Study Level	Language of Instruction and Examination	Contact Hours	CP	Admission Requirements
BA	English		5	none

Course Description

This course provides students with a basic overview of the origins, various approaches, theories and practical methods of the psychology of communication. After dealing with basic definitions of communication processes between sender and receiver, the most important researchers, theories and models in the psychology of communication are covered. Different forms of communication - such as verbal, non-verbal, non-violent or intercultural - are critically reflected upon. From a psychological perspective, the course looks at how communication disorders arise and how they can be resolved. Finally, the course deals with media and digital mass communication and shows which practical fields communication the psychology of communication can be used in.

Course Outcomes

On successful completion, students will be able to

- understand and reflect on basic concepts of the psychology of communication.
- classify concepts historically/perspectively.
- apply models of the psychology of communication.
- name fields of application of the psychology of communication.

Contents

1. Definition
 - 1.1 What is Communication?
 - 1.2 What is the Psychology of Communication?
2. History of the Psychology of Communication
 - 2.1 Pre-Scientific Examples
 - 2.2 Ancient
 - 2.3 Medieval
 - 2.4 Enlightenment
 - 2.5 Modernism
3. Theoretical Foundations
 - 3.1 What Are Theories in the Psychology of Communication
 - 3.2 Symbolic Interactionism

- 3.3 The Theory of Communicative Action
- 3.4 Social Constructivism
- 4. Communication Models
 - 4.1 Paul Watzlawick: Axioms of Communication
 - 4.2 The Lasswell Formula
 - 4.3 Schulz Von Thun's Communication Square
 - 4.4 Neurolinguistic Programming (NLP)
- 5. Types of Communication
 - 5.1 Verbal Versus Non-Verbal Communication
 - 5.2 Empathy and Non-Violent Communication
 - 5.3 Intercultural Communication
- 6. Communication Breakdowns
 - 6.1 Stereotypical Thinking
 - 6.2 Heuristics and Biases
 - 6.3 Groupthink
- 7. Communication With the Media
 - 7.1 Mass Media
 - 7.2 Social Networks
 - 7.3 Human-Computer Interaction
- 8. Psychology of communication in Practice
 - 8.1 The Psychology of Negotiation
 - 8.2 Sales Psychology
 - 8.3 Psychology of Continuing Education
 - 8.4 Psychology of (Social) Networking

Literature

Compulsory Reading

Further Reading

- Hook, D., Franks, B. & Bauer, M. (2011) *The Social Psychology of Communication*. Palgrave Macmillan.
- Röhner, J. & Schütz, A. (2022). *Psychology of Communication*. Springer.
- Watzlawick, P, Beavin Bavelas, J. & Jackson, D. (2011) *Pragmatics of Human Communication: A Study of Interactional Patterns, Pathologies and Paradoxes*. WW Norton & Co.

Study Format Distance Learning

Study Format Distance Learning	Course Type Theory Course
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Information about the examination	
Examination Admission Requirements	Online Tests: yes
Type of Exam	Exam, 90 Minutes

Student Workload					
Self Study 90 h	Contact Hours 0 h	Tutorial/Tutorial Support 30 h	Self Test 30 h	Independent Study 0 h	Hours Total 150 h

Instructional Methods		
Tutorial Support <input checked="" type="checkbox"/> Course Feed <input checked="" type="checkbox"/> Intensive Live Sessions/Learning Sprint <input checked="" type="checkbox"/> Recorded Live Sessions	Learning Material <input checked="" type="checkbox"/> Course Book <input checked="" type="checkbox"/> Video	Exam Preparation <input checked="" type="checkbox"/> Practice Exam <input checked="" type="checkbox"/> Online Tests

6. Semester

Project: Sustainability from the Consumer Perspective

Module Code: DLBCCPNKP_E

Module Type see curriculum	Admission Requirements none	Study Level BA	CP 5	Student Workload 150 h
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Semester / Term see curriculum	Duration Minimaldauer: 1 Semester	Regularly offered in WiSe/SoSe	Language of Instruction and Examination English
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Module Coordinator

(Project: Sustainability from the Consumer Perspective)

Contributing Courses to Module

- Project: Sustainability from the Consumer Perspective (DLBCCPNKP01_E)

Module Exam Type

Module Exam

Study Format: Distance Learning
Oral Project Report

Split Exam

Weight of Module

see curriculum

Module Contents

In this module, students independently develop theoretical knowledge on the topic of sustainability from a consumer perspective and apply it practically. Sustainability has arrived in the mass market and has a significant influence on purchasing processes. Sustainability is increasingly important to consumers worldwide, starting from production to the marketing of products. At the same time, consumers vary significantly in their needs and motives to act sustainably. For organizations and brands to position themselves successfully in this environment, detailed knowledge of consumer expectations and demands regarding sustainability is crucial. The main theories and concepts for a better understanding of sustainability from a consumer perspective are therefore the focus of this course.

Learning Outcomes

Project: Sustainability from the Consumer Perspective

On successful completion, students will be able to

- contextualize the connections between sustainability and consumption.
- make the consumer need for sustainability tangible and apply it to develop strategic activities.
- integrate sustainability along the specific customer journey of a company.
- assess the impact of media and communication in sustainability management and select channels accordingly.
- apply sustainability as a segmentation criterion for differentiating target groups.
- check the impact of sustainability activities along the customer journey.

Links to other Modules within the Study Program

This module is similar to other modules in the field of Marketing & Sales

Links to other Study Programs of the University

All Bachelor Programs in the Marketing & Communication field

Project: Sustainability from the Consumer Perspective

Course Code: DLBCCPNKP01_E

Study Level	Language of Instruction and Examination	Contact Hours	CP	Admission Requirements
BA	English		5	none

Course Description

Sustainability is one of the most fundamental societal trends of our time and significantly shapes consumer behavior. From an economic perspective, sustainable actions pay off for companies. However, before companies redesign or adapt their strategies and activities, a closer look at the topic of sustainability is vital, as sustainable consumption needs vary enormously. They differ by country, age, gender, level of education, and other target group-specific factors, as well as the product category and industry in which a company operates. For companies, fundamental questions arise about how products and brands should be designed and positioned as agents of sustainability. In this course, students learn not only the basics of sustainable consumption but also various influencing factors to differentiate consumers based on their sustainability needs. For example, they will work independently on how to segment target groups based on sustainability aspects. The students will understand that sustainability has become a key success factor in consumer policy because sustainable consumption can evoke particularly positive emotions, experiences, and memories.

Course Outcomes

On successful completion, students will be able to

- contextualize the connections between sustainability and consumption.
- make the consumer need for sustainability tangible and apply it to develop strategic activities.
- integrate sustainability along the specific customer journey of a company.
- assess the impact of media and communication in sustainability management and select channels accordingly.
- apply sustainability as a segmentation criterion for differentiating target groups.
- check the impact of sustainability activities along the customer journey.

Contents

- The societal awareness of sustainable business practices and everyday life is rising, and sustainably produced products and brands are becoming increasingly important in the purchasing decisions for many consumers. Sustainability management has therefore become particularly relevant for companies and brands, going far beyond the topics of climate and environmental protection. Consumers are increasingly interested in the social and economic aspects of companies and their brands and products, such as working conditions or human rights. As part of the project, students gain a comprehensive overview of the

topic of sustainability and consumption: starting with defining sustainability motives and needs, through a sustainable consumer journey, to the analysis of sustainability activities in purchasing decision processes. A central component of the course is the practical implementation of a sustainability project related to a purchasing decision process. This could be, for example, the definition of a sustainable consumer journey, an evaluation of various sustainability strategies for the company, the differentiation of consumers based on sustainability, or the use of media and communication in the management of sustainability and consumption. Regardless of the content itself, the work must be considered and carried out in the context of consumer policy and sustainable strategies. In addition to the practical implementation of a sustainable consumer project, students should reflect on their work, critically examine the potential and limitations of existing approaches, and describe the success of their work through clearly defined objectives.

Literature

Compulsory Reading

Further Reading

- Balderjahn, I., Peyer, M., Seegebarth, B., Wiedmann, K. P., & Weber, A. (2018). The many faces of sustainability-conscious consumers: A category-independent typology. *Journal of Business Research*, 91, 83–93. <https://doi.org/10.1016/j.jbusres.2018.05.022>
- Bettencourt, L. A., Harmeling, C., Bhagwat-Rana, Y., & Houston, M. B. (2022). Consumer Job Journeys. *Journal of Service Research*, 25(3), 347–370. <https://doi.org/10.1177/1094670521103250>
- Jasrotia, S. S., Darda, P., & Pandey, S. (2022). Changing values of millennials and centennials towards responsible consumption and sustainable society. *Society and Business Review*, 18(2), 244–263. <https://doi.org/10.1108/SBR-01-2022-0013>
- White, K., Habib, R., & Hardisty, D. J. (2019). How to SHIFT consumer behaviors to be more sustainable: A literature review and guiding framework. *Journal of Marketing*, 83(3), 22–49. <https://doi.org/10.1177/0022242919825649>

Study Format Distance Learning

Study Format Distance Learning	Course Type Project
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Information about the examination	
Examination Admission Requirements	Online Tests: no
Type of Exam	Oral Project Report

Student Workload					
Self Study 120 h	Contact Hours 0 h	Tutorial/Tutorial Support 30 h	Self Test 0 h	Independent Study 0 h	Hours Total 150 h

Instructional Methods	
Tutorial Support <input checked="" type="checkbox"/> Course Feed <input checked="" type="checkbox"/> Intensive Live Sessions/Learning Sprint <input checked="" type="checkbox"/> Recorded Live Sessions	Exam Preparation <input checked="" type="checkbox"/> Guideline

Corporate Communication

Module Code: DLBPRWCCPR1_E

Module Type see curriculum	Admission Requirements none	Study Level BA	CP 5	Student Workload 150 h
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Semester / Term see curriculum	Duration Minimaldauer: 1 Semester	Regularly offered in WiSe/SoSe	Language of Instruction and Examination English
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Module Coordinator

Prof. Dr. Jonathan Black-Branch (Corporate Communication)

Contributing Courses to Module

- Corporate Communication (DLBPRWCCPR01_E)

Module Exam Type

Module Exam

Study Format: Distance Learning
Exam, 90 Minutes

Study Format: myStudies
Exam, 90 Minutes

Split Exam

Weight of Module

see curriculum

Module Contents

- Corporate Identity
- Corporate Design
- Corporate Image
- Corporate Communication as a Sub-Discipline of Corporate Communications
- Differentiation From Public Relations

Learning Outcomes**Corporate Communication**

On successful completion, students will be able to

- comprehend the essence of corporate identity, corporate design and corporate image, differentiate them from and relate them to one another.
- understand and explain corporate communication as a sub-discipline of corporate communications.
- distinguish corporate communication from public relations.

Links to other Modules within the Study Program

This module is similar to other modules in the field of Public Relations Management

Links to other Study Programs of the University

All Bachelor Programs in the Marketing & Communication field

Corporate Communication

Course Code: DLBPRWCCPR01_E

Study Level	Language of Instruction and Examination	Contact Hours	CP	Admission Requirements
BA	English		5	none

Course Description

In this course students are encouraged to fully grasp all internal and external communication activities of a company. Corporate communication is part of corporate identity and serves to communicate the corporate image. Here, for example, the focus can be on "sustainability" or "being hip". With the rise of saturated markets and global competition, the corporate image is becoming increasingly important. Corporate image and communication are increasingly becoming competitive advantages because it is becoming more and more difficult for companies to achieve and maintain product-related competitive advantages. This course combines targeted theoretical and strategic principles with practical knowledge of the content, methods, instruments and structures of corporate communication.

Course Outcomes

On successful completion, students will be able to

- comprehend the essence of corporate identity, corporate design and corporate image, differentiate them from and relate them to one another.
- understand and explain corporate communication as a sub-discipline of corporate communications.
- distinguish corporate communication from public relations.

Contents

1. Introduction to Corporate Communication
 - 1.1 Principles and Definitions
 - 1.2 Internal vs. External Corporate Communications
 - 1.3 Image Building and Brand Development
 - 1.4 Best Practice Examples in an International Context
2. Corporate Communication and PR
 - 2.1 Sub-Disciplines of Corporate Communications
 - 2.2 Differentiation from Public Relations
 - 2.3 Historical Development and Milestones
3. Corporate Philosophy as a Means of Corporate Management
 - 3.1 Corporate Soul

- 3.2 Corporate Language
- 3.3 Corporate Culture
4. Corporate Identity in Focus
 - 4.1 Visual Branding: Corporate Design
 - 4.2 Non-Visual Branding: Corporate Identity
5. Corporate Communication and Digitalization
 - 5.1 Challenges of Multi-Channel Communication
 - 5.2 Outlook: Trends and Developments in the Age of Digitalization

Literature

Compulsory Reading

Further Reading

- Argenti, P. A. (2022). *Corporate communication* (8th ed.). McGraw Hill.
- Brinkert, R., & Chewning, L. V. (2020). *Strategic corporate communication: Core concepts for managing your career and your clients' brands*. Cognella Academic Publishing.
- Cornelissen, J. P. (2017). *Corporate communication: A guide to theory and practice* (5th ed.). Sage Publications.
- Field, J. (2021). *Influential internal communication: Streamline your corporate communication to drive efficiency and engagement*. Kogan Page.
- Schneider, B., & Barbera, K. M. (2014). *The Oxford handbook of organizational climate and culture*. Oxford University Press.

Study Format Distance Learning

Study Format Distance Learning	Course Type Theory Course
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Information about the examination	
Examination Admission Requirements	Online Tests: yes
Type of Exam	Exam, 90 Minutes

Student Workload					
Self Study 90 h	Contact Hours 0 h	Tutorial/Tutorial Support 30 h	Self Test 30 h	Independent Study 0 h	Hours Total 150 h

Instructional Methods		
Tutorial Support <input checked="" type="checkbox"/> Course Feed <input checked="" type="checkbox"/> Intensive Live Sessions/Learning Sprint <input checked="" type="checkbox"/> Recorded Live Sessions	Learning Material <input checked="" type="checkbox"/> Course Book <input checked="" type="checkbox"/> Video	Exam Preparation <input checked="" type="checkbox"/> Practice Exam <input checked="" type="checkbox"/> Online Tests

Study Format myStudies

Study Format myStudies	Course Type Theory Course
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Information about the examination	
Examination Admission Requirements	Online Tests: yes
Type of Exam	Exam, 90 Minutes

Student Workload					
Self Study 90 h	Contact Hours 0 h	Tutorial/Tutorial Support 30 h	Self Test 30 h	Independent Study 0 h	Hours Total 150 h

Instructional Methods		
Tutorial Support <input checked="" type="checkbox"/> Course Feed <input checked="" type="checkbox"/> Intensive Live Sessions/Learning Sprint <input checked="" type="checkbox"/> Recorded Live Sessions	Learning Material <input checked="" type="checkbox"/> Course Book <input checked="" type="checkbox"/> Video	Exam Preparation <input checked="" type="checkbox"/> Practice Exam <input checked="" type="checkbox"/> Online Tests

Project: Corporate Communication

Module Code: DLBPRWCCPR2_E

Module Type see curriculum	Admission Requirements DLBPRWCCPR01_E	Study Level BA	CP 5	Student Workload 150 h
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Semester / Term see curriculum	Duration Minimaldauer: 1 Semester	Regularly offered in WiSe/SoSe	Language of Instruction and Examination English
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Module Coordinator

N.N. (Project: Corporate Communication)

Contributing Courses to Module

- Project: Corporate Communication (DLBPRWCCPR02_E)

Module Exam Type

Module Exam

Study Format: Distance Learning
Portfolio

Split Exam

Weight of Module

see curriculum

Module Contents

Communication processes in corporations are demanding fast and agile management skills. Therefore the project will teach students to achieve dynamic management and communication competences. The Corporate Communication Project will make students understand how corporations can cultivate and protect their identity and purpose.

Learning Outcomes**Project: Corporate Communication**

On successful completion, students will be able to

- understand the practical implementation of concepts with a focus on corporate identity and corporate design.
- understand and apply corporate identity and image building in practice.
- analyze concepts and the realization of corporate communication strategies and apply the learnings.

Links to other Modules within the Study Program

This module is similar to other modules in the field of Public Relations Management

Links to other Study Programs of the University

All Bachelor Programs in the Marketing & Communication field

Project: Corporate Communication

Course Code: DLBPRWCCPR02_E

Study Level	Language of Instruction and Examination	Contact Hours	CP	Admission Requirements
BA	English		5	DLBPRWCCPR01_E

Course Description

The focus of this course is an own project in which the students can experience and apply the relevant methods and instruments of corporate communication. Best practice examples are used to provide practice-relevant input and are analyzed by the students. Any questions and problems that may arise during the transfer of knowledge from theory to practice can be directly discussed and solved within the project. In addition, the students create another work sample for their application folder. In their individual project, the students experience all practice-relevant phases with the aim of being able to use this content in the future and to realize and manage their own projects. In order to be able to act professionally in challenging situations, solution-oriented skills are taught in each phase of the project.

Course Outcomes

On successful completion, students will be able to

- understand the practical implementation of concepts with a focus on corporate identity and corporate design.
- understand and apply corporate identity and image building in practice.
- analyze concepts and the realization of corporate communication strategies and apply the learnings.

Contents

- The focus of this course is on holistic corporate communication. Best practice examples show how successful companies maintain and promote their corporate communications both internally and externally. The students learn about the influence of these strategies on employee motivation and personnel development on the one hand and on a successful external image on the other hand. This course is practice-oriented and repeatedly shows interfaces to, for example, marketing and other related disciplines, which underlines its interdisciplinary claim and character. On the basis of the multifaceted input, the students are supported in applying or implementing what they have learned on the basis of an example project. In doing so, they learn how important it is to think holistically and to combine all facets of corporate communication. Ultimately, the students gain direct insights into the tasks and problems in practice through this project.

Literature**Compulsory Reading****Further Reading**

- Bittner-Fessler, A., & Weicht, J. F. (2020). Beyond Sustainability Communication: Sustainability-integrated Corporate Communications. *Journal of Strategic Innovation & Sustainability*, 15(1), 93–101. <https://doi-org.pxz.iubh.de/8443/10.33423/jsis.v15i1.2730>.
- Cornelissen, J. (2017): *Corporate Communication (English)*. 5th edition, Sage, New York.
- Johnston, K. & Taylor, M. (2018). *The Handbook of Communication Engagement*. ISBN: 978-1-119-16752-5. Wiley-Blackwell.

Study Format Distance Learning

Study Format Distance Learning	Course Type Project
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Information about the examination	
Examination Admission Requirements	Online Tests: no
Type of Exam	Portfolio

Student Workload					
Self Study 120 h	Contact Hours 0 h	Tutorial/Tutorial Support 30 h	Self Test 0 h	Independent Study 0 h	Hours Total 150 h

Instructional Methods	
Tutorial Support <input checked="" type="checkbox"/> Course Feed <input checked="" type="checkbox"/> Intensive Live Sessions/Learning Sprint <input checked="" type="checkbox"/> Recorded Live Sessions	Exam Preparation <input checked="" type="checkbox"/> Guideline

Augmented, Mixed and Virtual Reality

Module Code: DLBMIAMVR1_E

Module Type see curriculum	Admission Requirements none	Study Level BA	CP 5	Student Workload 150 h
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Semester / Term see curriculum	Duration Minimum 1 semester	Regularly offered in WiSe/SoSe	Language of Instruction and Examination English
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Module Coordinator

Prof. Dr. Janki Dodiya (Augmented, Mixed and Virtual Reality)

Contributing Courses to Module

- Augmented, Mixed and Virtual Reality (DLBMIAMVR01_E)

Module Exam Type

Module Exam

Study Format: Distance Learning
Exam, 90 Minutes

Study Format: myStudies
Exam, 90 Minutes

Split Exam

Weight of Module

see curriculum

Module Contents

- Definition and Differentiation of Terms
- Fields of Application and Examples
- Aspects of Human Perception
- Augmented and Virtual Reality Output Devices
- Input Devices
- Interaction in Virtual and Augmented Realities
- Aspects of XR Application Development
- Future of XR Technologies

Learning Outcomes**Augmented, Mixed and Virtual Reality**

On successful completion, students will be able to

- name the characteristics and differences of augmented, mixed, and virtual reality techniques.
- describe the importance of sensual perception in AR and VR.
- explain the basic technical features of AR and VR systems.
- explain the different interaction possibilities in AR and VR applications.
- perform selected development processes for AR and VR applications.

Links to other Modules within the Study Program

This module is similar to other modules in the field of Computer Science & Software Development

Links to other Study Programs of the University

All Bachelor Programs in the IT & Technology field

Augmented, Mixed and Virtual Reality

Course Code: DLBMIAMVR01_E

Study Level	Language of Instruction and Examination	Contact Hours	CP	Admission Requirements
BA	English		5	none

Course Description

Augmented, mixed and virtual reality (AR, MR and VR) technologies are becoming increasingly important in a wide range of application areas. In this context, novel hardware devices and forms of interaction are used. In addition to the technical foundations, this course covers aspects of human perception and approaches for developing AR/VR applications. To give the students a knowledge of the field, the terms augmented, mixed, and virtual reality will be defined and differentiated and examples of their use will be demonstrated. In order to simulate the existence of a virtual world or virtual objects to users, aspects of human perception have to be used. Based on the fundamentals of human information processing, the course highlights the phenomena, problems, and solutions that have to be considered in AR and VR applications. AR and VR systems can be implemented in different ways. This course addresses different output forms, tracking methods and interaction possibilities. In addition, other techniques that are specifically relevant in the AR field will be represented. Software development in the AR and VR field may require the application of special processes. This course teaches selected approaches that are helpful in designing, prototyping, and testing AR and VR applications. The course concludes with a view at the future applications and the research potential of augmented, mixed, and virtual reality.

Course Outcomes

On successful completion, students will be able to

- name the characteristics and differences of augmented, mixed, and virtual reality techniques.
- describe the importance of sensual perception in AR and VR.
- explain the basic technical features of AR and VR systems.
- explain the different interaction possibilities in AR and VR applications.
- perform selected development processes for AR and VR applications.

Contents

1. Introduction to Augmented, Mixed and Virtual Reality
 - 1.1 Definition and Differentiation of Terms
 - 1.2 Fields of Application and Examples
2. Aspects of Human Perception
 - 2.1 Human Information Processing
 - 2.2 Visual Perception

- 2.3 Multisensory Perception
- 2.4 Phenomena, Problems and Solutions
3. Virtual Reality Output Devices
 - 3.1 Mounts for Smartphones
 - 3.2 Simple 3-Degrees-of-Freedom VR Glasses
 - 3.3 6-Degrees-of-Freedom-VR
 - 3.4 Multisensor Technology
4. Augmented Reality Output Devices
 - 4.1 Tracking
 - 4.2 Video See-Through vs. Optical See-Through vs. Projection
 - 4.3 General Differences between Devices
5. Input Devices
 - 5.1 Controller and Other Devices
 - 5.2 Touchpads
 - 5.3 Voice Commands
 - 5.4 Finger Tracking
 - 5.5 Eye Tracking
 - 5.6 Neurofeedback
6. Interaction in Virtual and Augmented Realities
 - 6.1 Fundamentals of Human-Computer Interaction
 - 6.2 Selection
 - 6.3 Manipulation of Objects
 - 6.4 Navigation
 - 6.5 Perceptual Variables
7. Aspects of Development
 - 7.1 Iterative Development Approaches for VR/AR Applications
 - 7.2 Design Techniques
 - 7.3 Prototyping
 - 7.4 Evaluation
8. The Future of Augmented, Mixed and Virtual Reality
 - 8.1 Outlook on Future Applications
 - 8.2 Focus Points for Future Research

Literature**Compulsory Reading****Further Reading**

- Billinghamurst, M., Clark, A., & Lee, G. (n.d.). A Survey of Augmented Reality. *Foundations and Trends in Human-Computer Interaction*, 8(2-3), 73-272.
- Jerald, J. (2016). *The VR Book: Human-Centered Design for Virtual Reality*. ACM and Morgan & Claypool.
- Schmalstieg, D., & Höllerer, T. (2016). *Augmented Reality: Principles and Practice*. Addison-Wesley.

Study Format Distance Learning

Study Format Distance Learning	Course Type Theory Course
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Information about the examination	
Examination Admission Requirements	Online Tests: yes
Type of Exam	Exam, 90 Minutes

Student Workload					
Self Study 90 h	Contact Hours 0 h	Tutorial/Tutorial Support 30 h	Self Test 30 h	Independent Study 0 h	Hours Total 150 h

Instructional Methods		
Tutorial Support <input checked="" type="checkbox"/> Course Feed <input checked="" type="checkbox"/> Intensive Live Sessions/Learning Sprint <input checked="" type="checkbox"/> Recorded Live Sessions	Learning Material <input checked="" type="checkbox"/> Course Book <input checked="" type="checkbox"/> Video	Exam Preparation <input checked="" type="checkbox"/> Practice Exam <input checked="" type="checkbox"/> Online Tests

Study Format myStudies

Study Format myStudies	Course Type Theory Course
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Information about the examination	
Examination Admission Requirements	Online Tests: yes
Type of Exam	Exam, 90 Minutes

Student Workload					
Self Study 90 h	Contact Hours 0 h	Tutorial/Tutorial Support 30 h	Self Test 30 h	Independent Study 0 h	Hours Total 150 h

Instructional Methods		
Tutorial Support <input checked="" type="checkbox"/> Course Feed <input checked="" type="checkbox"/> Intensive Live Sessions/Learning Sprint <input checked="" type="checkbox"/> Recorded Live Sessions	Learning Material <input checked="" type="checkbox"/> Course Book <input checked="" type="checkbox"/> Video	Exam Preparation <input checked="" type="checkbox"/> Practice Exam <input checked="" type="checkbox"/> Online Tests

Project: Cross Media Marketing

Module Code: DLBOMPCMM_E

Module Type see curriculum	Admission Requirements none	Study Level BA	CP 5	Student Workload 150 h
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Semester / Term see curriculum	Duration Minimaldauer: 1 Semester	Regularly offered in WiSe/SoSe	Language of Instruction and Examination English
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Module Coordinator

N.N. (Project: Cross Media Marketing)

Contributing Courses to Module

- Project: Cross Media Marketing (DLBOMPCMM01_E)

Module Exam Type

Module Exam

Study Format: Distance Learning
Oral Project Report

Split Exam

Weight of Module

see curriculum

Module Contents

- In this course, students work independently on a project in the field of cross media marketing and thus transfer their knowledge into practice. They go through all the necessary phases and present their results orally with the support of adequate visualization. A current list of topics can be found in the Learning Management System.

Learning Outcomes**Project: Cross Media Marketing**

On successful completion, students will be able to

- understand integrated marketing communication (cross media marketing) in conjunction with practical media planning in a holistic way.
- decisively optimize marketing strategies of a company with well-founded marketing knowledge and its application-safe handling.
- recognize the different ways in which media planning works.
- allocate specific costs to the planning.
- independently carry out a project in the field of cross media marketing and present it in an addressee-oriented manner in a project presentation.

Links to other Modules within the Study Program

This module is similar to other modules in the field of Online & Social Media Marketing

Links to other Study Programs of the University

All Bachelor Programs in the Marketing & Communication field

Project: Cross Media Marketing

Course Code: DLBOMPCMM01_E

Study Level	Language of Instruction and Examination	Contact Hours	CP	Admission Requirements
BA	English		5	none

Course Description

Today, communication takes place via many channels: via print and on the web, on all kinds of digital end devices and in many different applications. What is self-evident for the user requires a lot of attention on the company side. Because good integrated communication does not mean feeding the same content into all channels: Optimal impact is only achieved when the media complement each other and highlight different facets of the same message depending on their specific characteristics. Cross-media or integrated marketing communication means the coordinated action of a company with regard to the design of its own offer and corporate design, the communication instruments and media used and the timing - in B2B as well as in B2C. From product development to packaging, all measures are subject to consistent premises; in the marketing channels, the messages complement each other and lead to a uniform perception by the target group. Or, to paraphrase a famous advertising slogan: "Are you still advertising or are you already communicating?"

Course Outcomes

On successful completion, students will be able to

- understand integrated marketing communication (cross media marketing) in conjunction with practical media planning in a holistic way.
- decisively optimize marketing strategies of a company with well-founded marketing knowledge and its application-safe handling.
- recognize the different ways in which media planning works.
- allocate specific costs to the planning.
- independently carry out a project in the field of cross media marketing and present it in an addressee-oriented manner in a project presentation.

Contents

- The focus of this course is the independent planning and implementation of a project in the field of cross media marketing. Students test their knowledge in practice and deepen it. Special attention is paid to the individual components of cross-media communication as well as the basics of media planning, selection and attribution.

Literature**Compulsory Reading****Further Reading**

- Arikan, A. (2008). *Multichannel Marketing: Metrics and Methods for On and Offline Success*. John Wiley & Sons.
- Juska, J. M. (2021). *Integrated Marketing Communication: Advertising and Promotion in a Digital World* (2nd ed.). Routledge.
- Kenneth, E. C., & Baack, D. (2021). *Integrated Advertising, Promotion, and Marketing Communications* (9th ed.). Pearson.
- Krämer, B., & Frey, F. (Eds.). (2020). *How We Use the Media: Strategies, Modes and Styles*. (Transforming Communications – Studies in Cross-Media Research). Palgrave Macmillan.
- Wirtz, B. W. (2021). *Media Management: Strategy, Business Models and Case Studies* (2nd ed.). (Springer Texts in Business and Economics). Springer.

Study Format Distance Learning

Study Format Distance Learning	Course Type Project
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Information about the examination	
Examination Admission Requirements	Online Tests: no
Type of Exam	Oral Project Report

Student Workload					
Self Study 120 h	Contact Hours 0 h	Tutorial/Tutorial Support 30 h	Self Test 0 h	Independent Study 0 h	Hours Total 150 h

Instructional Methods	
Tutorial Support <input checked="" type="checkbox"/> Course Feed <input checked="" type="checkbox"/> Intensive Live Sessions/Learning Sprint <input checked="" type="checkbox"/> Recorded Live Sessions	Exam Preparation <input checked="" type="checkbox"/> Guideline

Digital Future Commerce

Module Code: DLBDBDFC_E

Module Type see curriculum	Admission Requirements none	Study Level BA	CP 5	Student Workload 150 h
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Semester / Term see curriculum	Duration Minimum 1 semester	Regularly offered in WiSe/SoSe	Language of Instruction and Examination English
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Module Coordinator

Dr. Konstantinos Kalligiannis (Digital Future Commerce)

Contributing Courses to Module

- Digital Future Commerce (DLBLOGC201_E)

Module Exam Type

Module Exam

Study Format: Distance Learning
Exam, 90 Minutes

Split Exam

Weight of Module

see curriculum

Module Contents

- Systems and processes in business and logistics
- Trends and developments
- Digital value networks
- Handling large amounts of data
- Global trade in a digital world

Learning Outcomes**Digital Future Commerce**

On successful completion, students will be able to

- explain the possibilities for mapping business processes in IT systems and assess the possible uses of workflow management systems.
- explain current trends in digitization, outline historical developments starting with the industrial revolution, and explain the innovation potential of digitization.
- describe digital value networks and their special features using examples.
- describe the implications of E-Commerce for logistics and analyze the impact of digitalization on business processes.
- explain the challenges of Big Data and develop concepts as well as solution strategies for individual fields of application, especially from the area of eCommerce.
- describe global commerce in the digitalized world against the backdrop of rapid changes and adaptation processes and to classify the "human factor" in this context.

Links to other Modules within the Study Program

This module is similar to other modules in the field of E-Commerce

Links to other Study Programs of the University

All Bachelor Programs in the Marketing & Communication field

Digital Future Commerce

Course Code: DLBLOGC201_E

Study Level	Language of Instruction and Examination	Contact Hours	CP	Admission Requirements
BA	English		5	none

Course Description

Participation in the course is designed to familiarize students with the future topics of digitization in logistics, industry and commerce. They will gain an overview of the status of technical developments and current implementation. Based on this, they will develop concepts and implementation strategies for selected operational contexts.

Course Outcomes

On successful completion, students will be able to

- explain the possibilities for mapping business processes in IT systems and assess the possible uses of workflow management systems.
- explain current trends in digitization, outline historical developments starting with the industrial revolution, and explain the innovation potential of digitization.
- describe digital value networks and their special features using examples.
- describe the implications of E-Commerce for logistics and analyze the impact of digitalization on business processes.
- explain the challenges of Big Data and develop concepts as well as solution strategies for individual fields of application, especially from the area of eCommerce.
- describe global commerce in the digitalized world against the backdrop of rapid changes and adaptation processes and to classify the "human factor" in this context.

Contents

1. Systems and Processes in Business and Logistics
 - 1.1 Logistical Systems Thinking and Economic Modeling
 - 1.2 Logistical Processes and Process Thinking in Retail
 - 1.3 Mapping of Business Processes in IT Systems
 - 1.4 Working Time Management: Demand-Oriented Personnel Logistics
2. Trends and Developments
 - 2.1 The History of Global Trade Logistics - From the Early Forms of Logistics Optimization to Digitalization
 - 2.2 The Tension between Liberalization and Protectionism
 - 2.3 Disruptive Innovations in Retail Logistics Yesterday and Today
 - 2.4 Humans in the Robotized World of Work - an Indispensable Disruptive Factor?

3. Digital Value Networks
 - 3.1 Self-Controlling Systems - Technologies and Organization - Swarm Intelligence
 - 3.2 3D Printing and Implications for Retail Logistics
 - 3.3 Logistics Processes in a Digital World
 - 3.4 E-Commerce and E-Logistics
4. Handling Large Amounts of Data
 - 4.1 Challenges and Strategies in Dealing with Big Data
 - 4.2 Technical Solutions in Various Fields of Application
 - 4.3 Cloud Services
 - 4.4 Security and Data Protection
5. Global Trade in a Digital World
 - 5.1 Adaptive Trade and Supply Chains
 - 5.2 Design and Redesign of Global Retail Chains
 - 5.3 Digitization of Global Production and Supply Networks
 - 5.4 Education for the Digitalized World

Literature

Compulsory Reading

Further Reading

- Ali, M., Khan, S. U., & Vasilakos, A. V. (2015). Security in cloud computing: Opportunities and challenges. *Information Sciences*, 305(1), 357–383.
- Laudon, K. C., & Traver, C. G. (2019). *E-commerce 2019: Business, technology, and society* (15th ed., Global ed.). Pearson.
- Saberi, S., Kouhizadeh, M., Sarkis, J., & Shen, L. (2019). Blockchain technology and its relationship to sustainable supply chain management. *International Journal of Production Research*, 57(7), 2117–2135.
- Tian, Z., & Chen, L. (2020). The self-organization process of logistics industry system. In L. Menggand, Z. Runtong, X. Shang, M. Dresner, & G. Hua (Eds.), *IEIS2019: Proceedings of the 6th international conference and industrial security engineering* (pp. 459–472). Springer.
- Vazquez, E. E. (2019). Effect of e-retail product category on performance. In G. Granata, A. M. Tartaglione, & T. Tsiakis (Eds.), *Predicting trends and building strategies for consumer engagement in retail environments* (pp. 152–168). IGI Global Publishing.

Study Format Distance Learning

Study Format Distance Learning	Course Type Theory Course
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Information about the examination	
Examination Admission Requirements	Online Tests: yes
Type of Exam	Exam, 90 Minutes

Student Workload					
Self Study 90 h	Contact Hours 0 h	Tutorial/Tutorial Support 30 h	Self Test 30 h	Independent Study 0 h	Hours Total 150 h

Instructional Methods		
Tutorial Support <input checked="" type="checkbox"/> Course Feed <input checked="" type="checkbox"/> Intensive Live Sessions/Learning Sprint <input checked="" type="checkbox"/> Recorded Live Sessions	Learning Material <input checked="" type="checkbox"/> Course Book <input checked="" type="checkbox"/> Video	Exam Preparation <input checked="" type="checkbox"/> Practice Exam <input checked="" type="checkbox"/> Online Tests

Business Consulting I

Module Code: DLBMEBC1_E

Module Type see curriculum	Admission Requirements none	Study Level BA	CP 5	Student Workload 150 h
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Semester / Term see curriculum	Duration Minimaldauer: 1 Semester	Regularly offered in WiSe/SoSe	Language of Instruction and Examination English
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Module Coordinator

N.N. (Business Consulting I)

Contributing Courses to Module

- Business Consulting I (BWCN01_E)

Module Exam Type

Module Exam

Study Format: Distance Learning
Exam, 90 Minutes

Split Exam

Weight of Module

see curriculum

Module Contents

- Introduction to Business Consulting
- Forms and Functions of Business Consulting
- The Market for Business Consulting
- History, pioneers and concepts
- Consulting fields

Learning Outcomes**Business Consulting I**

On successful completion, students will be able to

- understand the various definitions of business consulting.
- explain the tasks and approaches of business consultants.
- name the characteristics of business consultancies.
- explain business consulting as a highly specialized service.
- identify the specifics of the consultant-client relationship.

Links to other Modules within the Study Program

This module is similar to other modules in the field of Business Administration & Management

Links to other Study Programs of the University

All Bachelor Programs in the Business field

Business Consulting I

Course Code: BWCN01_E

Study Level	Language of Instruction and Examination	Contact Hours	CP	Admission Requirements
BA	English		5	none

Course Description

Business consulting is a professional service whose overall economic significance is increasing. Business consultants provide professional consulting services for client companies. This requires the ability to analyze and evaluate specific corporate and market situations with the help of modern management concepts. Based on their analyses, business consultants make recommendations for optimizing corporate strategies, structures and processes and - if desired - accompany them during implementation and realization. In order to fulfill successfully the various functions and tasks of business consulting, business consultants require a differentiated profile of technical-methodical and personal-social competencies. The center of professional competencies is composed of basic and specialized knowledge in consulting and business administration. They include analytical skills for understanding corporate and market situations as well as the ability to plan, implement and control consulting projects. The development of personal and social competences aims at the client-centeredness of the students in the sense of the ability to adapt to the individual consulting needs of clients.

Course Outcomes

On successful completion, students will be able to

- understand the various definitions of business consulting.
- explain the tasks and approaches of business consultants.
- name the characteristics of business consultancies.
- explain business consulting as a highly specialized service.
- identify the specifics of the consultant-client relationship.

Contents

1. Introduction to Business Consulting
 - 1.1 Business Consulting - Management Consulting
 - 1.2 Business Consulting as a Subject of Science
2. Forms and Functions of Business Consulting
 - 2.1 Manifestations of Business Consulting
 - 2.2 Functions of Business Consulting
 - 2.3 Inhouse Consulting

3. The Market for Business Consulting
 - 3.1 Data, Structures and Trends
 - 3.2 Consulting Companies in Germany
4. History, Pioneers and Concepts
 - 4.1 History of Business Consulting
 - 4.2 Business Consulting Concepts
5. Consulting Fields
 - 5.1 Strategy Consulting
 - 5.2 Organization and Transformation Consulting
 - 5.3 IT Consulting
 - 5.4 Personnel Consulting/HR Consulting

Literature

Compulsory Reading

Further Reading

- Cerruti, C., Tavoletti, E., & Grieco, C. (2019). Management consulting: a review of fifty years of scholarly research. *Management Research Review*, 42(8), 902-925.
- Curuksu, J.D. (2018). *Data Driven. An Introduction to Management Consulting in the 21st Century*. Cham, Switzerland: Springer.
- da Costa, R. L., et al. (2013). The „Fashionable Knowledge“ of Management Consulting. *Journal of Management and Sustainability*, 3(3), 180-188.
- FEACO. (2019). *Survey of the European Management Consultancy 2018/2019*. Retrieved from <http://www.feaco.org/sites/default/files/sitepagefiles/Feaco.Survey%202018-2019.pdf>
- Kubr, M. (2002). *Management Consulting: A Guide to the Profession*. (4th ed). Genf: International Labour Office.
- Nippa, M., & Petzold, K. (2002). Economic functions of management consulting firms – an integrative theoretical framework. In *Academy Of Management Proceedings & Membership Directory*, B1–B6.

Study Format Distance Learning

Study Format Distance Learning	Course Type Theory Course
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Information about the examination	
Examination Admission Requirements	Online Tests: yes
Type of Exam	Exam, 90 Minutes

Student Workload					
Self Study 90 h	Contact Hours 0 h	Tutorial/Tutorial Support 30 h	Self Test 30 h	Independent Study 0 h	Hours Total 150 h

Instructional Methods		
Tutorial Support <input checked="" type="checkbox"/> Course Feed <input checked="" type="checkbox"/> Intensive Live Sessions/Learning Sprint <input checked="" type="checkbox"/> Recorded Live Sessions	Learning Material <input checked="" type="checkbox"/> Course Book <input checked="" type="checkbox"/> Video	Exam Preparation <input checked="" type="checkbox"/> Practice Exam <input checked="" type="checkbox"/> Online Tests

Business Consulting II

Module Code: DLBMEBC2_E

Module Type see curriculum	Admission Requirements none	Study Level BA	CP 5	Student Workload 150 h
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Semester / Term see curriculum	Duration Minimaldauer: 1 Semester	Regularly offered in WiSe/SoSe	Language of Instruction and Examination English
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Module Coordinator

N.N. (Business Consulting II)

Contributing Courses to Module

- Business Consulting II (BWCN02_E)

Module Exam Type

Module Exam

Study Format: Distance Learning
Exam, 90 Minutes

Split Exam

Weight of Module

see curriculum

Module Contents

- Business Modell of Business Consulting
- Forms and Functions of Business Consulting
- Marketing of Consulting Services
- Consultant Liability, Contract Drafting and Professional Law
- The Consulting Project

Learning Outcomes**Business Consulting II**

On successful completion, students will be able to

- explain the special framework conditions of consulting companies.
- identify the approaches in marketing for consulting services.
- explain the strategic and operational direction of consulting companies.
- understand the challenges of human resource management in consulting companies.
- explain the operational phases of the consulting process.

Links to other Modules within the Study Program

This module is similar to other modules in the field of Business Administration & Management

Links to other Study Programs of the University

All Bachelor Programs in the Business field

Business Consulting II

Course Code: BWCN02_E

Study Level	Language of Instruction and Examination	Contact Hours	CP	Admission Requirements
BA	English		5	none

Course Description

Business consultants offer professional consulting services for client companies. The object of business consulting is therefore the acquisition, planning and implementation of business consulting projects. The content of these consulting projects is diverse and, depending on the task, can include aspects of strategic corporate management, challenges in the area of financing and cost reduction, the introduction of new technologies, working methods and systems, internal communication, restructuring, mergers/acquisitions or outsourcing of companies or individual company divisions. Consulting projects and consulting processes are characterized by recurring elements, the understanding and application of which significantly influence the success of a consulting service. The competence and quality of contract acquisition and project management is determined by the management of the consulting firm itself. Depending on the consulting philosophy, consulting concept, consulting organization and service marketing, success or failure is reached in consultant-client relationships. Participation in the course requires successful completion of the Business Consulting I course.

Course Outcomes

On successful completion, students will be able to

- explain the special framework conditions of consulting companies.
- identify the approaches in marketing for consulting services.
- explain the strategic and operational direction of consulting companies.
- understand the challenges of human resource management in consulting companies.
- explain the operational phases of the consulting process.

Contents

1. The Business Model of Business Consulting
 - 1.1 The Business Consultancy as a Professional Service Firm
 - 1.2 The Value Creation Model of Business Consulting
 - 1.3 The Market Environment of the Consulting Company
2. The Management of the Consultancy Company
 - 2.1 Fields of Action and Decision-Making for the Management of Business Consulting Companies
 - 2.2 Normative and Strategic Fields of Action and Decision-Making

- 2.3 Personnel and HR Management in the Consulting Company
- 3. Marketing of Consulting Services
 - 3.1 Special Features of Service Marketing
 - 3.2 Strategic Marketing of Consulting Companies
 - 3.3 Operational Service Marketing of Consulting Companies
 - 3.4 Relationship Marketing of Consulting Companies
- 4. Consultant Liability, Contract Drafting and Professional Law
 - 4.1 Consultant Liability
 - 4.2 Contract Drafting
 - 4.3 Legal Issues of Professional Practice
- 5. The Consulting Project
 - 5.1 Requirements
 - 5.2 Settings and Techniques
 - 5.3 Consulting Phase

Literature

Compulsory Reading

Further Reading

- Block, P. (2011). *Flawless consulting: A guide to getting your expertise used* (3rd ed.). Pfeiffer.
- Chereau, P., & Meschi, P.-X. (2018). *Strategic consulting: Tools and methods for successful strategy missions*. Palgrave Macmillan.
- Kaiser, S., & Others. (2015). Human Resource Management in Professional Service Firms: Learning from a framework for research and practice. *Zeitschrift Für Personalforschung*, 29(2), 77-101.
- Kubr, M. (2002). *Management consulting: A guide to the profession* (4th ed.). International Labour Office.
- Skjølsvik, T., Perner, F., & Løwendahl, B. (2017). Strategic management of professional service firms: Reviewing ABS journals and identifying key research themes. *Journal Of Professions & Organization*, 4(2), 203-239.

Study Format Distance Learning

Study Format Distance Learning	Course Type Theory Course
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Information about the examination	
Examination Admission Requirements	Online Tests: yes
Type of Exam	Exam, 90 Minutes

Student Workload					
Self Study 90 h	Contact Hours 0 h	Tutorial/Tutorial Support 30 h	Self Test 30 h	Independent Study 0 h	Hours Total 150 h

Instructional Methods		
Tutorial Support <input checked="" type="checkbox"/> Course Feed <input checked="" type="checkbox"/> Intensive Live Sessions/Learning Sprint <input checked="" type="checkbox"/> Recorded Live Sessions	Learning Material <input checked="" type="checkbox"/> Course Book <input checked="" type="checkbox"/> Video	Exam Preparation <input checked="" type="checkbox"/> Practice Exam <input checked="" type="checkbox"/> Online Tests

Salesforce Fundamentals

Module Code: DLSFPM1

Module Type see curriculum	Admission Requirements none	Study Level BA	CP 5	Student Workload 150 h
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Semester / Term see curriculum	Duration Minimum 1 semester	Regularly offered in WiSe/SoSe	Language of Instruction and Examination English
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Module Coordinator

Prof. Dr. Thomas Bolz (Salesforce Fundamentals)

Contributing Courses to Module

- Salesforce Fundamentals (DLSFPM01)

Module Exam Type

Module Exam

Study Format: Distance Learning
Written Assessment: Project Report
Study Format: myStudies
Written Assessment: Project Report

Split Exam

Weight of Module

see curriculum

Module Contents

Using the learning platform trailhead students will learn the fundamentals of Salesforce. At the end of the course students will be able to administer the Salesforce platform. This module prepares them for the Salesforce administrator certification.

Learning Outcomes**Salesforce Fundamentals**

On successful completion, students will be able to

- define what Salesforce and customer relationship management is.
- describe and compare the different options for importing and exporting data in Salesforce.
- create reports and visualize key business metrics in real-time in Salesforce.
- create a simple Salesforce app.
- control access to data using security tools in Salesforce.

Links to other Modules within the Study Program

This module is similar to other modules in the field of Marketing & Sales

Links to other Study Programs of the University

All Bachelor Programs in the Marketing & Communication field

Salesforce Fundamentals

Course Code: DLSFPM01

Study Level	Language of Instruction and Examination	Contact Hours	CP	Admission Requirements
BA	English		5	none

Course Description

Salesforce is the most used software solution for customer relationship management worldwide. Using the learning platform trailhead students will learn independently the fundamentals of Salesforce. The course introduces Salesforce and explains how to administrate it. Additionally, it presents essentials of the Salesforce platform.

Course Outcomes

On successful completion, students will be able to

- define what Salesforce and customer relationship management is.
- describe and compare the different options for importing and exporting data in Salesforce.
- create reports and visualize key business metrics in real-time in Salesforce.
- create a simple Salesforce app.
- control access to data using security tools in Salesforce.

Contents

- The content on the learning platform focuses on the features and the functionality used to maintain a Salesforce implementation. It provides general knowledge of the features available to end users and the configuration options available to a Salesforce administrator. Furthermore, the content enables to maintain a Salesforce organization, respond to common business requirements, and perform administrative functions using current Salesforce features.

Literature

Compulsory Reading

Further Reading

- Eason, J. (2014): Android Studio 1.0. (URL: <http://android-developers.blogspot.de/2014/12/android-studio-10.html> [accessed: 22.04.2016]).

Study Format Distance Learning

Study Format Distance Learning	Course Type Project
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Information about the examination	
Examination Admission Requirements	Online Tests: no
Type of Exam	Written Assessment: Project Report

Student Workload					
Self Study 120 h	Contact Hours 0 h	Tutorial/Tutorial Support 30 h	Self Test 0 h	Independent Study 0 h	Hours Total 150 h

Instructional Methods	
Tutorial Support <input checked="" type="checkbox"/> Course Feed <input checked="" type="checkbox"/> Intensive Live Sessions/Learning Sprint <input checked="" type="checkbox"/> Recorded Live Sessions	Exam Preparation <input checked="" type="checkbox"/> Guideline

Study Format myStudies

Study Format myStudies	Course Type Project
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Information about the examination	
Examination Admission Requirements	Online Tests: no
Type of Exam	Written Assessment: Project Report

Student Workload					
Self Study 120 h	Contact Hours 0 h	Tutorial/Tutorial Support 30 h	Self Test 0 h	Independent Study 0 h	Hours Total 150 h

Instructional Methods	
Tutorial Support <input checked="" type="checkbox"/> Course Feed <input checked="" type="checkbox"/> Intensive Live Sessions/Learning Sprint <input checked="" type="checkbox"/> Recorded Live Sessions	Exam Preparation <input checked="" type="checkbox"/> Guideline

CRM with Salesforce Service Cloud

Module Code: DLSFPM2

Module Type see curriculum	Admission Requirements none	Study Level BA	CP 5	Student Workload 150 h
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Semester / Term see curriculum	Duration	Regularly offered in WiSe/SoSe	Language of Instruction and Examination English
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Module Coordinator

Prof. Dr. Thomas Bolz (CRM with Salesforce Service Cloud)

Contributing Courses to Module

- CRM with Salesforce Service Cloud (DLSFPM02)

Module Exam Type

Module Exam

Study Format: Distance Learning
Oral Project Report
Study Format: myStudies
Oral Project Report

Split Exam

Weight of Module

see curriculum

Module Contents

Using the learning platform trailhead students will learn how to manage customer relationships with Salesforce platform. At the end of the course they will be able to manage the Salesforce service cloud. This module prepares students for the Salesforce service cloud certification.

Learning Outcomes**CRM with Salesforce Service Cloud**

On successful completion, students will be able to

- set up customer service with Salesforce service cloud.
- lead a customer service team in the digital era.
- create digital engagement on multiple channels.
- define service cloud goals and metrics.
- automate case management.
- improve customer service using artificial intelligence.

Links to other Modules within the Study Program

This module is similar to other modules in the field of Marketing & Sales

Links to other Study Programs of the University

All Bachelor Programmes in the Marketing field

CRM with Salesforce Service Cloud

Course Code: DLSFPM02

Study Level	Language of Instruction and Examination	Contact Hours	CP	Admission Requirements
BA	English		5	none

Course Description

This course facilitates key aspects of setting up customer service with Salesforce service cloud on the learning platform trailhead. The course describes how to implement Salesforce service cloud and manage it. It enables to make better business decisions based on customer service data and to create a service metrics strategy. The course shows how to create processes to help support teams become more efficient and manage large data volumes within Salesforce and prepares students for the Salesforce service cloud certification.

Course Outcomes

On successful completion, students will be able to

- set up customer service with Salesforce service cloud.
- lead a customer service team in the digital era.
- create digital engagement on multiple channels.
- define service cloud goals and metrics.
- automate case management.
- improve customer service using artificial intelligence.

Contents

- The content on the learning platform focuses on designing and deploying solutions that support customer business processes and requirements using Salesforce applications. The content enables to design solutions using the Service Cloud functionality and to lead the implementation of these solutions within a customer organization.

Literature

Compulsory Reading

Further Reading

- Eason, J. (2014): Android Studio 1.0. (URL: <http://android-developers.blogspot.de/2014/12/android-studio-10.html> [accessed: 22.04.2016]).

Study Format Distance Learning

Study Format Distance Learning	Course Type Project
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Information about the examination	
Examination Admission Requirements	Online Tests: no
Type of Exam	Oral Project Report

Student Workload					
Self Study 120 h	Contact Hours 0 h	Tutorial/Tutorial Support 30 h	Self Test 0 h	Independent Study 0 h	Hours Total 150 h

Instructional Methods	
Tutorial Support <input checked="" type="checkbox"/> Course Feed <input checked="" type="checkbox"/> Intensive Live Sessions/Learning Sprint <input checked="" type="checkbox"/> Recorded Live Sessions	Exam Preparation <input checked="" type="checkbox"/> Guideline

Study Format myStudies

Study Format myStudies	Course Type Project
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Information about the examination	
Examination Admission Requirements	Online Tests: no
Type of Exam	Oral Project Report

Student Workload					
Self Study 120 h	Contact Hours 0 h	Tutorial/Tutorial Support 30 h	Self Test 0 h	Independent Study 0 h	Hours Total 150 h

Instructional Methods	
Tutorial Support <input checked="" type="checkbox"/> Course Feed <input checked="" type="checkbox"/> Intensive Live Sessions/Learning Sprint <input checked="" type="checkbox"/> Recorded Live Sessions	Exam Preparation <input checked="" type="checkbox"/> Guideline

Experience Psychology

Module Code: DLBUXEP1_E

Module Type see curriculum	Admission Requirements none	Study Level BA	CP 5	Student Workload 150 h
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Semester / Term see curriculum	Duration Minimaldauer: 1 Semester	Regularly offered in WiSe/SoSe	Language of Instruction and Examination English
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Module Coordinator

Prof. Dr. Kristina Schaaff (Experience Psychology)

Contributing Courses to Module

- Experience Psychology (DLBUXEP01_E)

Module Exam Type

Module Exam

Study Format: Distance Learning
Exam, 90 Minutes

Split Exam

Weight of Module

see curriculum

Module Contents

- Physiological and Psychological Basics of User Experience
- Future Human-Machine Relationships based on Artificial Intelligence
- Emotional Impact of Design
- User Experience regarding Design Aspects

Learning Outcomes**Experience Psychology**

On successful completion, students will be able to

- outline physiological and psychological basics of user experience.
- understand the emotional impact of design and typography and apply them to specific fields.
- apply principles of Emotional Design.
- understand developments in the human-machine relationship based on future technologies such as artificial intelligence.
- understand and apply aspects of user experience design.

Links to other Modules within the Study Program

This module is similar to other modules in the field of Psychology

Links to other Study Programs of the University

All Bachelor Programs in the Social Sciences field

Experience Psychology

Course Code: DLBUXEP01_E

Study Level	Language of Instruction and Examination	Contact Hours	CP	Admission Requirements
BA	English		5	none

Course Description

The aim is to teach students the psychological and physiological principles of humans, which are of great importance for the design of digital products and services. First, an overview of the psychological aspects of user experience is given. In addition to emotions, motives and personality traits, the functions of the brain are also discussed. Furthermore, the course teaches the emotional effect that can be created through the use of images, colors and shapes as well as typography. Principles of Emotional Design are taught. In addition, the effect of future technologies such as artificial intelligence in the human-machine relationship will be discussed. A final focus will be placed on design and its importance for user experience.

Course Outcomes

On successful completion, students will be able to

- outline physiological and psychological basics of user experience.
- understand the emotional impact of design and typography and apply them to specific fields.
- apply principles of Emotional Design.
- understand developments in the human-machine relationship based on future technologies such as artificial intelligence.
- understand and apply aspects of user experience design.

Contents

1. Basics and Explanations of Terms
 - 1.1 Explanation of terms
 - 1.2 User Experience over Time
 - 1.3 Interaction of Psychology and Design
2. How "Experience" Works in the Brain
 - 2.1 Anatomy of the Human Brain
 - 2.2 Limbic System
 - 2.3 Main Components of a Nerve Cell
 - 2.4 Brain Research and Marketing Myths
3. Personal Drivers: Emotions, Motives and Personality Traits
 - 3.1 Reward and Avoidance System

- 3.2 Motives and Goals
- 3.3 Personality Traits of the Human Being
- 3.4 Relevance, Credibility and Differentiation
- 4. Emotional Design: Retrospect and Future
 - 4.1 Different Levels of Emotional Design
 - 4.2 Design Principles of Emotional Design
 - 4.3 Emotional Design and Technology
 - 4.4 Emotion and Artificial Intelligence
 - 4.5 The Future of the Human-Machine Relationship
- 5. How Design works
 - 5.1 Effect of Images
 - 5.2 Effect of Colors
 - 5.3 Effect of Shapes
- 6. How typography works
 - 6.1 Basics of Typography
 - 6.2 Effect of Typography
 - 6.3 Target use of Typography
- 7. Design of User Experience
 - 7.1 From User-Friendliness to Information Experience
 - 7.2 Design of the Flow Experience
 - 7.3 The Role of Aesthetics
 - 7.4 Emotional Inspiration

Literature

Compulsory Reading

Further Reading

- Evans, D. C. (2017). *Bottlenecks: Aligning UX design with user psychology*. Apress, Springer Science + Business Media.
- Kahneman, D. (2011). *Thinking, fast and slow*. Penguin Books.
- Norman, D. (2013). *The design of everyday things (Revised and expanded ed.)*. Basic Books.
- Turner, P. (2017). *A psychology of user experience*. In *Human Computer Interaction Series*. Springer International Publishing.

Study Format Distance Learning

Study Format Distance Learning	Course Type Theory Course
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Information about the examination	
Examination Admission Requirements	Online Tests: yes
Type of Exam	Exam, 90 Minutes

Student Workload					
Self Study 90 h	Contact Hours 0 h	Tutorial/Tutorial Support 30 h	Self Test 30 h	Independent Study 0 h	Hours Total 150 h

Instructional Methods		
Tutorial Support <input checked="" type="checkbox"/> Course Feed <input checked="" type="checkbox"/> Intensive Live Sessions/Learning Sprint <input checked="" type="checkbox"/> Recorded Live Sessions	Learning Material <input checked="" type="checkbox"/> Course Book <input checked="" type="checkbox"/> Video	Exam Preparation <input checked="" type="checkbox"/> Practice Exam <input checked="" type="checkbox"/> Online Tests

Data Analytics and Big Data

Module Code: DLBINGDABD_E

Module Type see curriculum	Admission Requirements none	Study Level BA	CP 5	Student Workload 150 h
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Semester / Term see curriculum	Duration Minimum 1 semester	Regularly offered in WiSe/SoSe	Language of Instruction and Examination English
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Module Coordinator

Gereon Wellmann (Data Analytics and Big Data)

Contributing Courses to Module

- Data Analytics and Big Data (DLBINGDABD01_E)

Module Exam Type

Module Exam

Study Format: myStudies
Written Assessment: Case Study
Study Format: Distance Learning
Written Assessment: Case Study

Split Exam

Weight of Module

see curriculum

Module Contents

- Introduction to Data Analysis
- Statistical Basics
- Data Mining
- Big Data Methods and Technologies
- Legal Aspects of Data Analysis
- Solution Scenarios
- Application of Big Data in the Industry

Learning Outcomes**Data Analytics and Big Data**

On successful completion, students will be able to

- distinguish between information and data and know the meaning of these terms for decision-making.
- derive the Big Data issue, especially in connection with Internet of Things, and describe it using examples.
- identify basics from statistics, which are necessary for the analysis of large data sets.
- identify the process of data mining and classify different methods in it.
- identify selected methods and technologies that are used in the Big Data context and apply them to simple examples.
- recognize the legal framework for the application of data analysis in Germany and internationally.
- identify the specific prospects and challenges of applying Big Data analyses in industry.

Links to other Modules within the Study Program

This module is similar to other modules in the field of Data Science & Artificial Intelligence

Links to other Study Programs of the University

All Bachelor Programs in the IT & Technology field

Data Analytics and Big Data

Course Code: DLBINGDABD01_E

Study Level	Language of Instruction and Examination	Contact Hours	CP	Admission Requirements
BA	English		5	none

Course Description

The aim of the course is to familiarize students with selected methods and techniques of data analysis in the context of continuously increasing, heterogeneous data sets. To this end, the fundamental relevance of Big Data methods is presented by drawing on the historical development of stored data. One decisive factor here is the continuous transmission Internet of Things sensor data to other systems. This is followed by a short introduction to the essential statistical fundamentals before the individual steps of the data mining process are discussed. In distinction to these classical procedures, selected methods are presented with which stored data in the Big Data context can be made analyzable. As data analysis is subject to certain legal frameworks, this course also covers legal aspects such as data protection. The course concludes with an overview of the practical application of Big Data methods and tools. In particular, fields of application in the industrial context are examined.

Course Outcomes

On successful completion, students will be able to

- distinguish between information and data and know the meaning of these terms for decision-making.
- derive the Big Data issue, especially in connection with Internet of Things, and describe it using examples.
- identify basics from statistics, which are necessary for the analysis of large data sets.
- identify the process of data mining and classify different methods in it.
- identify selected methods and technologies that are used in the Big Data context and apply them to simple examples.
- recognize the legal framework for the application of data analysis in Germany and internationally.
- identify the specific prospects and challenges of applying Big Data analyses in industry.

Contents

1. Introduction to Data Analysis
 - 1.1 Decisions, Information, Data
 - 1.2 Historical Development of Data Storage and Evaluation
 - 1.3 Big Data: Features and Examples
 - 1.4 Data Analysis

- 1.5 Internet of Things as Driver for Big Data
2. Statistical Basics
 - 2.1 Descriptive Data Analysis
 - 2.2 Inferential Data Analysis
 - 2.3 Explorative Data Analysis
 - 2.4 Multivariate Data Analysis
3. Data Mining
 - 3.1 Knowledge Discovery in Databases
 - 3.2 Association Analysis
 - 3.3 Correlation Analysis
 - 3.4 Forecast
 - 3.5 Cluster Analysis
 - 3.6 Classification
4. Big Data Methods and Technologies
 - 4.1 Technology Building Blocks
 - 4.2 MapReduce
 - 4.3 Text- and Semantic Analysis
 - 4.4 Audio and Video Analysis
 - 4.5 BASE and NoSQL
 - 4.6 In-Memory Databases
 - 4.7 Big Data Success Factors
5. Legal Aspects of Data Analysis
 - 5.1 Data Protection Principles in Germany
 - 5.2 Anonymization and Pseudonymization
 - 5.3 International Data Analysis
 - 5.4 Performance and Integrity Protection
6. Solution Scenarios
7. Application of Big Data in the Industry
 - 7.1 Production and Logistics
 - 7.2 Increased Efficiency in the Supply Chain
 - 7.3 Key-Factor Data
 - 7.4 Examples and Conclusion

Literature**Compulsory Reading****Further Reading**

- Akerkar, R., & Srinivas Sajja, P. (2016). *Intelligent Techniques for Data Science*. Springer.
- Curry, E., Auer, S., Berre, A., J., Metzger, A., Perez, M., S., & Zillner, S. (2022). *Technologies and Applications for big data value*. Springer. Pages 1–15 & 321–344.
- Hoeren, T., & Kolany-Raiser, B., (Eds.). (2018). *Big data in context – Legal, social and technological insights*. Springer Nature.
- Illowsky, B., & Dean, S. (2018). *Introductory statistics*. OpenStax CNX. Chapters 2 & 8.
- Jurafsky, D., & Martin, J. H. (2013). *Speech and language processing: an introduction to natural language processing, computational linguistics, and speech recognition* (2. ed.). Pearson Prentice Hall.

Study Format myStudies

Study Format myStudies	Course Type Theory Course
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Information about the examination	
Examination Admission Requirements	Online Tests: yes
Type of Exam	Written Assessment: Case Study

Student Workload					
Self Study 110 h	Contact Hours 0 h	Tutorial/Tutorial Support 20 h	Self Test 20 h	Independent Study 0 h	Hours Total 150 h

Instructional Methods		
Tutorial Support <input checked="" type="checkbox"/> Course Feed <input checked="" type="checkbox"/> Intensive Live Sessions/Learning Sprint <input checked="" type="checkbox"/> Recorded Live Sessions	Learning Material <input checked="" type="checkbox"/> Course Book <input checked="" type="checkbox"/> Video	Exam Preparation <input checked="" type="checkbox"/> Online Tests <input checked="" type="checkbox"/> Guideline

Study Format Distance Learning

Study Format Distance Learning	Course Type Theory Course
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Information about the examination	
Examination Admission Requirements	Online Tests: yes
Type of Exam	Written Assessment: Case Study

Student Workload					
Self Study 110 h	Contact Hours 0 h	Tutorial/Tutorial Support 20 h	Self Test 20 h	Independent Study 0 h	Hours Total 150 h

Instructional Methods		
Tutorial Support <input checked="" type="checkbox"/> Course Feed <input checked="" type="checkbox"/> Intensive Live Sessions/Learning Sprint <input checked="" type="checkbox"/> Recorded Live Sessions	Learning Material <input checked="" type="checkbox"/> Course Book <input checked="" type="checkbox"/> Video	Exam Preparation <input checked="" type="checkbox"/> Online Tests <input checked="" type="checkbox"/> Guideline

Managerial Economics

Module Code: DLBBWME_E

Module Type see curriculum	Admission Requirements none	Study Level BA	CP 5	Student Workload 150 h
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Semester / Term see curriculum	Duration Minimum 1 semester	Regularly offered in WiSe/SoSe	Language of Instruction and Examination English
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Module Coordinator

Tolga Ülkü (Managerial Economics)

Contributing Courses to Module

- Managerial Economics (DLBBWME01_E)

Module Exam Type

Module Exam

Study Format: Distance Learning
Exam, 90 Minutes

Study Format: myStudies
Exam, 90 Minutes

Split Exam

Weight of Module

see curriculum

Module Contents

- Basics
- The Invisible Hand of the Market
- Consumer Decisions
- Business Decisions I: Full Competition
- Business Decisions II: Partial Competition
- Business Decisions III: Game Theory
- Advanced Microeconomics

Learning Outcomes**Managerial Economics**

On successful completion, students will be able to

- understand basic economic interrelationships and apply them to different markets.
- explain the importance of supply, demand and market balance.
- assess the determinants of consumers' willingness to pay.
- discuss the determinants of production decisions and identify peak entrepreneurial strategies.
- assess the influence of different types of markets on production and price decisions.
- analyse strategic interactions between companies.
- critically question traditional economic models on the basis of findings from information and behavioural economics.

Links to other Modules within the Study Program

This module is similar to other modules in the field of Economics

Links to other Study Programs of the University

All Bachelor Programs in the Business & Management field

Managerial Economics

Course Code: DLBBWME01_E

Study Level	Language of Instruction and Examination	Contact Hours	CP	Admission Requirements
BA	English		5	none

Course Description

The source for (almost) all economic questions is the issue of scarcity. Building on this insight, this course considers three central elements. First, an analysis of the interplay between supply and demand on markets is made. Secondly, the course will consider the development of insights into the behaviour of consumers in markets. In a third part, the course will focus on entrepreneurial decisions that depend, among other things, on production technology available and competitive conditions in markets. These three core elements are taught from an application-oriented standpoint, in which references to (current) challenges of the management of companies are established. The course includes both the examination of economic theories and their application in business practice.

Course Outcomes

On successful completion, students will be able to

- understand basic economic interrelationships and apply them to different markets.
- explain the importance of supply, demand and market balance.
- assess the determinants of consumers' willingness to pay.
- discuss the determinants of production decisions and identify peak entrepreneurial strategies.
- assess the influence of different types of markets on production and price decisions.
- analyse strategic interactions between companies.
- critically question traditional economic models on the basis of findings from information and behavioural economics.

Contents

1. Basics
 - 1.1 Definitions & Main Topics of Economics
 - 1.2 Thinking like an Economist
2. The Invisible Hand of the Market
 - 2.1 Supply and Demand
 - 2.2 Market Balance
 - 2.3 Flexibility
 - 2.4 Applications

3. Consumer Decisions
 - 3.1 Utility Theory
 - 3.2 Willingness to Pay
 - 3.3 Demand
 - 3.4 Applications
4. Business Decisions I: Full Competition
 - 4.1 Production
 - 4.2 Costs
 - 4.3 Supply
 - 4.4 Applications
5. Business Decisions II: Partial Competition
 - 5.1 Monopoly
 - 5.2 Monopolistic Competition
 - 5.3 Oligopoly
6. Business Decisions III: Game Theory
 - 6.1 Methodology
 - 6.2 Simultaneous Games
 - 6.3 Sequential Games
7. Advanced Microeconomics
 - 7.1 Information Economics
 - 7.2 Behavioural Economics

Literature**Compulsory Reading****Further Reading**

- Acemoglu, D., Laibson, & D., List, J. A. (2018). Microeconomics, Global edition (2nd ed.). Pearson.
- Case, K. E., Owen, S. M., & Fair, R. C. (2019). Principles of economics, Global edition (13th ed.). Harlow.
- Keat, P. G., & Young, P. K. Y. (2013). Managerial economics, Global Edition (7th ed.). Pearson Education Limited.
- Leyton-Brown, K., & Shoham, Y. (2008). Essentials of game theory: A concise multidisciplinary introduction. Morgan & Claypool.
- Parkin, M. (2019). Economics (13th ed.). Harlow.
- Pindyck, R. S., & Rubinfeld, D. L. (2017). Microeconomics (9th ed.). Pearson.

Study Format Distance Learning

Study Format Distance Learning	Course Type Theory Course
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Information about the examination	
Examination Admission Requirements	Online Tests: yes
Type of Exam	Exam, 90 Minutes

Student Workload					
Self Study 90 h	Contact Hours 0 h	Tutorial/Tutorial Support 30 h	Self Test 30 h	Independent Study 0 h	Hours Total 150 h

Instructional Methods		
Tutorial Support <input checked="" type="checkbox"/> Course Feed <input checked="" type="checkbox"/> Intensive Live Sessions/Learning Sprint <input checked="" type="checkbox"/> Recorded Live Sessions	Learning Material <input checked="" type="checkbox"/> Course Book <input checked="" type="checkbox"/> Video	Exam Preparation <input checked="" type="checkbox"/> Practice Exam <input checked="" type="checkbox"/> Online Tests

Study Format myStudies

Study Format myStudies	Course Type Theory Course
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Information about the examination	
Examination Admission Requirements	Online Tests: yes
Type of Exam	Exam, 90 Minutes

Student Workload					
Self Study 90 h	Contact Hours 0 h	Tutorial/Tutorial Support 30 h	Self Test 30 h	Independent Study 0 h	Hours Total 150 h

Instructional Methods		
Tutorial Support <input checked="" type="checkbox"/> Course Feed <input checked="" type="checkbox"/> Intensive Live Sessions/Learning Sprint <input checked="" type="checkbox"/> Recorded Live Sessions	Learning Material <input checked="" type="checkbox"/> Course Book <input checked="" type="checkbox"/> Video	Exam Preparation <input checked="" type="checkbox"/> Practice Exam <input checked="" type="checkbox"/> Online Tests

Digital Skills

Module Code: DLBDS_E

Module Type see curriculum	Admission Requirements none	Study Level BA	CP 5	Student Workload 150 h
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Semester / Term see curriculum	Duration Minimum 1 semester	Regularly offered in WiSe/SoSe	Language of Instruction and Examination English
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Module Coordinator

Anup Ninan (Digital Skills)

Contributing Courses to Module

- Digital Skills (DLBDS01_E)

Module Exam Type

Module Exam

Study Format: Distance Learning
Advanced Workbook
Study Format: myStudies
Advanced Workbook

Split Exam

Weight of Module

see curriculum

Module Contents

- Digital Transformation and Digital Communication
- Methods for Digital, Agile and Collaborative Working
- Social Media and Mobile
- Digital in the Enterprise: Selected Scenarios
- Selected Technologies
- Trends and Outlook

Learning Outcomes**Digital Skills**

On successful completion, students will be able to

- apply and classify the acquired basic knowledge.
- apply methodical knowledge to control and accompany digital processes.
- apply the acquired deeper understanding of digital technologies in practice.
- classify the digital holistically and to design interfaces innovatively.
- apply the digital skills they have learned to their work and career environment and use them in a goal-oriented manner.
- develop a vision of what the development of Digital Skills will look like in the future and
- to decide for themselves how they want to gain further knowledge in this area.

Links to other Modules within the Study Program

This module is similar to other modules in the field of Methods

Links to other Study Programs of the University

All Bachelor Programs in the Business field

Digital Skills

Course Code: DLBDS01_E

Study Level	Language of Instruction and Examination	Contact Hours	CP	Admission Requirements
BA	English		5	none

Course Description

Whether social work, marketing, management or nursing professions – the digital transformation as a megatrend determines a profound change that affects every individual and all levels of society. This course is about understanding the causes of change and change as such with its effects. From this understanding, skills – Digital Skills – are developed to deal with digitalization in different (professional) contexts. Fundamentally, aspects of digital transformation and digital communication are discussed and how the economy, society and communication have changed and are changing are presented. Among other things, this affects work and collaboration. Methods such as design thinking, tools such as Slack or content management systems such as WordPress have interdisciplinary relevance. Social media and mobile are an integral part of everyday life, shaping (media) socialization and digital marketing. Under the aspect "Digital in the enterprise", selected scenarios are considered, such as Digital HR or Digital and Social. A basic understanding of digital technologies such as cloud computing or big data is essential in order to be able to accompany and control digital processes and assess trends such as quantum computing.

Course Outcomes

On successful completion, students will be able to

- apply and classify the acquired basic knowledge.
- apply methodical knowledge to control and accompany digital processes.
- apply the acquired deeper understanding of digital technologies in practice.
- classify the digital holistically and to design interfaces innovatively.
- apply the digital skills they have learned to their work and career environment and use them in a goal-oriented manner.
- develop a vision of what the development of Digital Skills will look like in the future and
- to decide for themselves how they want to gain further knowledge in this area.

Contents

1. Digital Transformation
 - 1.1 Basics, Causes, Consequences
 - 1.2 Infrastructure and Technologies
 - 1.3 Implications for the Economy and Society
 - 1.4 Concepts

2. Digital communication
 - 2.1 Basics
 - 2.2 The Online Communication Process
 - 2.3 Communication Tools
 - 2.4 Bot Communication
 - 2.5 Text vs. Voice
3. Methods for Digital Work
 - 3.1 Agile Methods: Agile Basics, SCRUM, Kanban
 - 3.2 Design Thinking
 - 3.3 Game Thinking
 - 3.4 Lean Startup and Lean Management
4. Distributed and Collaborative Work
 - 4.1 Basics
 - 4.2 Tools and Systems
 - 4.3 (Green) Web Design and Content Management Systems
 - 4.4 Presentation Techniques
5. Social Media and Mobile
 - 5.1 Social Media and Social Media Marketing
 - 5.2 Social Media Channels
 - 5.3 Responsive Design and Mobile Websites
 - 5.4 Apps and Messengers
 - 5.5 QR Codes and Location-Based Services
 - 5.6 Mobile First and Mobile Only
6. Selected technologies
 - 6.1 Cloud Computing
 - 6.2 Big Data / Data Analytics
 - 6.3 AI / Machine Learning
 - 6.4 Internet of Things
 - 6.5 Application Programming Interfaces (APIs)
 - 6.6 Smart Services
 - 6.7 Robotics
 - 6.8 Blockchain
 - 6.9 Virtual and Augmented Reality
 - 6.10 3D / 4D Printing

7. Digital in the Enterprise: Selected Scenarios
 - 7.1 Digital Business
 - 7.2 Digital Marketing
 - 7.3 Digital Design
 - 7.4 Digital HR
 - 7.5 Digital and Social

8. Trends and Outlook
 - 8.1 Acquiring and Expanding Competencies for the Digital Age
 - 8.2 Trends and Outlook for Digital Communication, Social Media and Mobile
 - 8.3 Trends and Outlook for Distributed and Collaborative Working
 - 8.4 Trends and Outlook for Selected Technologies

Literature

Compulsory Reading

Further Reading

- Goethe, O. (2019). Gamification mindset. Springer International.
- Helmold, M. (2021). New work, transformational and virtual leadership: Lessons from Covid-19 and other crises. Springer.
- Mills, M. P. (2021). The cloud revolution: How the convergence of new technologies will unleash the next economic boom and a roaring 2020s. Encounter Books.
- Pressman, A. (2019). Design thinking: A guide to creative problem solving for everyone. Routledge.
- Rogers, D. L. (2016). The digital transformation playbook: Rethink your business for the digital age. Columbia Business School Publishing.
- Urbach, N., & Röglinger, M. (Eds.). (2019). Digitalization cases: How organizations rethink their business for the digital age. Springer.

Study Format Distance Learning

Study Format Distance Learning	Course Type Theory Course
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Information about the examination	
Examination Admission Requirements	Online Tests: yes
Type of Exam	Advanced Workbook

Student Workload					
Self Study 110 h	Contact Hours 0 h	Tutorial/Tutorial Support 20 h	Self Test 20 h	Independent Study 0 h	Hours Total 150 h

Instructional Methods		
Tutorial Support <input checked="" type="checkbox"/> Course Feed <input checked="" type="checkbox"/> Intensive Live Sessions/Learning Sprint <input checked="" type="checkbox"/> Recorded Live Sessions	Learning Material <input checked="" type="checkbox"/> Course Book <input checked="" type="checkbox"/> Video	Exam Preparation <input checked="" type="checkbox"/> Online Tests <input checked="" type="checkbox"/> Guideline

Study Format myStudies

Study Format myStudies	Course Type Theory Course
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Information about the examination	
Examination Admission Requirements	Online Tests: yes
Type of Exam	Advanced Workbook

Student Workload					
Self Study 110 h	Contact Hours 0 h	Tutorial/Tutorial Support 20 h	Self Test 20 h	Independent Study 0 h	Hours Total 150 h

Instructional Methods		
Tutorial Support <input checked="" type="checkbox"/> Course Feed <input checked="" type="checkbox"/> Intensive Live Sessions/Learning Sprint <input checked="" type="checkbox"/> Recorded Live Sessions	Learning Material <input checked="" type="checkbox"/> Course Book <input checked="" type="checkbox"/> Video	Exam Preparation <input checked="" type="checkbox"/> Online Tests <input checked="" type="checkbox"/> Guideline

Personal Career Plan

Module Code: DLBKAENT1_E

Module Type see curriculum	Admission Requirements none	Study Level BA	CP 5	Student Workload 150 h
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Semester / Term see curriculum	Duration Minimaldauer: 1 Semester	Regularly offered in WiSe/SoSe	Language of Instruction and Examination English
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Module Coordinator

Prof. Dr. Heike Schiebeck (Personal Career Plan)

Contributing Courses to Module

- Personal Career Plan (DLBKAENT01_E)

Module Exam Type

Module Exam

Study Format: Distance Learning
Advanced Workbook

Split Exam

Weight of Module

see curriculum

Module Contents

- Career Theories and Approaches
- Career Development
- Career Planning
- Personal Assessment
- Career Choice
- Develop a Career Strategy and Manage your Career
- Global Careers
- Search for Employment in Germany and Abroad

Learning Outcomes**Personal Career Plan**

On successful completion, students will be able to

- understand, apply, and reflect presented career theory and models with regard to their personal situation to arrive at a concept or picture of a desired career.
- understand and critically reflect the concept of career and career planning.
- understand the relevance of a strategically oriented career planning.
- understand the importance of and conduct a personal assessment to identify one's personality, values, motivation, strengths, competencies, skills, and interests.
- understand the necessity of building and maintaining their own personal brand.
- understand differing job search processes across national/international contexts, and to create context-sensitive job applications accordingly.
- understand the principles of global careers and how to effectively act in international environments.

Links to other Modules within the Study Program

This module is similar to other modules in the field of Human Resources

Links to other Study Programs of the University

All Bachelor Programs in the Human Resources field

Personal Career Plan

Course Code: DLBKAENT01_E

Study Level	Language of Instruction and Examination	Contact Hours	CP	Admission Requirements
BA	English		5	none

Course Description

In today's complex and ever-changing environment, the forms of careers vary depending on the context, understanding of values, and market dynamics. The 'classic career ladder' that one is climbing being the only predominant form of career is long outdated, and individuals are being confronted with a great number of opportunities regarding industry or job choice and working arrangements. Considering the great variety of options especially for well-educated individuals, has become more important than ever to make informed decisions. This course is designed to support students maneuvering themselves through these complexities of their personal career plan, whereby self-awareness, self-reflection, and goal-setting are important elements of this process. Guided by central elements of career theory, career models, and research outcomes, students will be given tools and reflection exercises to arrive at a solid, directly applicable strategy to further steer their professional progress and career steps.

Course Outcomes

On successful completion, students will be able to

- understand, apply, and reflect presented career theory and models with regard to their personal situation to arrive at a concept or picture of a desired career.
- understand and critically reflect the concept of career and career planning.
- understand the relevance of a strategically oriented career planning.
- understand the importance of and conduct a personal assessment to identify one's personality, values, motivation, strengths, competencies, skills, and interests.
- understand the necessity of building and maintaining their own personal brand.
- understand differing job search processes across national/international contexts, and to create context-sensitive job applications accordingly.
- understand the principles of global careers and how to effectively act in international environments.

Contents

1. Career Theories and Approaches
 - 1.1 Traditional Career Theories and Models
 - 1.2 Protean Career Orientation
 - 1.3 Career Learning Cycle
2. Career Development

- 2.1 Career Motives
- 2.2 Career Roles
- 2.3 Career Performance
3. Career Planning
 - 3.1 Essentials of Career Planning
 - 3.2 The Career Planning Process
 - 3.3 Contingencies of Career Planning
4. Personal Assessment
 - 4.1 Personality
 - 4.2 Values and Motivation
 - 4.3 Competencies, Skills, Strengths, and Fields of Interest
5. Career Choice
 - 5.1 Possible Career Paths
 - 5.2 Forms of Careers
 - 5.3 Employability
 - 5.4 Career Identity
6. Develop a Career Strategy and Manage your Career
 - 6.1 Career Capital
 - 6.2 Career Goals
 - 6.3 Career Success
 - 6.4 Personal Reflection
 - 6.5 Personal Branding
7. Global Careers
 - 7.1 Forms of Global Careers
 - 7.2 Individual Characteristics of Global Leaders
 - 7.3 Role of Interculturality
 - 7.4 Diversity and Inclusion
8. Search for Employment in Germany and Abroad
 - 8.1 Job Search Databases
 - 8.2 Networks and Platforms
 - 8.3 Shaping Resume and Cover Letter
 - 8.4 Written and Video Application
 - 8.5 Selection Procedures

Literature**Compulsory Reading****Further Reading**

- Baruch, Y. (2022). *Managing Careers and Employability*. SAGE.
- Greenhaus, J.H., Callanan, G.A., & Godshalk, V.M. (2018). *Career Management for Life* (5th edition). College of Business & Public Management Faculty Books.
- Hoeckstra, H. (2011). A career roles model of career development. *Journal of Vocational Behavior*, 78(2), 159-173.
- Ibarra, H. (2004). *Working Identity: Unconventional Strategies for Reinventing Your Career*. Harvard Business School Press.
- Kingsley, T. (2022). *Personal Branding*. Independently published.
- Ng, T.W.H., Eby, L.T., Sorensen, K.L., & Feldman, D.C. (2005). Predictors of objective and subjective career success: A meta-analysis. *Personnel psychology*, 58(2), 367-408.
- Ng, T.W.H., & Feldman, D.C. (2014). Subjective career success: A meta-analytic review. *Journal of Vocational Behavior*, 85(2), 169-179.

Study Format Distance Learning

Study Format Distance Learning	Course Type Theory Course
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Information about the examination	
Examination Admission Requirements	Online Tests: yes
Type of Exam	Advanced Workbook

Student Workload					
Self Study 110 h	Contact Hours 0 h	Tutorial/Tutorial Support 20 h	Self Test 20 h	Independent Study 0 h	Hours Total 150 h

Instructional Methods		
Tutorial Support <input checked="" type="checkbox"/> Course Feed <input checked="" type="checkbox"/> Intensive Live Sessions/Learning Sprint <input checked="" type="checkbox"/> Recorded Live Sessions	Learning Material <input checked="" type="checkbox"/> Course Book <input checked="" type="checkbox"/> Video	Exam Preparation <input checked="" type="checkbox"/> Online Tests <input checked="" type="checkbox"/> Guideline

Personal Elevator Pitch

Module Code: DLBKAENT2_E

Module Type see curriculum	Admission Requirements DLBKAENT01_E	Study Level BA	CP 5	Student Workload 150 h
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Semester / Term see curriculum	Duration Minimaldauer: 1 Semester	Regularly offered in WiSe/SoSe	Language of Instruction and Examination English
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Module Coordinator

Prof. Dr. Heike Schiebeck (Personal Elevator Pitch)

Contributing Courses to Module

- Personal Elevator Pitch (DLBKAENT02_E)

Module Exam Type

Module Exam

Study Format: Distance Learning
Concept Presentation

Split Exam

Weight of Module

see curriculum

Module Contents

Through the application of self-reflection, self-awareness based on relevant career success parameters students should develop career goals, career stages, and their career strategy. Taking into account their current professional and/or study situation, the central elements of a short-, and medium-term career planning are worked out by the students for their individual case. At the end of the course, students will be able to present their personal elevator pitch and communicate it in a proper way that is appropriate for the target group or audience. In this way, they will reflect on their current professional situation. The personal elevator pitch, being at hear of personal branding, supports the conveyance of this vision during personal networking activities.

Learning Outcomes**Personal Elevator Pitch**

On successful completion, students will be able to

- identify their career goals, career stages, and the personal status quo with regard to their achievement.
- reflect their current situation and define where they want to aim.
- develop a career strategy by creating personal career goals and a coherent action plan.
- understand and apply the process of building a personal brand.
- define their identity, skills, profession, reasons to believe and necessary investments.
- identify their personal strengths and their core driver.
- understand the power of effective communication, networking, and storytelling.
- understand the principles and apply the process of designing a strong personal elevator pitch.
- critically reflect and adapt their personal elevator pitch to the specificities of the context, audience, target group, and way of delivery.

Links to other Modules within the Study Program

This module is similar to other modules in the field of Human Resources

Links to other Study Programs of the University

All Bachelor Programs in the Human Resources field

Personal Elevator Pitch

Course Code: DLBKAENT02_E

Study Level	Language of Instruction and Examination	Contact Hours	CP	Admission Requirements
BA	English		5	DLBKAENT01_E

Course Description

The forms of careers vary depending on the context or personal preferences in today's ever-changing, demanding, and complex environment. Changes in the environment, as for example technology, sustainability, and the rise of artificial intelligence, push individuals to take career transitions into their own hands. Personal endeavors to develop one's career through the acquisition of, for instance, new projects, jobs, or employers, require the right strategies to be successful. Contacts through targeted networking and the development of one's own brand play a special role here. Evenly so for individuals starting their careers after having accomplished their education, effective networking is key to career entry and development in these turbulent times. In addition, personal branding is a concept that not only has gained relevance in research but is also widely used in career counseling. Developing and conveying a personal brand is central to this course. Using the personal branding approach during networking activities, individuals can actively contribute to their career success.

Course Outcomes

On successful completion, students will be able to

- identify their career goals, career stages, and the personal status quo with regard to their achievement.
- reflect their current situation and define where they want to aim.
- develop a career strategy by creating personal career goals and a coherent action plan.
- understand and apply the process of building a personal brand.
- define their identity, skills, profession, reasons to believe and necessary investments.
- identify their personal strengths and their core driver.
- understand the power of effective communication, networking, and storytelling.
- understand the principles and apply the process of designing a strong personal elevator pitch.
- critically reflect and adapt their personal elevator pitch to the specificities of the context, audience, target group, and way of delivery.

Contents

- The core element of this course is a personal elevator pitch with the use of a personal branding canvas. The creation of a personal brand is not only relevant for self-employed freelancers or entrepreneurs but is as well helpful for individuals who strive for their own further development on the career ladder within their organization or for those who

are seeking employment. Having understood the characteristics of and reasoning behind personal branding and the underlying process, students will be able to apply this process to their own person and situation.

- Self-awareness being the main 'ingredient' for an effective personal brand, students will be encouraged to go on an intensive self-reflection journey to deepen their understanding of their identity, skills, profession, and reasons to believe for a personal brand, and subsequently, for a personal elevator pitch.
- Being at the heart of and the essence of personal branding, the elevator pitch enables individuals to impactfully present themselves in a nutshell to important individuals and potential employers. Having understood the principles and key success factors characterizing an elevator pitch, students will be able to develop their own one. They will learn to consider aspects like timing, benefit, clear positioning, target audience through an oral form of delivery. In addition, the role of communication, networking and storytelling principles will be highlighted.
- Knowledge of the core elements and success factors of the personal elevator pitch within the framework of the individual career development.

Literature

Compulsory Reading

Further Reading

- Dowling, D. (2009). How to Perfect an Elevator Pitch About Yourself. Harvard Business Review. <https://hbr.org/2009/05/how-to-perfect-an-elevator-pit>.
- Gorbatov, S., Khapova, S.N., & Lysova, E.I. (2018). Personal branding: Interdisciplinary systematic review and research agenda. *Frontiers in psychology*, 2238.
- Gorbatov, S., Khapova, S.N., & Lysova, E.I. (2019). Get noticed to get ahead: The impact of personal branding on career success. *Frontiers in psychology*, 2662.
- Jourdan Jr, Louis F., Deis, M., & Lysova, E.I. (2010). Getting Your Elevator Pitch To The Plate. *Business Journal for Entrepreneurs*, 2010(1), 43-47.
- Woodside, A.G. (2010). Brand consumer storytelling theory and research: Introduction to a Psychology & Marketing special issue. *Psychology & Marketing*, 27(6), 531-540.

Study Format Distance Learning

Study Format Distance Learning	Course Type Project
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Information about the examination	
Examination Admission Requirements	Online Tests: no
Type of Exam	Concept Presentation

Student Workload					
Self Study 120 h	Contact Hours 0 h	Tutorial/Tutorial Support 30 h	Self Test 0 h	Independent Study 0 h	Hours Total 150 h

Instructional Methods	
Tutorial Support <input checked="" type="checkbox"/> Course Feed <input checked="" type="checkbox"/> Intensive Live Sessions/Learning Sprint <input checked="" type="checkbox"/> Recorded Live Sessions	Exam Preparation <input checked="" type="checkbox"/> Guideline

Studium Generale I

Module Code: DLBSG1_E

Module Type see curriculum	Admission Requirements none	Study Level BA	CP 5	Student Workload 150 h
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Semester / Term see curriculum	Duration Minimum 1 semester	Regularly offered in WiSe/SoSe	Language of Instruction and Examination English
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Module Coordinator

N.N. (Studium Generale I)

Contributing Courses to Module

- Studium Generale I (DLBSG01_E)

Module Exam Type

Module Exam

Study Format: myStudies

See Selected Course

Study Format: Distance Learning

See Selected Course

Split Exam

Weight of Module

see curriculum

Module Contents

In principle, all IU Bachelor courses can be selected as courses for the "Studium Generale", so that the content can be chosen from the entire breadth of the IU distance learning program.

Learning Outcomes**Studium Generale I**

On successful completion, students will be able to

- apply acquired key competencies to issues in their field of study and/or in their professional environment.
- to deepen one's own skills and abilities in a self-directed manner.
- to look beyond the boundaries of their own area of expertise.

Links to other Modules within the Study Program

It is a stand-alone offering with possible references to various required and elective modules

Links to other Study Programs of the University

All IU Distance Learning Bachelor Programs

Studium Generale I

Course Code: DLBSG01_E

Study Level	Language of Instruction and Examination	Contact Hours	CP	Admission Requirements
BA	English		5	none

Course Description

In the course "Studium Generale I", students deepen their knowledge in a self-selected subject area by completing an IU course outside their applicable curriculum. This gives them the opportunity to look beyond their own subject area and acquire further competencies. The associated option enables students to self-determine their study content to focus even more on issues relevant to them and/or to strengthen or develop selected competencies.

Course Outcomes

On successful completion, students will be able to

- apply acquired key competencies to issues in their field of study and/or in their professional environment.
- to deepen one's own skills and abilities in a self-directed manner.
- to look beyond the boundaries of their own area of expertise.

Contents

- The course "Studium Generale I" offers students the opportunity to take courses outside of their curriculum and the result can be credited as an elective subject. In principle, all IU bachelor courses that fulfill the following requirements are creditable for this purpose:
 - They are not part of an integral part of the applicable mandatory curriculum.
 - They do not have admission requirements or students can prove that they have met the admission requirement.
- The examination of the selected courses must be taken in full and finally passed in order to be credited as part of the 'Studium Generale'.

Literature

Compulsory Reading

Further Reading

- See course description of the selected course

Study Format myStudies

Study Format myStudies	Course Type See Selected Course
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Information about the examination	
Examination Admission Requirements	Online Tests: no
Type of Exam	See Selected Course

Student Workload					
Self Study 0 h	Contact Hours 0 h	Tutorial/Tutorial Support 0 h	Self Test 0 h	Independent Study 0 h	Hours Total 0 h

Instructional Methods
see selected course

Study Format Distance Learning

Study Format Distance Learning	Course Type See Selected Course
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Information about the examination	
Examination Admission Requirements	Online Tests: no
Type of Exam	See Selected Course

Student Workload					
Self Study 0 h	Contact Hours 0 h	Tutorial/Tutorial Support 0 h	Self Test 0 h	Independent Study 0 h	Hours Total 0 h

Instructional Methods
See Selected Course

Studium Generale II

Module Code: DLBSG2_E

Module Type see curriculum	Admission Requirements none	Study Level BA	CP 5	Student Workload 150 h
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Semester / Term see curriculum	Duration Minimum 1 semester	Regularly offered in WiSe/SoSe	Language of Instruction and Examination English
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Module Coordinator

N.N. (Studium Generale II)

Contributing Courses to Module

- Studium Generale II (DLBSG02_E)

Module Exam Type

Module Exam

Study Format: Distance Learning
See Selected Course
Study Format: myStudies
See Selected Course

Split Exam

Weight of Module

see curriculum

Module Contents

In principle, all IU Bachelor courses can be selected as courses for the "Studium Generale", so that the content can be chosen from the entire breadth of the IU distance learning program.

Learning Outcomes**Studium Generale II**

On successful completion, students will be able to

- apply acquired key competencies to issues in their field of study and/or in their professional environment.
- to deepen one's own skills and abilities in a self-directed manner.
- to look beyond the boundaries of their own area of expertise.

Links to other Modules within the Study Program

It is a stand-alone offering with possible references to various required and elective modules

Links to other Study Programs of the University

All IU Distance Learning Bachelor Programs

Studium Generale II

Course Code: DLBSG02_E

Study Level	Language of Instruction and Examination	Contact Hours	CP	Admission Requirements
BA	English		5	none

Course Description

In the course "Studium Generale II", students deepen their knowledge in a self-selected subject area by completing an IU course outside their applicable curriculum. This gives them the opportunity to look beyond their own subject area and acquire further competencies. The associated option enables students to self-determine their study content to focus even more on issues relevant to them and/or to strengthen or develop selected competencies.

Course Outcomes

On successful completion, students will be able to

- apply acquired key competencies to issues in their field of study and/or in their professional environment.
- to deepen one's own skills and abilities in a self-directed manner.
- to look beyond the boundaries of their own area of expertise.

Contents

- The course "Studium Generale II" offers students the opportunity to take courses outside of their curriculum and the result can be credited as an elective subject. In principle, all IU bachelor courses that fulfill the following requirements can be chosen for this purpose:
 - They are not part of an integral part of the applicable mandatory curriculum.
 - They do not have admission requirements or students can prove that they have met the admission requirement.
- The examination of the selected courses must be taken in full and finally passed in order to be credited as part of the 'Studium Generale'.

Literature

Compulsory Reading

Further Reading

- See course description of the selected course

Study Format Distance Learning

Study Format Distance Learning	Course Type See Selected Course
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Information about the examination	
Examination Admission Requirements	Online Tests: no
Type of Exam	See Selected Course

Student Workload					
Self Study 0 h	Contact Hours 0 h	Tutorial/Tutorial Support 0 h	Self Test 0 h	Independent Study 0 h	Hours Total 0 h

Instructional Methods
See Selected Course

Study Format myStudies

Study Format myStudies	Course Type See Selected Course
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Information about the examination	
Examination Admission Requirements	Online Tests: no
Type of Exam	See Selected Course

Student Workload					
Self Study 0 h	Contact Hours 0 h	Tutorial/Tutorial Support 0 h	Self Test 0 h	Independent Study 0 h	Hours Total 0 h

Instructional Methods

Certificate Course German

Module Code: DLFSWG1

Module Type see curriculum	Admission Requirements none	Study Level BA	CP 5	Student Workload 150 h
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Semester / Term see curriculum	Duration Minimaldauer: 1 Semester	Regularly offered in WiSe/SoSe	Language of Instruction and Examination English
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Module Coordinator

Prof. Dr. Regina Cordes (Certificate Course German)

Contributing Courses to Module

- Certificate Course German (DLFSWG01)

Module Exam Type

Module Exam

Study Format: myStudies
Participation Certificate (passed / not passed)
Study Format: Distance Learning
Participation Certificate (passed / not passed)

Split Exam

Weight of Module

see curriculum

Module Contents

To learn and deepen German as a foreign language at the chosen CEFR level with regard to the respective qualitative aspects of range, correctness, fluency, interaction and coherence. The module includes a combination of listening, comprehension, writing and speaking exercises as well as various course material.

Learning Outcomes**Certificate Course German**

On successful completion, students will be able to

- meet the qualification objectives according to the chosen level (A1, A2, B1 or B2) according to the criteria of the Common European Framework of Reference for Languages (CEFR).
- use the foreign language German according to a CEFR placement test on the basis of everyday topics, selected areas of specialization and by adapting basic and advanced grammatical structures.

Links to other Modules within the Study Program

This module is similar to other modules in the field of Languages

Links to other Study Programs of the University

All Bachelor Programs in the Management field

Certificate Course German

Course Code: DLFSWG01

Study Level	Language of Instruction and Examination	Contact Hours	CP	Admission Requirements
BA	English		5	none

Course Description

The qualification objectives correspond to levels A1, A2, B1 and B2 according to the criteria of the Common European Framework of Reference for Languages (CEFR). Using everyday subject areas, chosen areas of specialization, and using basic and advanced grammatical structures, the use of German as a foreign language is taught and practiced according to a CEFR placement test. Upon successful completion, students will receive a certificate corresponding to their chosen level.

Course Outcomes

On successful completion, students will be able to

- meet the qualification objectives according to the chosen level (A1, A2, B1 or B2) according to the criteria of the Common European Framework of Reference for Languages (CEFR).
- use the foreign language German according to a CEFR placement test on the basis of everyday topics, selected areas of specialization and by adapting basic and advanced grammatical structures.

Contents

- Depending on the CEFR placement, students will be proficient
 - to understand and use familiar, everyday expressions and very simple phrases aimed at satisfying concrete needs. They can introduce themselves and others and ask other people questions about themselves - e.g. where they live, what kind of people they know or what kind of things they have - and they can give answers to questions of this kind. They can communicate in a simple way if the person they are talking to speaks slowly and clearly and is willing to help. (Level A1)
 - to understand sentences and frequently used expressions related to areas of immediate importance (e.g. personal and family information, shopping, work, local area). You can communicate in simple, routine situations involving a simple and direct exchange of information about familiar things. You can describe by simple means your own background and education, immediate environment and things related to immediate needs. (Level A2)
 - to understand the main points when clear standard language is used and when it's about familiar things from work, school, leisure, etc. You can handle most situations encountered while traveling in the language area. You can express yourself simply

and coherently on familiar topics and personal areas of interest. You can talk about experiences and events, describe dreams, hopes and goals, and give brief reasons or explanations for plans and opinions. (Level B1)

- to understand the main content of complex texts on concrete and abstract topics; and to understand specialist discussions in their own area of specialization. You can communicate so spontaneously and fluently that a normal conversation with native speakers is quite possible without major effort on either side. You can express yourself clearly and in detail on a wide range of topics, explain a point of view on a topical issue and state the advantages and disadvantages of various options. (Level B2)
- Grammar:
 - Level A1 - present and past tenses, sentence structure, prepositions, etc.
 - Level A2 - among other things tenses of the past, differences in the past tenses, imperative, subordinate clauses, pronouns (dative, accusative)
 - Level B1 - including introduction of past perfect, conjunctions, introduction of passive voice, adverbs, adjectives (difference), future tense
 - Level B2 - among others verb constructions, conditional clauses, indirect speech

Literature

Compulsory Reading

Further Reading

- According to the Information given in the Online Course speexx

Study Format myStudies

Study Format myStudies	Course Type Language Course
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Information about the examination	
Examination Admission Requirements	Online Tests: no
Type of Exam	Participation Certificate (passed / not passed)

Student Workload					
Self Study 90 h	Contact Hours 0 h	Tutorial/Tutorial Support 30 h	Self Test 30 h	Independent Study 0 h	Hours Total 150 h

Instructional Methods
Instructional Methods are provided by the External Service Provider

Study Format Distance Learning

Study Format Distance Learning	Course Type Language Course
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Information about the examination	
Examination Admission Requirements	Online Tests: no
Type of Exam	Participation Certificate (passed / not passed)

Student Workload					
Self Study 90 h	Contact Hours 0 h	Tutorial/Tutorial Support 30 h	Self Test 30 h	Independent Study 0 h	Hours Total 150 h

Instructional Methods
Instructional Methods are provided by the External Service Provider

Foreign Language German

Module Code: DLFSG

Module Type see curriculum	Admission Requirements none	Study Level BA	CP 5	Student Workload 150 h
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Semester / Term see curriculum	Duration Minimum 1 semester	Regularly offered in WiSe/SoSe	Language of Instruction and Examination English
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Module Coordinator

Prof. Dr. Regina Cordes (Foreign Language German)

Contributing Courses to Module

- Foreign Language German (DLFSG01)

Module Exam Type

Module Exam

Study Format: Distance Learning
Exam, 90 Minutes

Study Format: myStudies
Exam, 90 Minutes

Split Exam

Weight of Module

see curriculum

Module Contents

To learn and deepen German as a foreign language at the chosen CEFR level with regard to the respective qualitative aspects of range, correctness, fluency, interaction and coherence. The module includes a combination of listening, comprehension, writing and speaking exercises as well as various course material.

Learning Outcomes**Foreign Language German**

On successful completion, students will be able to

- meet the qualification objectives according to the chosen level (A1, A2, B1 or B2) according to the criteria of the Common European Framework of Reference for Languages (CEFR).
- use the foreign language German according to a CEFR placement test on the basis of everyday topics, selected areas of specialization and by adapting basic and advanced grammatical structures.

Links to other Modules within the Study Program

This module is similar to other modules in the field of Languages

Links to other Study Programs of the University

All Bachelor Programs in the Management field

Foreign Language German

Course Code: DLFSG01

Study Level	Language of Instruction and Examination	Contact Hours	CP	Admission Requirements
BA	English		5	none

Course Description

The qualification objectives correspond to levels A1, A2, B1 and B2 according to the criteria of the Common European Framework of Reference for Languages (CEFR). Using everyday subject areas, chosen areas of specialization, and using basic and advanced grammatical structures, the use of German as a foreign language is taught and practiced according to a CEFR placement test.

Course Outcomes

On successful completion, students will be able to

- meet the qualification objectives according to the chosen level (A1, A2, B1 or B2) according to the criteria of the Common European Framework of Reference for Languages (CEFR).
- use the foreign language German according to a CEFR placement test on the basis of everyday topics, selected areas of specialization and by adapting basic and advanced grammatical structures.

Contents

- Depending on the CEFR placement, students will be proficient
 - to understand and use familiar, everyday expressions and very simple phrases aimed at satisfying concrete needs. They can introduce themselves and others and ask other people questions about themselves - e.g. where they live, what kind of people they know or what kind of things they have - and they can give answers to questions of this kind. They can communicate in a simple way if the person they are talking to speaks slowly and clearly and is willing to help. (Level A1)
 - to understand sentences and frequently used expressions related to areas of immediate importance (e.g. personal and family information, shopping, work, local area). You can communicate in simple, routine situations involving a simple and direct exchange of information about familiar things. You can describe by simple means your own background and education, immediate environment and things related to immediate needs. (Level A2)
 - to understand the main points when clear standard language is used and when it's about familiar things from work, school, leisure, etc. You can handle most situations encountered while traveling in the language area. You can express yourself simply and coherently on familiar topics and personal areas of interest. You can talk about experiences and events, describe dreams, hopes and goals, and give brief reasons or explanations for plans and opinions. (Level B1)

- to understand the main content of complex texts on concrete and abstract topics; and to understand specialist discussions in their own area of specialization. You can communicate so spontaneously and fluently that a normal conversation with native speakers is quite possible without major effort on either side. You can express yourself clearly and in detail on a wide range of topics, explain a point of view on a topical issue and state the advantages and disadvantages of various options. (Level B2)
- Grammar:
 - Level A1 - present and past tenses, sentence structure, prepositions, etc.
 - Level A2 - among other things tenses of the past, differences in the past tenses, imperative, subordinate clauses, pronouns (dative, accusative)
 - Level B1 - including introduction of past perfect, conjunctions, introduction of passive voice, adverbs, adjectives (difference), future tense
 - Level B2 - among others verb constructions, conditional clauses, indirect speech

Literature**Compulsory Reading****Further Reading**

- According to the Information given in the Online Course speexx

Study Format Distance Learning

Study Format Distance Learning	Course Type Theory Course
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Information about the examination	
Examination Admission Requirements	Online Tests: no
Type of Exam	Exam, 90 Minutes

Student Workload					
Self Study 90 h	Contact Hours 0 h	Tutorial/Tutorial Support 30 h	Self Test 30 h	Independent Study 0 h	Hours Total 150 h

Instructional Methods
Instructional Methods are provided by the External Service Provider

Study Format myStudies

Study Format myStudies	Course Type Theory Course
----------------------------------	-------------------------------------

Information about the examination	
Examination Admission Requirements	Online Tests: no
Type of Exam	Exam, 90 Minutes

Student Workload					
Self Study 90 h	Contact Hours 0 h	Tutorial/Tutorial Support 30 h	Self Test 30 h	Independent Study 0 h	Hours Total 150 h

Instructional Methods
Instructional Methods are provided by the External Service Provider

Certificate Course Italian

Module Code: DLFSWI1_E

Module Type see curriculum	Admission Requirements none	Study Level BA	CP 5	Student Workload 150 h
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Semester / Term see curriculum	Duration Minimaldauer: 1 Semester	Regularly offered in WiSe/SoSe	Language of Instruction and Examination English
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Module Coordinator

Prof. Dr. Regina Cordes (Certificate Course Italian)

Contributing Courses to Module

- Certificate Course Italian (DLFSWI01_E)

Module Exam Type

Module Exam

Study Format: myStudies
Participation Certificate (passed / not passed)
Study Format: Distance Learning
Participation Certificate (passed / not passed)

Split Exam

Weight of Module

see curriculum

Module Contents

To learn and deepen Italian as a foreign language at the chosen CEFR level with regard to the respective qualitative aspects of range, correctness, fluency, interaction and coherence. The module includes a combination of listening, comprehension, writing and speaking exercises as well as various course material.

Learning Outcomes**Certificate Course Italian**

On successful completion, students will be able to

- meet the qualification objectives according to the chosen level (A1, A2, B1 or B2) according to the criteria of the Common European Framework of Reference for Languages (CEFR).
- use the foreign language Italian according to a CEFR placement test on the basis of everyday topics, selected areas of specialization and by adapting basic and advanced grammatical structures.

Links to other Modules within the Study Program

This module is similar to other modules in the field of Languages

Links to other Study Programs of the University

All Bachelor Programs in the Management field

Certificate Course Italian

Course Code: DLFSWI01_E

Study Level	Language of Instruction and Examination	Contact Hours	CP	Admission Requirements
BA	English		5	none

Course Description

The qualification objectives correspond to levels A1, A2, B1 and B2 according to the criteria of the Common European Framework of Reference for Languages (CEFR). Using everyday subject areas, chosen areas of specialization, and using basic and advanced grammatical structures, the use of Italian as a foreign language is taught and practiced according to a CEFR placement test. Upon successful completion, students will receive a certificate corresponding to their chosen level.

Course Outcomes

On successful completion, students will be able to

- meet the qualification objectives according to the chosen level (A1, A2, B1 or B2) according to the criteria of the Common European Framework of Reference for Languages (CEFR).
- use the foreign language Italian according to a CEFR placement test on the basis of everyday topics, selected areas of specialization and by adapting basic and advanced grammatical structures.

Contents

- Depending on the CEFR placement, students will be proficient
 - to understand and use familiar, everyday expressions and very simple phrases aimed at satisfying concrete needs. They can introduce themselves and others and ask other people questions about themselves - e.g. where they live, what kind of people they know or what kind of things they have - and they can give answers to questions of this kind. They can communicate in a simple way if the person they are talking to speaks slowly and clearly and is willing to help. (Level A1)
 - to understand sentences and frequently used expressions related to areas of immediate importance (e.g. personal and family information, shopping, work, local area). You can communicate in simple, routine situations involving a simple and direct exchange of information about familiar things. You can describe by simple means your own background and education, immediate environment and things related to immediate needs. (Level A2)
 - to understand the main points when clear standard language is used and when it's about familiar things from work, school, leisure, etc. You can handle most situations encountered while traveling in the language area. You can express yourself simply

and coherently on familiar topics and personal areas of interest. You can talk about experiences and events, describe dreams, hopes and goals, and give brief reasons or explanations for plans and opinions. (Level B1)

- to understand the main content of complex texts on concrete and abstract topics; and to understand specialist discussions in their own area of specialization. You can communicate so spontaneously and fluently that a normal conversation with native speakers is quite possible without major effort on either side. You can express yourself clearly and in detail on a wide range of topics, explain a point of view on a topical issue and state the advantages and disadvantages of various options. (Level B2)
- Grammar:
 - Level A1 - present and past tenses, sentence structure, prepositions, etc.
 - Level A2 - among other things tenses of the past, differences in the past tenses, imperative, subordinate clauses, pronouns (dative, accusative)
 - Level B1 - including introduction of past perfect, conjunctions, introduction of passive voice, adverbs, adjectives (difference), future tense
 - Level B2 - among others verb constructions, conditional clauses, indirect speech

Literature

Compulsory Reading

Further Reading

- According to the Information given in the Online Course speexx

Study Format myStudies

Study Format myStudies	Course Type Language Course
----------------------------------	---------------------------------------

Information about the examination	
Examination Admission Requirements	Online Tests: no
Type of Exam	Participation Certificate (passed / not passed)

Student Workload					
Self Study 90 h	Contact Hours 0 h	Tutorial/Tutorial Support 30 h	Self Test 30 h	Independent Study 0 h	Hours Total 150 h

Instructional Methods
Instructional Methods are provided by the External Service Provider

Study Format Distance Learning

Study Format Distance Learning	Course Type Language Course
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Information about the examination	
Examination Admission Requirements	Online Tests: no
Type of Exam	Participation Certificate (passed / not passed)

Student Workload					
Self Study 90 h	Contact Hours 0 h	Tutorial/Tutorial Support 30 h	Self Test 30 h	Independent Study 0 h	Hours Total 150 h

Instructional Methods
Instructional Methods are provided by the External Service Provider

Foreign Language Italian

Module Code: DLFSI_E

Module Type see curriculum	Admission Requirements none	Study Level BA	CP 5	Student Workload 150 h
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Semester / Term see curriculum	Duration Minimum 1 semester	Regularly offered in WiSe/SoSe	Language of Instruction and Examination English
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Module Coordinator

Prof. Dr. Regina Cordes (Foreign Language Italian)

Contributing Courses to Module

- Foreign Language Italian (DLFSI01_E)

Module Exam Type

Module Exam

Study Format: myStudies
Exam, 90 Minutes

Study Format: Distance Learning
Exam, 90 Minutes

Split Exam

Weight of Module

see curriculum

Module Contents

To learn and deepen Italian as a foreign language at the chosen CEFR level with regard to the respective qualitative aspects of range, correctness, fluency, interaction and coherence. The module includes a combination of listening, comprehension, writing and speaking exercises as well as various course material.

Learning Outcomes**Foreign Language Italian**

On successful completion, students will be able to

- meet the qualification objectives according to the chosen level (A1, A2, B1 or B2) according to the criteria of the Common European Framework of Reference for Languages (CEFR).
- use the foreign language Italian according to a CEFR placement test on the basis of everyday topics, selected areas of specialization and by adapting basic and advanced grammatical structures.

Links to other Modules within the Study Program

This module is similar to other modules in the field of Languages

Links to other Study Programs of the University

All Bachelor Programs in the Management field

Foreign Language Italian

Course Code: DLFSI01_E

Study Level	Language of Instruction and Examination	Contact Hours	CP	Admission Requirements
BA	English		5	none

Course Description

The qualification objectives correspond to levels A1, A2, B1 and B2 according to the criteria of the Common European Framework of Reference for Languages (CEFR). Using everyday subject areas, chosen areas of specialization, and using basic and advanced grammatical structures, the use of Italian as a foreign language is taught and practiced according to a CEFR placement test.

Course Outcomes

On successful completion, students will be able to

- meet the qualification objectives according to the chosen level (A1, A2, B1 or B2) according to the criteria of the Common European Framework of Reference for Languages (CEFR).
- use the foreign language Italian according to a CEFR placement test on the basis of everyday topics, selected areas of specialization and by adapting basic and advanced grammatical structures.

Contents

- Depending on the CEFR placement, students will be proficient
 - to understand and use familiar, everyday expressions and very simple phrases aimed at satisfying concrete needs. They can introduce themselves and others and ask other people questions about themselves - e.g. where they live, what kind of people they know or what kind of things they have - and they can give answers to questions of this kind. They can communicate in a simple way if the person they are talking to speaks slowly and clearly and is willing to help. (Level A1)
 - to understand sentences and frequently used expressions related to areas of immediate importance (e.g. personal and family information, shopping, work, local area). You can communicate in simple, routine situations involving a simple and direct exchange of information about familiar things. You can describe by simple means your own background and education, immediate environment and things related to immediate needs. (Level A2)
 - to understand the main points when clear standard language is used and when it's about familiar things from work, school, leisure, etc. You can handle most situations encountered while traveling in the language area. You can express yourself simply and coherently on familiar topics and personal areas of interest. You can talk about experiences and events, describe dreams, hopes and goals, and give brief reasons or explanations for plans and opinions. (Level B1)

- to understand the main content of complex texts on concrete and abstract topics; and to understand specialist discussions in their own area of specialization. You can communicate so spontaneously and fluently that a normal conversation with native speakers is quite possible without major effort on either side. You can express yourself clearly and in detail on a wide range of topics, explain a point of view on a topical issue and state the advantages and disadvantages of various options. (Level B2)
- Grammar:
 - Level A1 - present and past tenses, sentence structure, prepositions, etc.
 - Level A2 - among other things tenses of the past, differences in the past tenses, imperative, subordinate clauses, pronouns (dative, accusative)
 - Level B1 - including introduction of past perfect, conjunctions, introduction of passive voice, adverbs, adjectives (difference), future tense
 - Level B2 - among others verb constructions, conditional clauses, indirect speech

Literature**Compulsory Reading****Further Reading**

- According to the Information given in the Online Course speexx

Study Format myStudies

Study Format myStudies	Course Type Theory Course
----------------------------------	-------------------------------------

Information about the examination	
Examination Admission Requirements	Online Tests: no
Type of Exam	Exam, 90 Minutes

Student Workload					
Self Study 90 h	Contact Hours 0 h	Tutorial/Tutorial Support 30 h	Self Test 30 h	Independent Study 0 h	Hours Total 150 h

Instructional Methods
Instructional Methods are provided by the External Service Provider

Study Format Distance Learning

Study Format Distance Learning	Course Type Theory Course
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Information about the examination	
Examination Admission Requirements	Online Tests: no
Type of Exam	Exam, 90 Minutes

Student Workload					
Self Study 90 h	Contact Hours 0 h	Tutorial/Tutorial Support 30 h	Self Test 30 h	Independent Study 0 h	Hours Total 150 h

Instructional Methods
Instructional Methods are provided by the External Service Provider

Certificate Course French

Module Code: DLFSWF1_E

Module Type see curriculum	Admission Requirements none	Study Level BA	CP 5	Student Workload 150 h
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Semester / Term see curriculum	Duration Minimaldauer: 1 Semester	Regularly offered in WiSe/SoSe	Language of Instruction and Examination English
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Module Coordinator

Prof. Dr. Regina Cordes (Certificate Course French)

Contributing Courses to Module

- Certificate Course French (DLFSWF01_E)

Module Exam Type

Module Exam

Study Format: Distance Learning
Participation Certificate (passed / not passed)

Study Format: myStudies
Participation Certificate (passed / not passed)

Split Exam

Weight of Module

see curriculum

Module Contents

To learn and deepen French as a foreign language at the chosen CEFR level with regard to the respective qualitative aspects of range, correctness, fluency, interaction and coherence. The module includes a combination of listening, comprehension, writing and speaking exercises as well as various course material.

Learning Outcomes**Certificate Course French**

On successful completion, students will be able to

- meet the qualification objectives according to the chosen level (A1, A2, B1 or B2) according to the criteria of the Common European Framework of Reference for Languages (CEFR).
- use the foreign language French according to a CEFR placement test on the basis of everyday topics, selected areas of specialization and by adapting basic and advanced grammatical structures.

Links to other Modules within the Study Program

This module is similar to other modules in the field of Languages

Links to other Study Programs of the University

All Bachelor Programs in the Management field

Certificate Course French

Course Code: DLFSWF01_E

Study Level	Language of Instruction and Examination	Contact Hours	CP	Admission Requirements
BA	English		5	none

Course Description

The qualification objectives correspond to levels A1, A2, B1 and B2 according to the criteria of the Common European Framework of Reference for Languages (CEFR). Using everyday subject areas, chosen areas of specialization, and using basic and advanced grammatical structures, the use of French as a foreign language is taught and practiced according to a CEFR placement test. Upon successful completion, students will receive a certificate corresponding to their chosen level.

Course Outcomes

On successful completion, students will be able to

- meet the qualification objectives according to the chosen level (A1, A2, B1 or B2) according to the criteria of the Common European Framework of Reference for Languages (CEFR).
- use the foreign language French according to a CEFR placement test on the basis of everyday topics, selected areas of specialization and by adapting basic and advanced grammatical structures.

Contents

- Depending on the CEFR placement, students will be proficient
 - to understand and use familiar, everyday expressions and very simple phrases aimed at satisfying concrete needs. They can introduce themselves and others and ask other people questions about themselves - e.g. where they live, what kind of people they know or what kind of things they have - and they can give answers to questions of this kind. They can communicate in a simple way if the person they are talking to speaks slowly and clearly and is willing to help. (Level A1)
 - to understand sentences and frequently used expressions related to areas of immediate importance (e.g. personal and family information, shopping, work, local area). You can communicate in simple, routine situations involving a simple and direct exchange of information about familiar things. You can describe by simple means your own background and education, immediate environment and things related to immediate needs. (Level A2)
 - to understand the main points when clear standard language is used and when it's about familiar things from work, school, leisure, etc. You can handle most situations encountered while traveling in the language area. You can express yourself simply

and coherently on familiar topics and personal areas of interest. You can talk about experiences and events, describe dreams, hopes and goals, and give brief reasons or explanations for plans and opinions. (Level B1)

- to understand the main content of complex texts on concrete and abstract topics; and to understand specialist discussions in their own area of specialization. You can communicate so spontaneously and fluently that a normal conversation with native speakers is quite possible without major effort on either side. You can express yourself clearly and in detail on a wide range of topics, explain a point of view on a topical issue and state the advantages and disadvantages of various options. (Level B2)
- Grammar:
 - Level A1 - present and past tenses, sentence structure, prepositions, etc.
 - Level A2 - among other things tenses of the past, differences in the past tenses, imperative, subordinate clauses, pronouns (dative, accusative)
 - Level B1 - including introduction of past perfect, conjunctions, introduction of passive voice, adverbs, adjectives (difference), future tense
 - Level B2 - among others verb constructions, conditional clauses, indirect speech

Literature

Compulsory Reading

Further Reading

- According to the Information given in the Online Course speexx

Study Format Distance Learning

Study Format Distance Learning	Course Type Language Course
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Information about the examination	
Examination Admission Requirements	Online Tests: no
Type of Exam	Participation Certificate (passed / not passed)

Student Workload					
Self Study 90 h	Contact Hours 0 h	Tutorial/Tutorial Support 30 h	Self Test 30 h	Independent Study 0 h	Hours Total 150 h

Instructional Methods
Instructional Methods are provided by the External Service Provider

Study Format myStudies

Study Format myStudies	Course Type Language Course
----------------------------------	---------------------------------------

Information about the examination	
Examination Admission Requirements	Online Tests: no
Type of Exam	Participation Certificate (passed / not passed)

Student Workload					
Self Study 90 h	Contact Hours 0 h	Tutorial/Tutorial Support 30 h	Self Test 30 h	Independent Study 0 h	Hours Total 150 h

Instructional Methods
Instructional Methods are provided by the External Service Provider

Foreign Language French

Module Code: DLFSF_E

Module Type see curriculum	Admission Requirements none	Study Level BA	CP 5	Student Workload 150 h
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Semester / Term see curriculum	Duration Minimum 1 semester	Regularly offered in WiSe/SoSe	Language of Instruction and Examination English
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Module Coordinator

Prof. Dr. Regina Cordes (Foreign Language French)

Contributing Courses to Module

- Foreign Language French (DLFSF01_E)

Module Exam Type

Module Exam

Study Format: myStudies
Exam, 90 Minutes

Study Format: Distance Learning
Exam, 90 Minutes

Split Exam

Weight of Module

see curriculum

Module Contents

To learn and deepen French as a foreign language at the chosen CEFR level with regard to the respective qualitative aspects of range, correctness, fluency, interaction and coherence. The module includes a combination of listening, comprehension, writing and speaking exercises as well as various course material.

Learning Outcomes**Foreign Language French**

On successful completion, students will be able to

- meet the qualification objectives according to the chosen level (A1, A2, B1 or B2) according to the criteria of the Common European Framework of Reference for Languages (CEFR).
- use the foreign language French according to a CEFR placement test on the basis of everyday topics, selected areas of specialization and by adapting basic and advanced grammatical structures.

Links to other Modules within the Study Program

This module is similar to other modules in the field of Languages

Links to other Study Programs of the University

All Bachelor Programs in the Management field

Foreign Language French

Course Code: DLFSF01_E

Study Level	Language of Instruction and Examination	Contact Hours	CP	Admission Requirements
BA	English		5	none

Course Description

The qualification objectives correspond to levels A1, A2, B1 and B2 according to the criteria of the Common European Framework of Reference for Languages (CEFR). Using everyday subject areas, chosen areas of specialization, and using basic and advanced grammatical structures, the use of French as a foreign language is taught and practiced according to a CEFR placement test.

Course Outcomes

On successful completion, students will be able to

- meet the qualification objectives according to the chosen level (A1, A2, B1 or B2) according to the criteria of the Common European Framework of Reference for Languages (CEFR).
- use the foreign language French according to a CEFR placement test on the basis of everyday topics, selected areas of specialization and by adapting basic and advanced grammatical structures.

Contents

- Depending on the CEFR placement, students will be proficient
 - to understand and use familiar, everyday expressions and very simple phrases aimed at satisfying concrete needs. They can introduce themselves and others and ask other people questions about themselves - e.g. where they live, what kind of people they know or what kind of things they have - and they can give answers to questions of this kind. They can communicate in a simple way if the person they are talking to speaks slowly and clearly and is willing to help. (Level A1)
 - to understand sentences and frequently used expressions related to areas of immediate importance (e.g. personal and family information, shopping, work, local area). You can communicate in simple, routine situations involving a simple and direct exchange of information about familiar things. You can describe by simple means your own background and education, immediate environment and things related to immediate needs. (Level A2)
 - to understand the main points when clear standard language is used and when it's about familiar things from work, school, leisure, etc. You can handle most situations encountered while traveling in the language area. You can express yourself simply and coherently on familiar topics and personal areas of interest. You can talk about experiences and events, describe dreams, hopes and goals, and give brief reasons or explanations for plans and opinions. (Level B1)

- to understand the main content of complex texts on concrete and abstract topics; and to understand specialist discussions in their own area of specialization. You can communicate so spontaneously and fluently that a normal conversation with native speakers is quite possible without major effort on either side. You can express yourself clearly and in detail on a wide range of topics, explain a point of view on a topical issue and state the advantages and disadvantages of various options. (Level B2)
- Grammar:
 - Level A1 - present and past tenses, sentence structure, prepositions, etc.
 - Level A2 - among other things tenses of the past, differences in the past tenses, imperative, subordinate clauses, pronouns (dative, accusative)
 - Level B1 - including introduction of past perfect, conjunctions, introduction of passive voice, adverbs, adjectives (difference), future tense
 - Level B2 - among others verb constructions, conditional clauses, indirect speech

Literature**Compulsory Reading****Further Reading**

- According to the Information given in the Online Course speexx

Study Format myStudies

Study Format myStudies	Course Type Theory Course
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Information about the examination	
Examination Admission Requirements	Online Tests: no
Type of Exam	Exam, 90 Minutes

Student Workload					
Self Study 90 h	Contact Hours 0 h	Tutorial/Tutorial Support 30 h	Self Test 30 h	Independent Study 0 h	Hours Total 150 h

Instructional Methods
Instructional Methods are provided by the External Service Provider

Study Format Distance Learning

Study Format Distance Learning	Course Type Theory Course
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Information about the examination	
Examination Admission Requirements	Online Tests: no
Type of Exam	Exam, 90 Minutes

Student Workload					
Self Study 90 h	Contact Hours 0 h	Tutorial/Tutorial Support 30 h	Self Test 30 h	Independent Study 0 h	Hours Total 150 h

Instructional Methods
Instructional Methods are provided by the External Service Provider

Certificate Course Spanish

Module Code: DLFSWS1_E

Module Type see curriculum	Admission Requirements none	Study Level BA	CP 5	Student Workload 150 h
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Semester / Term see curriculum	Duration Minimaldauer: 1 Semester	Regularly offered in WiSe/SoSe	Language of Instruction and Examination English
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Module Coordinator

Prof. Dr. Regina Cordes (Certificate Course Spanish)

Contributing Courses to Module

- Certificate Course Spanish (DLFSWS01_E)

Module Exam Type

Module Exam

Study Format: Distance Learning
Participation Certificate (passed / not passed)

Study Format: myStudies
Participation Certificate (passed / not passed)

Split Exam

Weight of Module

see curriculum

Module Contents

To learn and deepen Spanish as a foreign language at the chosen CEFR level with regard to the respective qualitative aspects of range, correctness, fluency, interaction and coherence. The module includes a combination of listening, comprehension, writing and speaking exercises as well as various course material.

Learning Outcomes**Certificate Course Spanish**

On successful completion, students will be able to

- meet the qualification objectives according to the chosen level (A1, A2, B1 or B2) according to the criteria of the Common European Framework of Reference for Languages (CEFR).
- use the foreign language Spanish according to a CEFR placement test on the basis of everyday topics, selected areas of specialization and by adapting basic and advanced grammatical structures.

Links to other Modules within the Study Program

This module is similar to other modules in the field of Languages

Links to other Study Programs of the University

All Bachelor Programs in the Management field

Certificate Course Spanish

Course Code: DLFSWS01_E

Study Level	Language of Instruction and Examination	Contact Hours	CP	Admission Requirements
BA	English		5	none

Course Description

The qualification objectives correspond to levels A1, A2, B1 and B2 according to the criteria of the Common European Framework of Reference for Languages (CEFR). Using everyday subject areas, chosen areas of specialization, and using basic and advanced grammatical structures, the use of Spanish as a foreign language is taught and practiced according to a CEFR placement test. Upon successful completion, students will receive a certificate corresponding to their chosen level.

Course Outcomes

On successful completion, students will be able to

- meet the qualification objectives according to the chosen level (A1, A2, B1 or B2) according to the criteria of the Common European Framework of Reference for Languages (CEFR).
- use the foreign language Spanish according to a CEFR placement test on the basis of everyday topics, selected areas of specialization and by adapting basic and advanced grammatical structures.

Contents

- Depending on the CEFR placement, students will be proficient
 - to understand and use familiar, everyday expressions and very simple phrases aimed at satisfying concrete needs. They can introduce themselves and others and ask other people questions about themselves - e.g. where they live, what kind of people they know or what kind of things they have - and they can give answers to questions of this kind. They can communicate in a simple way if the person they are talking to speaks slowly and clearly and is willing to help. (Level A1)
 - to understand sentences and frequently used expressions related to areas of immediate importance (e.g. personal and family information, shopping, work, local area). You can communicate in simple, routine situations involving a simple and direct exchange of information about familiar things. You can describe by simple means your own background and education, immediate environment and things related to immediate needs. (Level A2)
 - to understand the main points when clear standard language is used and when it's about familiar things from work, school, leisure, etc. You can handle most situations encountered while traveling in the language area. You can express yourself simply

and coherently on familiar topics and personal areas of interest. You can talk about experiences and events, describe dreams, hopes and goals, and give brief reasons or explanations for plans and opinions. (Level B1)

- to understand the main content of complex texts on concrete and abstract topics; and to understand specialist discussions in their own area of specialization. You can communicate so spontaneously and fluently that a normal conversation with native speakers is quite possible without major effort on either side. You can express yourself clearly and in detail on a wide range of topics, explain a point of view on a topical issue and state the advantages and disadvantages of various options. (Level B2)
- Grammar:
 - Level A1 - present and past tenses, sentence structure, prepositions, etc.
 - Level A2 - among other things tenses of the past, differences in the past tenses, imperative, subordinate clauses, pronouns (dative, accusative)
 - Level B1 - including introduction of past perfect, conjunctions, introduction of passive voice, adverbs, adjectives (difference), future tense
 - Level B2 - among others verb constructions, conditional clauses, indirect speech

Literature

Compulsory Reading

Further Reading

- According to the Information given in the Online Course speexx

Study Format Distance Learning

Study Format Distance Learning	Course Type Language Course
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Information about the examination	
Examination Admission Requirements	Online Tests: no
Type of Exam	Participation Certificate (passed / not passed)

Student Workload					
Self Study 90 h	Contact Hours 0 h	Tutorial/Tutorial Support 30 h	Self Test 30 h	Independent Study 0 h	Hours Total 150 h

Instructional Methods
Instructional Methods are provided by the External Service Provider

Study Format myStudies

Study Format myStudies	Course Type Language Course
----------------------------------	---------------------------------------

Information about the examination	
Examination Admission Requirements	Online Tests: no
Type of Exam	Participation Certificate (passed / not passed)

Student Workload					
Self Study 90 h	Contact Hours 0 h	Tutorial/Tutorial Support 30 h	Self Test 30 h	Independent Study 0 h	Hours Total 150 h

Instructional Methods
Instructional Methods are provided by the External Service Provider

Foreign Language Spanish

Module Code: DLFSS_E

Module Type see curriculum	Admission Requirements none	Study Level BA	CP 5	Student Workload 150 h
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Semester / Term see curriculum	Duration Minimum 1 semester	Regularly offered in WiSe/SoSe	Language of Instruction and Examination English
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Module Coordinator

Prof. Dr. Regina Cordes (Foreign Language Spanish)

Contributing Courses to Module

- Foreign Language Spanish (DLFSS01_E)

Module Exam Type

Module Exam

Study Format: myStudies
Exam, 90 Minutes

Study Format: Distance Learning
Exam, 90 Minutes

Split Exam

Weight of Module

see curriculum

Module Contents

To learn and deepen Spanish as a foreign language at the chosen CEFR level with regard to the respective qualitative aspects of range, correctness, fluency, interaction and coherence. The module includes a combination of listening, comprehension, writing and speaking exercises as well as various course material.

Learning Outcomes**Foreign Language Spanish**

On successful completion, students will be able to

- meet the qualification objectives according to the chosen level (A1, A2, B1 or B2) according to the criteria of the Common European Framework of Reference for Languages (CEFR).
- use the foreign language Spanish according to a CEFR placement test on the basis of everyday topics, selected areas of specialization and by adapting basic and advanced grammatical structures.

Links to other Modules within the Study Program

This module is similar to other modules in the field of Languages

Links to other Study Programs of the University

All Bachelor Programs in the Management field

Foreign Language Spanish

Course Code: DLFSS01_E

Study Level	Language of Instruction and Examination	Contact Hours	CP	Admission Requirements
BA	English		5	none

Course Description

The qualification objectives correspond to levels A1, A2, B1 and B2 according to the criteria of the Common European Framework of Reference for Languages (CEFR). Using everyday subject areas, chosen areas of specialization, and using basic and advanced grammatical structures, the use of Spanish as a foreign language is taught and practiced according to a CEFR placement test.

Course Outcomes

On successful completion, students will be able to

- meet the qualification objectives according to the chosen level (A1, A2, B1 or B2) according to the criteria of the Common European Framework of Reference for Languages (CEFR).
- use the foreign language Spanish according to a CEFR placement test on the basis of everyday topics, selected areas of specialization and by adapting basic and advanced grammatical structures.

Contents

- Depending on the CEFR placement, students will be proficient
 - to understand and use familiar, everyday expressions and very simple phrases aimed at satisfying concrete needs. They can introduce themselves and others and ask other people questions about themselves - e.g. where they live, what kind of people they know or what kind of things they have - and they can give answers to questions of this kind. They can communicate in a simple way if the person they are talking to speaks slowly and clearly and is willing to help. (Level A1)
 - to understand sentences and frequently used expressions related to areas of immediate importance (e.g. personal and family information, shopping, work, local area). You can communicate in simple, routine situations involving a simple and direct exchange of information about familiar things. You can describe by simple means your own background and education, immediate environment and things related to immediate needs. (Level A2)
 - to understand the main points when clear standard language is used and when it's about familiar things from work, school, leisure, etc. You can handle most situations encountered while traveling in the language area. You can express yourself simply and coherently on familiar topics and personal areas of interest. You can talk about experiences and events, describe dreams, hopes and goals, and give brief reasons or explanations for plans and opinions. (Level B1)

- to understand the main content of complex texts on concrete and abstract topics; and to understand specialist discussions in their own area of specialization. You can communicate so spontaneously and fluently that a normal conversation with native speakers is quite possible without major effort on either side. You can express yourself clearly and in detail on a wide range of topics, explain a point of view on a topical issue and state the advantages and disadvantages of various options. (Level B2)
- Grammar:
 - Level A1 - present and past tenses, sentence structure, prepositions, etc.
 - Level A2 - among other things tenses of the past, differences in the past tenses, imperative, subordinate clauses, pronouns (dative, accusative)
 - Level B1 - including introduction of past perfect, conjunctions, introduction of passive voice, adverbs, adjectives (difference), future tense
 - Level B2 - among others verb constructions, conditional clauses, indirect speech

Literature**Compulsory Reading****Further Reading**

- According to the Information given in the Online Course speexx

Study Format myStudies

Study Format myStudies	Course Type Theory Course
----------------------------------	-------------------------------------

Information about the examination	
Examination Admission Requirements	Online Tests: no
Type of Exam	Exam, 90 Minutes

Student Workload					
Self Study 90 h	Contact Hours 0 h	Tutorial/Tutorial Support 30 h	Self Test 30 h	Independent Study 0 h	Hours Total 150 h

Instructional Methods
Instructional Methods are provided by the External Service Provider

Study Format Distance Learning

Study Format Distance Learning	Course Type Theory Course
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Information about the examination	
Examination Admission Requirements	Online Tests: no
Type of Exam	Exam, 90 Minutes

Student Workload					
Self Study 90 h	Contact Hours 0 h	Tutorial/Tutorial Support 30 h	Self Test 30 h	Independent Study 0 h	Hours Total 150 h

Instructional Methods
Instructional Methods are provided by the External Service Provider

Search Engine Optimization - SEO

Module Code: DLBECSE01_E

Module Type see curriculum	Admission Requirements none	Study Level BA	CP 5	Student Workload 150 h
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Semester / Term see curriculum	Duration Minimaldauer: 1 Semester	Regularly offered in WiSe/SoSe	Language of Instruction and Examination English
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Module Coordinator

Prof. Dr. Jonas Polfuß (Search Engine Optimization - SEO)

Contributing Courses to Module

- Search Engine Optimization - SEO (DLBECSE01_E)

Module Exam Type

Module Exam

Study Format: Distance Learning
Written Assessment: Case Study

Split Exam

Weight of Module

see curriculum

Module Contents

- Instruments and Measures of Onpage Optimization
- Instruments and measures of Offpage Optimization
- Monitoring and Controlling

Learning Outcomes**Search Engine Optimization - SEO**

On successful completion, students will be able to

- recognize the relevance of search engine optimization for a wide variety of business models.
- identify starting points for a convincing search engine optimization.
- optimize one's web presence for search engines by applying appropriate on-page and off-page optimization measures.
- identify "unauthorized" search engine optimization measures.

Links to other Modules within the Study Program

This module is similar to other modules in the field of Online & Social Media Marketing

Links to other Study Programs of the University

All Bachelor Programs in the Marketing & Communication field

Search Engine Optimization - SEO

Course Code: DLBECSE001_E

Study Level	Language of Instruction and Examination	Contact Hours	CP	Admission Requirements
BA	English		5	none

Course Description

The term "search engine optimization", or SEO for short, refers to all activities that lead to the company's own online offerings (i.e. the content of a website that is placed online) achieving a better ranking in the organic or editorial hit lists of the search engines. This is achieved through so-called on-page and off-page optimization and constant monitoring. On-page optimization includes all measures taken on the company's own website, such as technical, content-related and structural measures. Off-page optimization includes measures taken outside the company's own web presence. The course provides the necessary basic knowledge of how the site to be managed can be optimized in terms of On- and Off-page monitoring using appropriate software. The aim of the course is to enable students to better position websites in search engines - especially Google.

Course Outcomes

On successful completion, students will be able to

- recognize the relevance of search engine optimization for a wide variety of business models.
- identify starting points for a convincing search engine optimization.
- optimize one's web presence for search engines by applying appropriate on-page and off-page optimization measures.
- identify "unauthorized" search engine optimization measures.

Contents

1. Basics of Search Engine Optimization
 - 1.1 Definition of Terms & Subject of Search Engine Marketing
 - 1.2 Search Engine Marketing in Transition
 - 1.3 SEO Tools and SEO Software
2. Keyword Research
 - 2.1 Basics
 - 2.2 Keyword Strategy: Short Tail and Long Tail
 - 2.3 Steps of a Keyword Research
 - 2.4 Keyword Databases
 - 2.5 Keywords: Types and Properties, Mapping
 - 2.6 Keyword Potential Analysis

3. On-Site Search Engine Optimization
 - 3.1 Basics
 - 3.2 Content Aspects - Content is King!
 - 3.3 Structural Aspects
 - 3.4 Technical Aspects
4. Off-Site Search Engine Optimization
 - 4.1 Basics
 - 4.2 Link Building: Link Building Methodologies
 - 4.3 Back Linking: Audit and Cleanup
 - 4.4 Link Purchase
 - 4.5 Web Catalogs, Web Directories, Weblogs, Satellite Domains, Web 2.0
 - 4.6 Penalties and Link Removal
5. SEO Special Topics
 - 5.1 Google and Universal Search
 - 5.2 International SEO
 - 5.3 Local SEO
 - 5.4 Website Relaunch
 - 5.5 Social Media
6. Monitoring, Controlling and Tracking
 - 6.1 Basics
 - 6.2 Success Criteria
 - 6.3 Google Analytics

Literature

Compulsory Reading

Further Reading

- Allan, H. J. (2021). Introducing to SEO. Understand How to Leverage Search Engine Optimization for Internet Marketing Strategies. Independently published. (SEO Secrets, Band 1).
- Enge, E., Spencer, S., Stricchiola, J. C. (2015). The Art of SEO. Mastering Search Engine Optimization (3rd ed.). O'Reilly.
- Kelsey, T. (2017). Introduction to Search Engine Optimization. A Guide for Absolute Beginners. Apress.
- Moll, B. (2021). SEO 2022. The Ultimate Guide to Search Engine Optimization in 2022 for Beginners and Advanced. Independently Published.

Study Format Distance Learning

Study Format Distance Learning	Course Type Theory Course
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Information about the examination	
Examination Admission Requirements	Online Tests: yes
Type of Exam	Written Assessment: Case Study

Student Workload					
Self Study 110 h	Contact Hours 0 h	Tutorial/Tutorial Support 20 h	Self Test 20 h	Independent Study 0 h	Hours Total 150 h

Instructional Methods		
Tutorial Support <input checked="" type="checkbox"/> Course Feed <input checked="" type="checkbox"/> Intensive Live Sessions/Learning Sprint <input checked="" type="checkbox"/> Recorded Live Sessions	Learning Material <input checked="" type="checkbox"/> Course Book <input checked="" type="checkbox"/> Video	Exam Preparation <input checked="" type="checkbox"/> Online Tests <input checked="" type="checkbox"/> Guideline

Search Engine Advertising - SEA

Module Code: DLBECSEA2_E

Module Type see curriculum	Admission Requirements none	Study Level BA	CP 5	Student Workload 150 h
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Semester / Term see curriculum	Duration Minimaldauer: 1 Semester	Regularly offered in WiSe/SoSe	Language of Instruction and Examination English
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Module Coordinator

N.N. (Search Engine Advertising - SEA)

Contributing Courses to Module

- Search Engine Advertising - SEA (DLBECSEA01_E)

Module Exam Type

Module Exam

Study Format: Distance Learning
Written Assessment: Case Study

Split Exam

Weight of Module

see curriculum

Module Contents

- Basics of Search Engine Advertising (SEA)
- Google Ads Introduction and Keyword Search
- Evaluation and Optimization of Ads Campaigns
- SEA Tools and SEA Software

Learning Outcomes**Search Engine Advertising - SEA**

On successful completion, students will be able to

- differentiate between SEO and SEA, classify SEA in the online marketing mix and explain the advantages as well as disadvantages of the channel.
- define goals for search engine advertising.
- design the process of search engine advertising.
- create keyword lists that match search queries.
- set up campaigns in Google Ads and manage and optimize them for success.
- analyze search engine advertising successes.

Links to other Modules within the Study Program

This module is similar to other modules in the field of Online & Social Media Marketing

Links to other Study Programs of the University

All Bachelor Programs in the Marketing & Communication field

Search Engine Advertising - SEA

Course Code: DLBECSEA01_E

Study Level	Language of Instruction and Examination	Contact Hours	CP	Admission Requirements
BA	English		5	none

Course Description

SEA is also referred to as search engine advertising, keyword advertising or sponsored links and stands for the placement of (text) ads in search engines such as Google, Yandex, Baidu, Oath (Yahoo) and Bing. Advertising in search engines has established itself as one of the most important measures in online marketing. Above all, placing ads on Google's search results page and on the websites of Google partners (affiliates) is an excellent means of directing prospective customers to a website or online store in a targeted manner, i.e. without major wastage. In this course, students will learn how search engine advertising works, how to design successful ads and how to place them on Google. They will also learn which key figures are relevant for search engine advertising, how to measure the success of a campaign and how to optimize it. Using a given case study, students will apply what they have learned directly in Google Ads and measure their success in Google Analytics. In addition, the course optimally prepares students for the test to obtain the Google Ads certificate.

Course Outcomes

On successful completion, students will be able to

- differentiate between SEO and SEA, classify SEA in the online marketing mix and explain the advantages as well as disadvantages of the channel.
- define goals for search engine advertising.
- design the process of search engine advertising.
- create keyword lists that match search queries.
- set up campaigns in Google Ads and manage and optimize them for success.
- analyze search engine advertising successes.

Contents

1. Basics of Search Engine Advertising (SEA)
 - 1.1 Definition, Operating Principle, Significance, Advantages, Legal Aspects
 - 1.2 Provider Structure in Germany
2. Google Ads
 - 2.1 Entry and Basics
 - 2.2 Structural Aspects
 - 2.3 Technical Aspects

- 2.4 Costs and the Quality Factor
- 2.5 Determine Matching Keywords to Ads
- 2.6 Landing Pages: Turning Visitors Into Customers
3. Campaign Evaluation and Optimization
 - 3.1 Campaign Statistics and Report Queries
 - 3.2 Conversions, ROI and Maximum Profit
 - 3.3 Search Funnel and Conversion Path
4. Internal and External Tools and Software
 - 4.1 ACE Tests, Automated Rules
 - 4.2 Web Analytics and Google Analytics
 - 4.3 Landing Page and Conversion Optimization
 - 4.4 SEA Software
5. Display Advertising Network
 - 5.1 Successful Strategies and Optimizations
 - 5.2 Alignment Options and Advanced Settings
 - 5.3 Remarketing and Interest-Based Campaigns
6. Ad Extensions
 - 6.1 Sitelinks, Merchant Center, Product Extensions
 - 6.2 Local Ads, Google Places, ROPO
 - 6.3 Mobile Ads, Click-to-Call, AdMob

Literature

Compulsory Reading

Further Reading

- Chaffey, D., & Ellis-Chadwick, F. (2019). Digital Marketing [Electronic Resource]: (Seventh Edition). Pearson.
- Imtiaz, Hassan (2021). Google Ads (AdWords), in Plain English: Learn PPC- Digital Marketing on Google Ads (AdWords), Display Network & YouTube (First Edition). AIDA Digital Ltd. UK.
- Maya, Laura (2020). Google Ads Mastery Guide (First Edition). Publisher s21598.

Study Format Distance Learning

Study Format Distance Learning	Course Type Theory Course
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Information about the examination	
Examination Admission Requirements	Online Tests: yes
Type of Exam	Written Assessment: Case Study

Student Workload					
Self Study 110 h	Contact Hours 0 h	Tutorial/Tutorial Support 20 h	Self Test 20 h	Independent Study 0 h	Hours Total 150 h

Instructional Methods		
Tutorial Support <input checked="" type="checkbox"/> Course Feed <input checked="" type="checkbox"/> Intensive Live Sessions/Learning Sprint <input checked="" type="checkbox"/> Recorded Live Sessions	Learning Material <input checked="" type="checkbox"/> Course Book <input checked="" type="checkbox"/> Video	Exam Preparation <input checked="" type="checkbox"/> Online Tests <input checked="" type="checkbox"/> Guideline

Artificial Intelligence

Module Code: DLBDSEAIS1

Module Type see curriculum	Admission Requirements none	Study Level BA	CP 5	Student Workload 150 h
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Semester / Term see curriculum	Duration Minimum 1 semester	Regularly offered in WiSe/SoSe	Language of Instruction and Examination English
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Module Coordinator

Prof. Dr. Kristina Schaaff (Artificial Intelligence)

Contributing Courses to Module

- Artificial Intelligence (DLBDSEAIS01)

Module Exam Type

Module Exam

Study Format: myStudies
Exam, 90 Minutes

Study Format: Distance Learning
Exam, 90 Minutes

Split Exam

Weight of Module

see curriculum

Module Contents

- chart the historical developments in artificial intelligence.
- understand the approach of contemporary AI systems.
- comprehend the concepts behind reinforcement learning.
- analyze natural language using basic NLP techniques.
- scrutinize images and their contents.

Learning Outcomes**Artificial Intelligence**

On successful completion, students will be able to

- chart the historical developments in artificial intelligence.
- understand the approach of contemporary AI systems.
- comprehend the concepts behind reinforcement learning.
- analyze natural language using basic NLP techniques.
- scrutinize images and their contents.

Links to other Modules within the Study Program

This module is similar to other modules in the field of Data Science & Artificial Intelligence

Links to other Study Programs of the University

All Bachelor Programs in the IT & Technology field

Artificial Intelligence

Course Code: DLBDSEAIS01

Study Level	Language of Instruction and Examination	Contact Hours	CP	Admission Requirements
BA	English		5	none

Course Description

The quest for artificial intelligence (AI) has captured humanity's interest for many decades and has been an active research area since the 1960s. This course will give a detailed overview of the historical developments, successes, and set-backs in AI, as well as modern approaches in the development of artificial intelligence. This course gives an introduction to reinforcement learning, a process similar to how humans and animals experience the world: exploring the environment and inferring the best course of action. This course also covers the principles of natural language processing and computer vision, both of which are key ingredients for an artificial intelligence to be able to interact with its environment.

Course Outcomes

On successful completion, students will be able to

- chart the historical developments in artificial intelligence.
- understand the approach of contemporary AI systems.
- comprehend the concepts behind reinforcement learning.
- analyze natural language using basic NLP techniques.
- scrutinize images and their contents.

Contents

1. History of AI
 - 1.1 Historical Developments
 - 1.2 AI Winter
 - 1.3 Expert Systems
 - 1.4 Notable Advances
2. Modern AI Systems
 - 2.1 Narrow versus General AI
 - 2.2 Application Areas
3. Reinforcement Learning
 - 3.1 What is Reinforcement Learning?
 - 3.2 Markov Chains and Value Function

3.3 Time-Difference and Q Learning

4. Natural Language Processing (NLP)

4.1 Introduction to NLP and Application Areas

4.2 Basic NLP Techniques

4.3 Vectorizing Data

5. Computer Vision

5.1 Introduction to Computer Vision

5.2 Image Representation and Geometry

5.3 Feature Detection

5.4 Semantic Segmentation

Literature

Compulsory Reading

Further Reading

- Bear, F., Barry, W., & Paradiso, M. (2020). Neuroscience: Exploring the brain (4th ed.). Lippincott Williams & Wilkins.
- Chollet, F. (2018). Deep learning with Python. Manning.
- Geron, A. (2017). Hands-on machine learning with Scikit-Learn and TensorFlow. O'Reilly.
- Géron, A. (2019). Hands-on machine learning with Scikit-Learn, Keras, and TensorFlow: Concepts, tools, and techniques to build intelligent systems (2nd ed.). O'Reilly.
- Goodfellow, I., Bengio, Y., & Courville, A. (2016). Deep learning. MIT Press.
- Grus, J. (2019). Data science from scratch: First principles with Python. O'Reilly.
- Jurafsky, D., & Martin, J. H. (2022). Speech and language processing (3rd ed.). Prentice Hall.
- Russell, S. J., & Norvig, P. (2022). Artificial Intelligence: A modern approach (4th ed., global ed.). Pearson.
- Sutton, R. S., & Barto, A. G. (2018). Reinforcement learning: An introduction (2nd ed.). MIT Press. (Adaptive Computation and Machine Learning series).
- Szeliski, R. (2022). Computer vision: Algorithms and applications (2nd ed.). Springer. (Texts in Computer Science series).

Study Format myStudies

Study Format myStudies	Course Type Theory Course
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Information about the examination	
Examination Admission Requirements	Online Tests: yes
Type of Exam	Exam, 90 Minutes

Student Workload					
Self Study 90 h	Contact Hours 0 h	Tutorial/Tutorial Support 30 h	Self Test 30 h	Independent Study 0 h	Hours Total 150 h

Instructional Methods		
Tutorial Support <input checked="" type="checkbox"/> Course Feed <input checked="" type="checkbox"/> Intensive Live Sessions/Learning Sprint <input checked="" type="checkbox"/> Recorded Live Sessions	Learning Material <input checked="" type="checkbox"/> Course Book <input checked="" type="checkbox"/> Video	Exam Preparation <input checked="" type="checkbox"/> Practice Exam <input checked="" type="checkbox"/> Online Tests

Study Format Distance Learning

Study Format Distance Learning	Course Type Theory Course
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Information about the examination	
Examination Admission Requirements	Online Tests: yes
Type of Exam	Exam, 90 Minutes

Student Workload					
Self Study 90 h	Contact Hours 0 h	Tutorial/Tutorial Support 30 h	Self Test 30 h	Independent Study 0 h	Hours Total 150 h

Instructional Methods		
Tutorial Support <input checked="" type="checkbox"/> Course Feed <input checked="" type="checkbox"/> Intensive Live Sessions/Learning Sprint <input checked="" type="checkbox"/> Recorded Live Sessions	Learning Material <input checked="" type="checkbox"/> Course Book <input checked="" type="checkbox"/> Video	Exam Preparation <input checked="" type="checkbox"/> Practice Exam <input checked="" type="checkbox"/> Online Tests

Project: AI Excellence with Creative Prompting Techniques

Module Code: DLBPKIEKPT1_E

Module Type see curriculum	Admission Requirements none	Study Level BA	CP 5	Student Workload 150 h
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Semester / Term see curriculum	Duration Minimum 1 semester	Regularly offered in WiSe/SoSe	Language of Instruction and Examination English
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Module Coordinator

Knut Linke (Project: AI Excellence with Creative Prompting Techniques)

Contributing Courses to Module

- Project: AI Excellence with Creative Prompting Techniques (DLBPKIEKPT01_E)

Module Exam Type

Module Exam

Study Format: Distance Learning
Oral Project Report

Split Exam

Weight of Module

see curriculum

Module Contents

In this module, the students delve into the world of generative AI applications, creating AI-generated content like text, images, and videos, while learning to use, analyze, and evaluate these systems in their respective study fields.

Learning Outcomes**Project: AI Excellence with Creative Prompting Techniques**

On successful completion, students will be able to

- comprehend and apply basic prompting techniques in generative AI applications.
- analyze and evaluate the effectiveness of the basic prompts.
- apply ethical considerations to the design and use of AI for basic prompting techniques.
- design, implement, and refine effective prompts to real-world scenarios through hands-on exercises.
- showcase creative and innovative thinking in the application of prompting techniques to solve complex problems in their field of studies.

Links to other Modules within the Study Program

This module is similar to other modules in the field of Data Science & Artificial Intelligence

Links to other Study Programs of the University

All Bachelor Programs in the IT & Technology field

Project: AI Excellence with Creative Prompting Techniques

Course Code: DLBPKIEKPT01_E

Study Level BA	Language of Instruction and Examination English	Contact Hours	CP 5	Admission Requirements none
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Course Description

In this course, students explore the fascinating world of prompting in generative AI applications. They engage in hands-on exercises to create new AI-generated content including text, images, and videos. Through these exercises, students learn how to effectively use, analyze, and evaluate these systems within their respective fields of study.

Course Outcomes

On successful completion, students will be able to

- comprehend and apply basic prompting techniques in generative AI applications.
- analyze and evaluate the effectiveness of the basic prompts.
- apply ethical considerations to the design and use of AI for basic prompting techniques.
- design, implement, and refine effective prompts to real-world scenarios through hands-on exercises.
- showcase creative and innovative thinking in the application of prompting techniques to solve complex problems in their field of studies.

Contents

- In this course, students work on a basic practical implementation of a generative AI use case by choosing from a selection provided in the complementary guideline. The course provides practical examples as learning materials and exercises with basic prompting techniques for open-source text, image, and video generation use cases. The exercises are designed to inspire and guide students in completing their own generative AI use case work, which includes a use case description, chosen prompting techniques, outcomes, and critical evaluations from both technical and ethical perspectives.

Literature**Compulsory Reading****Further Reading**

- Dang, H., Mecke, L., Lehmann, F., Goller, S., & Buschek, D. (2022). How to prompt? Opportunities and challenges of zero- and few-shot learning for human-AI interaction in creative applications of generative models. arXiv. <https://arxiv.org/pdf/2209.01390.pdf>
- Eapen, T. T., Finkenstadt, D. J., Folk, J., & Venkataswamy, L. (2023). How generative AI can augment human creativity. *Harvard Business Review*, July–August, 56–64.
- Wei, J., Wang, X., Schuurmans, D., Bosma, M., Ichter, B., Xia, F., Chi, E. H., Le., Q. V., & Zhou, D. (2023). Chain-of-thought prompting elicit reasoning in large language models. arXiv. <https://arxiv.org/pdf/2201.11903.pdf>

Study Format Distance Learning

Study Format Distance Learning	Course Type Project
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Information about the examination	
Examination Admission Requirements	Online Tests: no
Type of Exam	Oral Project Report

Student Workload					
Self Study 120 h	Contact Hours 0 h	Tutorial/Tutorial Support 30 h	Self Test 0 h	Independent Study 0 h	Hours Total 150 h

Instructional Methods	
Tutorial Support <input checked="" type="checkbox"/> Course Feed <input checked="" type="checkbox"/> Intensive Live Sessions/Learning Sprint <input checked="" type="checkbox"/> Recorded Live Sessions	Exam Preparation <input checked="" type="checkbox"/> Guideline

Social Commerce

Module Code: DLBOMSC_E

Module Type see curriculum	Admission Requirements none	Study Level BA	CP 5	Student Workload 150 h
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Semester / Term see curriculum	Duration Minimaldauer: 1 Semester	Regularly offered in WiSe/SoSe	Language of Instruction and Examination English
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Module Coordinator

(Social Commerce)

Contributing Courses to Module

- Social Commerce (DLBOMSC01_E)

Module Exam Type

Module Exam

Study Format: Distance Learning
Exam, 90 Minutes

Split Exam

Weight of Module

see curriculum

Module Contents

- Basics of social commerce
- Platforms and tools in social commerce
- Concepts, benefits, and models
- Measurement and monitoring of social commerce
- Social customer service and CRM
- Strategy and implementation of social commerce in the company

Learning Outcomes**Social Commerce**

On successful completion, students will be able to

- understand the dimensions or approaches of social commerce and use them within the context of online marketing.
- evaluate relevant platforms and social media tools as well as their significance for social commerce.
- measure and evaluate entrepreneurial activities in the field of social commerce using appropriate metrics and KPIs.
- apply well-known models, concepts, and benefits of social commerce in business practice as well as develop suitable social commerce strategies, implement them structurally and personally in online marketing and carry out them operationally.

Links to other Modules within the Study Program

This module is similar to other modules in the field of E-Commerce

Links to other Study Programs of the University

All Bachelor Programs in the Marketing & Communication field

Social Commerce

Course Code: DLBOMSC01_E

Study Level	Language of Instruction and Examination	Contact Hours	CP	Admission Requirements
BA	English		5	none

Course Description

E-commerce has established itself as an integral part of consumers' everyday lives. In this regard, social networks are increasingly shaping the purchasing behavior of many consumers on the internet. Social commerce (also known as recommendation commerce or social shopping) refers to a specific form of electronic commerce where active customer participation, personal relationships, and communication among customers are at the forefront. Customer involvement in design, sales, and/or marketing, for example through purchase recommendations or comments from other customers, can be seen as central. Another area is social commerce portals, where merchants and products can be reviewed. This provides assistance to other users in searching for products and services. A third area of social commerce involves the customization of products and distributing them through shop systems on personal websites. The provider takes care of nearly all necessary functions (such as inventory management, production, shipping, payment processing, etc.), while users only determine the design and type of merchandising items themselves. This is a form of mass customization.

Course Outcomes

On successful completion, students will be able to

- understand the dimensions or approaches of social commerce and use them within the context of online marketing.
- evaluate relevant platforms and social media tools as well as their significance for social commerce.
- measure and evaluate entrepreneurial activities in the field of social commerce using appropriate metrics and KPIs.
- apply well-known models, concepts, and benefits of social commerce in business practice as well as develop suitable social commerce strategies, implement them structurally and personally in online marketing and carry out them operationally.

Contents

1. Introduction: e-commerce, social media and social commerce
 - 1.1 Definition and delimitation: social commerce, social computing, social web, web 2.0 and social media
 - 1.2 Development of social commerce
 - 1.3 Dimensions of social commerce: customer ratings, recommendations, social shopping, social ads, forums and communities

- 1.4 Consumer and psychological factors in social commerce
- 1.5 Social media marketing and Enterprise 2.0
- 1.6 Opportunities and risks of social commerce
2. Platforms and tools in social commerce
 - 2.1 Social media tools and their significance for social commerce
 - 2.2 Mobile social commerce
 - 2.3 Crowdsourcing
 - 2.4 Virtual shopping worlds
3. Social commerce: concepts, benefits and models
 - 3.1 Social commerce: drivers, participants, models
 - 3.2 Group buying and flash sales
 - 3.3 Shopping communities and shopping clubs
 - 3.4 Recommendation marketing, marketplaces, etc.
 - 3.5 Innovative shopping models
 - 3.6 Virtual goods
4. Measurement and monitoring in social commerce
 - 4.1 Five types of social media engagement
 - 4.2 Methods of engagement in social commerce
 - 4.3 Importance of trust in social commerce
 - 4.4 Collaborative content creation by customers
 - 4.5 Building, maintaining and measuring reputation and brand on social media channels
 - 4.6 Performance management: metrics and KPIs for measuring social commerce
5. Social Customer Service and CRM
 - 5.1 Definition and differentiation of CRM, e-CRM and Social CRM (SCRM)
 - 5.2 Evolution of CRM into SCRM
 - 5.3 Social media customers and their needs
 - 5.4 Examples of unique and innovative applications in SCRM
6. Strategy and implementation in the company
 - 6.1 Strategic and operational measures of SCRM
 - 6.2 Organizational aspects of implementing social commerce in the enterprise

Literature**Compulsory Reading****Further Reading**

- Boardman, R., Blazquez, M., Henninger, C. E., & Ryding, D. (Eds.). (2019). *Social commerce: Consumer behaviour in online environments*. Palgrave Macmillan.
- Martínez-López, F. J., & López López, D. (2021). *Advances in digital marketing and eCommerce: Second International Conference, 2021* [Ereader version]. Springer.
- Pingyu, J. (2019). *Social manufacturing: Fundamentals and applications* (Springer Series in Advanced Manufacturing). Springer.
- Smart Insights (Marketing Intelligence) Ltd. (2023). *Social commerce 2023 trends and tactics: Grow your e-commerce strategy through social media*. <https://www.smartinsights.com/ecommerce/ecommerce-strategy/social-commerce-trends/>
- Turban, E., Strauss, J., & Lai, L. (2016). *Social commerce: Marketing, technology and management*. Springer.

Study Format Distance Learning

Study Format Distance Learning	Course Type Theory Course
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Information about the examination	
Examination Admission Requirements	Online Tests: yes
Type of Exam	Exam, 90 Minutes

Student Workload					
Self Study 90 h	Contact Hours 0 h	Tutorial/Tutorial Support 30 h	Self Test 30 h	Independent Study 0 h	Hours Total 150 h

Instructional Methods		
Tutorial Support <input checked="" type="checkbox"/> Course Feed <input checked="" type="checkbox"/> Intensive Live Sessions/Learning Sprint <input checked="" type="checkbox"/> Recorded Live Sessions	Learning Material <input checked="" type="checkbox"/> Course Book <input checked="" type="checkbox"/> Video	Exam Preparation <input checked="" type="checkbox"/> Practice Exam <input checked="" type="checkbox"/> Online Tests

Project: Campaigns in Social Media

Module Code: DLBOMPSMK_E

Module Type see curriculum	Admission Requirements none	Study Level BA	CP 5	Student Workload 150 h
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Semester / Term see curriculum	Duration Minimaldauer: 1 Semester	Regularly offered in WiSe/SoSe	Language of Instruction and Examination English
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Module Coordinator

(Project: Campaigns in Social Media)

Contributing Courses to Module

- Project: Campaigns in Social Media (DLBOMPSMK01_E)

Module Exam Type

Module Exam

Study Format: Distance Learning
Portfolio

Split Exam

Weight of Module

see curriculum

Module Contents

In this course, students transfer their knowledge of social media marketing into practice. To this end, they will carry out projects independently and document their (interim) results in the portfolio. An up-to-date list of topics can be found in the Learning Management System.

Learning Outcomes**Project: Campaigns in Social Media**

On successful completion, students will be able to

- explain the different instruments of social media marketing and their specific advantages and disadvantages.
- apply the instruments for setting up social media marketing campaigns.
- name relevant use cases and best practice examples for social media marketing.
- demonstrate a use case practically, so that they can independently work on a project through all its phases, document it, and present it in their portfolio.

Links to other Modules within the Study Program

This module is similar to other modules in the field of Marketing & Sales

Links to other Study Programs of the University

All Bachelor Programs in the Marketing & Communication field

Project: Campaigns in Social Media

Course Code: DLBOMPSMK01_E

Study Level	Language of Instruction and Examination	Contact Hours	CP	Admission Requirements
BA	English		5	none

Course Description

In this course, students will receive a hands-on introduction to social media marketing. For this purpose, the theoretical content will be practiced on an example project and a social media campaign, including its strategic planning and operational implementation.

Course Outcomes

On successful completion, students will be able to

- explain the different instruments of social media marketing and their specific advantages and disadvantages.
- apply the instruments for setting up social media marketing campaigns.
- name relevant use cases and best practice examples for social media marketing.
- demonstrate a use case practically, so that they can independently work on a project through all its phases, document it, and present it in their portfolio.

Contents

- In this course, students will receive a practical introduction to social media marketing. To this end, the theoretical content will be practiced on an example project and the students will design a social media campaign with strategic planning and operational implementation.
- Possible course and project contents are: basics of social media marketing, social media marketing goals and strategies, methods/instruments of social media marketing, use cases and best practice examples, social media marketing controlling .

Literature**Compulsory Reading****Further Reading**

- Butow, E., Herman, J., Liu, S., Robinson, A., & Allton, M. (2020). *Ultimate Guide to Social Media Marketing*. Entrepreneur Press.
- de P. Matos, J., Rodrigues, M. B., Vandevijvere, S., Claro, R. M., & Horta, P. M. (2022). Global case study of digital marketing on social media by a top soda brand. *Health Promotion International*, 37(5), 1–14. <https://doi.org/10.1093/heapro/daac133>
- HubSpot, Inc. (2023). *Social Media Marketing: The ultimate guide*. Retrieved from <https://blog.hubspot.com/marketing/social-media-marketing>
- Safitri, C., & Alvin, S. (2023). Unveiling the efficacy of social media marketing tactics to amplify brand awareness: A case study of @Shipper.Id on Instagram. *Cerdika: Jurnal Ilmiah Indonesia*, 3(9), 857–866. <https://doi.org/10.59141/cerdika.v3i09.671>
- Sprinklr, Inc. (2023). *8 best practices to ace your social media marketing*. Retrieved from <https://www.sprinklr.com/blog/social-media-marketing-best-practices/>

Study Format Distance Learning

Study Format Distance Learning	Course Type Project
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Information about the examination	
Examination Admission Requirements	Online Tests: no
Type of Exam	Portfolio

Student Workload					
Self Study 120 h	Contact Hours 0 h	Tutorial/Tutorial Support 30 h	Self Test 0 h	Independent Study 0 h	Hours Total 150 h

Instructional Methods	
Tutorial Support <input checked="" type="checkbox"/> Course Feed <input checked="" type="checkbox"/> Intensive Live Sessions/Learning Sprint <input checked="" type="checkbox"/> Recorded Live Sessions	Exam Preparation <input checked="" type="checkbox"/> Guideline

E-Commerce I

Module Code: DLBDBEEC1

Module Type see curriculum	Admission Requirements none	Study Level BA	CP 5	Student Workload 150 h
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Semester / Term see curriculum	Duration Minimum 1 semester	Regularly offered in WiSe/SoSe	Language of Instruction and Examination English
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Module Coordinator

N.N. (E-Commerce I)

Contributing Courses to Module

- E-Commerce I (BWEC01-01_E)

Module Exam Type

Module Exam

Study Format: Distance Learning
Exam, 90 Minutes

Split Exam

Weight of Module

see curriculum

Module Contents

- E-Commerce Basics
- E-Marketplace
- Legal and Economic Framework of E-Commerce
- Conclusion of Contract on the Internet
- Technical Infrastructures
- E-Commerce Strategies and Efficiency

Learning Outcomes**E-Commerce I**

On successful completion, students will be able to

- outline the development of online markets.
- understand technical infrastructures in electronic commerce.
- analyze legal and economic framework conditions.
- understand electronic sales as a component of corporate strategy.
- outline the main features of e-commerce and make initial strategic decisions.

Links to other Modules within the Study Program

This module is similar to other modules in the field of E-Commerce

Links to other Study Programs of the University

All Bachelor Programs in the Marketing & Communication field

E-Commerce I

Course Code: BWEC01-01_E

Study Level	Language of Instruction and Examination	Contact Hours	CP	Admission Requirements
BA	English		5	none

Course Description

This course uses the fundamentals of business and economic principles to provide the participant with an initial strategic examination of the topic of e-commerce. Opportunities and risks of e-commerce are examined within market-related and legal frameworks. Strategic positioning, efficiency potential and electronic sales together form the basis for the higher-level module. The E-Commerce I (Introduction) course teaches basic technical terms and concepts from the field of electronic commerce, addressing different transaction and communication platforms and models. Furthermore, procedures for the creation and control of electronic interaction are elaborated and their legal and economic framework conditions are illuminated.

Course Outcomes

On successful completion, students will be able to

- outline the development of online markets.
- understand technical infrastructures in electronic commerce.
- analyze legal and economic framework conditions.
- understand electronic sales as a component of corporate strategy.
- outline the main features of e-commerce and make initial strategic decisions.

Contents

1. Introduction
 - 1.1 Definition
 - 1.2 Prehistory of E-Commerce
2. Players and Business Area in Electronic Business
 - 2.1 Market Participants and Business Relationships
 - 2.2 Business Models
 - 2.3 Economic Sectors and Types of Business
3. E-Marketplace
 - 3.1 Electronic Market
 - 3.2 Forms and Structures of Electronic Marketplaces
 - 3.3 Electronic Marketplace Operators

4. Legal Framework of E-Commerce
 - 4.1 Requirements of the Telemedia Act
 - 4.2 Data Protection in the Operation of Telemedia Services
 - 4.3 Liability for Illegal Content in Telemedia Services
 - 4.4 Trademark and Competition Law in the Field of E-Commerce

5. Conclusion of Contract on the Internet
 - 5.1 Inclusion of General Terms and Conditions
 - 5.2 Information Requirements for Distance Contracts
 - 5.3 Consumer Protection in the Area of E-Commerce
 - 5.4 Formal Requirements for Electronic Contracts

6. Technical Infrastructures
 - 6.1 Standard Online Shop Systems
 - 6.2 Online Shop Technologies

7. E-Commerce Strategies and Economic Framework Conditions
 - 7.1 Economic Framework Conditions
 - 7.2 Development of E-Business Strategies
 - 7.3 Strategic Positioning

Literature

Compulsory Reading

Further Reading

- Chaffey, D., & Ellis-Chadwick, F. (2019). Digital Marketing [Electronic Resource]: (Seventh Edition). Pearson.
- Christopher Bones, & James Hammersley. (2015). Leading Digital Strategy: Driving Business Growth Through Effective E-commerce. Kogan Page.
- Laudon, K. C., & Traver, C. G. (2021). E-Commerce 2020-2021 [Electronic Resource]: Business, Technology and Society (16th edition, Global Edition). Pearson.

Study Format Distance Learning

Study Format Distance Learning	Course Type Theory Course
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Information about the examination	
Examination Admission Requirements	Online Tests: yes
Type of Exam	Exam, 90 Minutes

Student Workload					
Self Study 90 h	Contact Hours 0 h	Tutorial/Tutorial Support 30 h	Self Test 30 h	Independent Study 0 h	Hours Total 150 h

Instructional Methods		
Tutorial Support <input checked="" type="checkbox"/> Course Feed <input checked="" type="checkbox"/> Intensive Live Sessions/Learning Sprint <input checked="" type="checkbox"/> Recorded Live Sessions	Learning Material <input checked="" type="checkbox"/> Course Book <input checked="" type="checkbox"/> Video	Exam Preparation <input checked="" type="checkbox"/> Practice Exam <input checked="" type="checkbox"/> Online Tests

Advertising Psychology

Module Code: DLBMAWEPS_E

Module Type see curriculum	Admission Requirements none	Study Level BA	CP 5	Student Workload 150 h
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Semester / Term see curriculum	Duration Minimum 1 semester	Regularly offered in WiSe/SoSe	Language of Instruction and Examination English
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Module Coordinator

N.N. (Advertising Psychology)

Contributing Courses to Module

- Advertising Psychology (DLBWPMUW02_E)

Module Exam Type

Module Exam

Study Format: Distance Learning
Exam, 90 Minutes

Split Exam

Weight of Module

see curriculum

Module Contents

- Fundamentals and Development of Advertising Psychology
- Theories and Models of Advertising Impact
- Perception
- Attention
- Psychology of Learning, in Particular Emotional Conditioning
- Memory
- Psychological Reactance, Attitude and Attitude Change
- Methods of Advertising Psychology

Learning Outcomes**Advertising Psychology**

On successful completion, students will be able to

- name the main concepts in advertising psychology and place them in the overall context of industrial and organizational psychology.
- name the most important psychological aspects of the advertising effect and to derive recommendations for actions to optimize them.
- assess which procedures they can use to evaluate the quality of these recommendations for application.
- convey the cognitive processing of their information to their addressees and thereby avoid (or consciously use) cognitive dissonance.
- emotionally charge an offer, a person or a brand.
- critically question investigations and studies with the help of the developed inventory of methods and to conduct own studies.

Links to other Modules within the Study Program

This module is similar to other modules in the field of Psychology

Links to other Study Programs of the University

All Bachelor Programs in the Social Sciences field

Advertising Psychology

Course Code: DLBWPMUW02_E

Study Level	Language of Instruction and Examination	Contact Hours	CP	Admission Requirements
BA	English		5	none

Course Description

Advertising Psychology applies the basic disciplines of general psychology such as perception, learning, emotions, attitudes and motives to advertising, by exploring its special features. The focus is also on unconscious memories and motives. The primary question is which theoretical concepts can provide recommendations for action under the conditions of information overload, loss of trust in institutions and the media, and the rapid development and spread of new media such as v-blogs and virtual reality.

Course Outcomes

On successful completion, students will be able to

- name the main concepts in advertising psychology and place them in the overall context of industrial and organizational psychology.
- name the most important psychological aspects of the advertising effect and to derive recommendations for actions to optimize them.
- assess which procedures they can use to evaluate the quality of these recommendations for application.
- convey the cognitive processing of their information to their addressees and thereby avoid (or consciously use) cognitive dissonance.
- emotionally charge an offer, a person or a brand.
- critically question investigations and studies with the help of the developed inventory of methods and to conduct own studies.

Contents

1. Fundamentals and Development of Advertising Psychology
 - 1.1 Definition and Development of Advertising Psychology
 - 1.2 Psychological Disciplines and Their Contributions to Advertising Psychology
 - 1.3 Environmental Conditions of Advertising, Crisis of Classical Advertising
 - 1.4 Advertising "Above/Below the Line"
 - 1.5 Advertising in the Communication Process
 - 1.6 Concepts and Terms for Advertising Design
2. Models of Advertising Impact
 - 2.1 Mechanistic Stimulus-Response Models (S-R, S-O-R)

- 2.2 Hierarchical Models of Advertising Impact
- 2.3 Two-Process Models
3. Perception
 - 3.1 Hypothesis Theory of Perception
 - 3.2 Psychophysics
 - 3.3 The Sensory Modalities
 - 3.4 Multisensual Appeal
4. Attention
 - 4.1 Attention Control
 - 4.2 Advertising in Times of Information Overload
 - 4.3 Implementation for Advertising Design
 - 4.4 Advertising Impact Without Attention
5. Learn
 - 5.1 Signal Learning, Classical Conditioning According to Pavlov
 - 5.2 Emotional (Evaluative) Conditioning
 - 5.3 Operant Conditioning
 - 5.4 Model Learning in Advertising
6. Memory
 - 6.1 Encoding and Retrieval
 - 6.2 The Model of Memories
 - 6.3 Forgetting and Interference Effects
 - 6.4 Implicit Recall and the Mere-Exposure Effect
7. Attitude and Attitude Change
 - 7.1 Concept of Recruitment
 - 7.2 Dual Process Theories
 - 7.3 The Role of Credibility
 - 7.4 Influence and Reactance
 - 7.5 Storytelling in Advertising
8. Morphological Approaches
 - 8.1 Roots of the Morphological Approaches
 - 8.2 Scissors Analysis of the Advertising Effect
 - 8.3 Morphological Advertising Impact Analyses

9. Methods of Advertising Psychology
 - 9.1 Response Bias in Psychological Advertising Research
 - 9.2 Biopsychological and Neuroscientific Methods
 - 9.3 Quantitative Methods in Advertising Psychology
 - 9.4 Qualitative Methods in Advertising Psychology
 - 9.5 Advertising and New Media

Literature

Compulsory Reading

Further Reading

- Billeter, D., Kalra, A., & Loewenstein, G. (2011). Underpredicting Learning after Initial Experience with a Product. *Journal of Consumer Research*, 37(5), 723-736.
- Fennis, B. & Stroebe, W. (2021). *The Psychology of Advertising*, 3rd ed, Routledge.
- Kahneman (2011). The characters of the story. *Thinking Fast and Slow* (Chapter 1).
- Solomon, M., Marshall, G. W. & Stuart, E. W. (2006). Advertising and Public Relations. In M. Solomon, G. W. Marshall & E. W. Stuart. *Marketing: Real people, real choices*. (p.393-426). Upper Saddle River: Pearson.

Study Format Distance Learning

Study Format Distance Learning	Course Type Theory Course
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Information about the examination	
Examination Admission Requirements	Online Tests: yes
Type of Exam	Exam, 90 Minutes

Student Workload					
Self Study 90 h	Contact Hours 0 h	Tutorial/Tutorial Support 30 h	Self Test 30 h	Independent Study 0 h	Hours Total 150 h

Instructional Methods		
Tutorial Support <input checked="" type="checkbox"/> Course Feed <input checked="" type="checkbox"/> Intensive Live Sessions/Learning Sprint <input checked="" type="checkbox"/> Recorded Live Sessions	Learning Material <input checked="" type="checkbox"/> Course Book <input checked="" type="checkbox"/> Video	Exam Preparation <input checked="" type="checkbox"/> Practice Exam <input checked="" type="checkbox"/> Online Tests

Online Marketing

Module Code: DLBMSM1-01_E

Module Type see curriculum	Admission Requirements none	Study Level BA	CP 5	Student Workload 150 h
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Semester / Term see curriculum	Duration Minimum 1 semester	Regularly offered in WiSe/SoSe	Language of Instruction and Examination English
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Module Coordinator

Prof. Dr. Anne-Kristin Langner (Online Marketing)

Contributing Courses to Module

- Online Marketing (DLBMSM01-01_E)

Module Exam Type

Module Exam

Study Format: [Distance Learning](#)
Written Assessment: Written Assignment

Split Exam

Weight of Module

see curriculum

Module Contents

- Basics of Online Marketing
- Forms and Channels of Online Marketing
- Online Marketing Strategy
- Online Media Planning
- The Online Presence
- Mobile Marketing and M-Commerce
- Online law
- Online Customer Retention and Service
- Web Analytics

Learning Outcomes**Online Marketing**

On successful completion, students will be able to

- classify and strategically consider the basics relevant for Online Marketing (online communication process, electronic value creation, ...)
- know the different Online Marketing channels and to evaluate digital advertising measures strategically and operationally on this basis.
- conceive an Online Marketing strategy and make strategic and operational decisions.
- attract and retain customers through Online Marketing measures.
- measure and evaluate Online Marketing programs.
- fundamentally assess the marketing chances of a company in the World Wide Web.
- consider the importance of mobile in the Online Marketing Mix.

Links to other Modules within the Study Program

This module is similar to other modules in the field of Online & Social Media Marketing

Links to other Study Programs of the University

All Bachelor Programs in the Marketing & Communication field

Online Marketing

Course Code: DLBMSM01-01_E

Study Level	Language of Instruction and Examination	Contact Hours	CP	Admission Requirements
BA	English		5	none

Course Description

This course uses interdisciplinary fundamentals that enable students to deal with the topic of Online Marketing in an operative and strategic way. This includes business and economic principles as well as communicative multimedia basics or the consideration of the basic tonality of Online Marketing channels. This holistic view is essential for strategic planning: In addition to considering the positioning of companies in the World Wide Web, the course will also work out how Online Marketing appearances can be optimized. The measurement of success and evaluation of relevant key figures complete the comprehensive basis for the whole module. The Online Marketing course teaches basic technical terms and concepts. These include the online communication process, added value of Online Marketing as well as electronic value creation and business models. Based on this knowledge, the course discusses aspects of product suitability, pricing policy, distribution policy, the various forms of marketing and distribution on the Internet. The course expands the understanding of the strategic and especially operational Online Marketing elements such as the planning and realization of advertising campaigns through various sales channels. In addition, the increasing development of mobile communication is taken into account and Mobile Marketing is considered as part of the Online Marketing Mix. To understand the behavior of online customers the course deals with the specific effects of advertising in regards to Online Marketing. Based on the principles of customer acquisition, the course discusses customer retention and loyalty in Online Marketing, strategies and tactics for increasing customer numbers, online campaigns and the importance of online relationships. Students learn the ropes of legal aspects and the principles of the German Data Protection Ordinance (DSGVO) relevant to Online Marketing to legally substantiate advertising campaigns and customer approaches. This course offers students the opportunity to get to know and implement the various aspects of Online Marketing Management in practice. They learn how to assess Online Media Planning through Web Analytics and targeted monitoring. For this, students learn the relevant Key Performance Indicators (KPIs) of Online Marketing, which are an essential condition for optimizing online strategies.

Course Outcomes

On successful completion, students will be able to

- classify and strategically consider the basics relevant for Online Marketing (online communication process, electronic value creation, ...)
- know the different Online Marketing channels and to evaluate digital advertising measures strategically and operationally on this basis.
- conceive an Online Marketing strategy and make strategic and operational decisions.
- attract and retain customers through Online Marketing measures.
- measure and evaluate Online Marketing programs.
- fundamentally assess the marketing chances of a company in the World Wide Web.
- consider the importance of mobile in the Online Marketing Mix.

Contents

1. Basics of Online Marketing
 - 1.1 Development and concept of Online Marketing
 - 1.2 The online communication process
 - 1.3 Added value of Online Marketing
 - 1.4 The role of Online Marketing in the Marketing Mix
 - 1.5 The electronic added value
 - 1.6 Electronic business concepts and platforms
 - 1.7 Current developments and trends
2. Forms and channels of Online Marketing
 - 2.1 Overview of the forms of Online Marketing
 - 2.2 Affiliate and Search Engine Marketing
 - 2.3 Display advertising and E-mail Marketing
 - 2.4 Social Media and Influencer Marketing
 - 2.5 Content Marketing and Storytelling
 - 2.6 Viral Marketing and Word-of-Mouth
 - 2.7 Native Advertising and Mobile Marketing
 - 2.8 Real Time Bidding and Programmatic Advertising
 - 2.9 Online PR
3. Online Marketing Strategy
 - 3.1 Setting goals and creating a basis
 - 3.2 The Customer Journey
 - 3.3 The adequate channel mix
 - 3.4 Define and analyze KPIs

4. Media planning online
 - 4.1 Principles of successful Media Planning
 - 4.2 Create and structure media budgets in a targeted manner
 - 4.3 Integrated campaigns and Cross-Media Marketing
 - 4.4 Successful media mix through campaign management

5. The Online Presence
 - 5.1 Website and web design
 - 5.2 Corporate Website
 - 5.3 Landing Page
 - 5.4 Blog
 - 5.5 Online Shop
 - 5.6 Online presentation and distribution of products and services - advantages and disadvantages

6. Mobile Marketing and M-Commerce
 - 6.1 Basics and classification of Mobile Marketing
 - 6.2 Responsive design vs. Apps vs. Mobile Web
 - 6.3 App and QR Code Marketing
 - 6.4 Location-based Services
 - 6.5 Mobile Advertising Media
 - 6.6 Mobile Commerce - definition and development
 - 6.7 Mobile Payment
 - 6.8 Success factors of mobile campaigns

7. Online law
 - 7.1 Legal aspects of Online Marketing
 - 7.2 Copyright law and the handling of user-generated content
 - 7.3 The right to your own image
 - 7.4 Basic Data Protection Ordinance (DSGVO)

8. Online Customer Retention and Service
 - 8.1 The AIDA model - extensions for Online Marketing
 - 8.2 Customer acquisition and customer retention in Online Marketing
 - 8.3 Online customer retention in the customer relationship life cycle
 - 8.4 Online customer service
 - 8.5 Excursus: Mass Customization

9. Web Analytics

- 9.1 Key figures in Online Marketing
- 9.2 Web Monitoring
- 9.3 Big Data

Literature**Compulsory Reading****Further Reading**

- Chaffey, D., & Ellis-Chadwick, F. (2022). Digital marketing (8th ed.). Pearson.
- Kingsnorth, S. (2022). The Digital Marketing Handbook. KoganPage.
- Martínez-López, F. J., & López López, D. (Eds.). (2021). Advances in Digital Marketing and eCommerce. Springer Nature.

Study Format Distance Learning

Study Format Distance Learning	Course Type Theory Course
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Information about the examination	
Examination Admission Requirements	Online Tests: yes
Type of Exam	Written Assessment: Written Assignment

Student Workload					
Self Study 110 h	Contact Hours 0 h	Tutorial/Tutorial Support 20 h	Self Test 20 h	Independent Study 0 h	Hours Total 150 h

Instructional Methods		
Tutorial Support <input checked="" type="checkbox"/> Course Feed <input checked="" type="checkbox"/> Intensive Live Sessions/Learning Sprint <input checked="" type="checkbox"/> Recorded Live Sessions	Learning Material <input checked="" type="checkbox"/> Course Book <input checked="" type="checkbox"/> Video	Exam Preparation <input checked="" type="checkbox"/> Online Tests <input checked="" type="checkbox"/> Guideline

E-Commerce II

Module Code: DLBECEC2_E

Module Type see curriculum	Admission Requirements none	Study Level	CP 5	Student Workload 150 h
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Semester / Term see curriculum	Duration Minimaldauer: 1 Semester	Regularly offered in WiSe/SoSe	Language of Instruction and Examination English
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Module Coordinator

N.N. (E-Commerce II)

Contributing Courses to Module

- E-Commerce II (BWEC02-02_E)

Module Exam Type

Module Exam

Study Format: Distance Learning
Exam, 90 Minutes

Split Exam

Weight of Module

see curriculum

Module Contents

- Behavior of online customers
- Instruments of digital marketing mix
- Social media marketing in e-commerce
- E-CRM, online PR and e-recruiting
- Payment transactions in e-commerce

Learning Outcomes**E-Commerce II**

On successful completion, students will be able to

- understand variable product assembly and pricing.
- explain electronic communication platforms and models (including online advertising).
- predict and influence the behavior of online customers.
- elaborate on e-commerce in depth and operationalize strategic marketing objectives digitally.

Links to other Modules within the Study Program

This module is similar to other modules in the field of E-Commerce

Links to other Study Programs of the University

All Bachelor Programs in the Marketing & Communication field

E-Commerce II

Course Code: BWEC02-02_E

Study Level	Language of Instruction and Examination	Contact Hours	CP	Admission Requirements
	English		5	none

Course Description

This course expands the understanding of e-commerce with elements of online customer behavior, as well as strategic and operational marketing. Based on the understanding of online customers' behavior, marketing tools are explained and their relevance in e-commerce is presented. The course program is also supplemented by knowledge about the system landscape and the technical infrastructure for e-commerce. Additionally, applications of artificial intelligence, CRM, and online PR in e-commerce are analyzed. Furthermore, payment transactions and controlling online trade are presented in a practical manner. In summary, the course conveys practical concepts from online trade and supplements the introductory course with basic knowledge about e-commerce.

Course Outcomes

On successful completion, students will be able to

- understand variable product assembly and pricing.
- explain electronic communication platforms and models (including online advertising).
- predict and influence the behavior of online customers.
- elaborate on e-commerce in depth and operationalize strategic marketing objectives digitally.

Contents

1. Purchasing Process of Online Customers
 - 1.1 Buying Behavior
 - 1.2 Purchase Decision Process
 - 1.3 Customer Journey and Touchpoints
2. Online Marketing in E-Commerce
 - 2.1 Fundamentals of Online Marketing
 - 2.2 Channels of Online Marketing
 - 2.3 Marketing on Online Marketplaces
3. System Landscape and Technical Infrastructure
 - 3.1 Basics and Definitions
 - 3.2 E-Commerce System Landscape

- 3.3 Shop Systems
- 3.4 Technical Infrastructure
- 4. AI, CRM, and Online PR in E-Commerce
 - 4.1 Artificial Intelligence (AI)
 - 4.2 CRM
 - 4.3 Online PR
- 5. Payment Transactions in E-Commerce
 - 5.1 Basics and Terms
 - 5.2 Traditional Payment Methods
 - 5.3 Credit Card
 - 5.4 E-Payment and M-Payment Methods
 - 5.5 Other Methods
- 6. Controlling in E-Commerce
 - 6.1 Success Metrics
 - 6.2 Visitor Metrics
 - 6.3 Customer Metrics
 - 6.4 Performance Measurement and Systems

Literature

Compulsory Reading

Further Reading

- Ahrholdt, D., Greve G., & Hopf G. (2023). Social Media Marketing. Springer Books, 347.
- Dave C., & Smith, P.R. (2023). Digital Marketing Excellence : Planning, Optimizing and Integrating Online Marketing: Vol. Sixth edition. Routledge.
- Radu, C.-G., Dima, A. M., & Vargas, V. M. (2023). Online Shopping and Consumer Behaviour. Sciendo.

Study Format Distance Learning

Study Format Distance Learning	Course Type
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Information about the examination	
Examination Admission Requirements	Online Tests: yes
Type of Exam	Exam, 90 Minutes

Student Workload					
Self Study 90 h	Contact Hours 0 h	Tutorial/Tutorial Support 30 h	Self Test 30 h	Independent Study 0 h	Hours Total 150 h

Instructional Methods		
Tutorial Support <input checked="" type="checkbox"/> Course Feed <input checked="" type="checkbox"/> Intensive Live Sessions/Learning Sprint <input checked="" type="checkbox"/> Recorded Live Sessions	Learning Material <input checked="" type="checkbox"/> Course Book <input checked="" type="checkbox"/> Video	Exam Preparation <input checked="" type="checkbox"/> Practice Exam <input checked="" type="checkbox"/> Online Tests

Psychology of Persuasion

Module Code: DLBKPSUE_E

Module Type see curriculum	Admission Requirements none	Study Level BA	CP 5	Student Workload 150 h
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Semester / Term see curriculum	Duration Minimum 1 semester	Regularly offered in WiSe/SoSe	Language of Instruction and Examination English
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Module Coordinator

N.N. (Psychology of Persuasion)

Contributing Courses to Module

- Psychology of Persuasion (DLBKPSUE01_E)

Module Exam Type

Module Exam

Study Format: Distance Learning
Exam, 90 Minutes

Split Exam

Weight of Module

see curriculum

Module Contents

- Rationality versus Intuition: System 1 and System 2
- Social Psychological Studies on Persuasion Techniques
- The 6 Principles of Persuasion according to Cialdini
- What is Nudging: Definition and Ethical Debate
- Psychology of Persuasion in Practice

Learning Outcomes**Psychology of Persuasion**

On successful completion, students will be able to

- understand the theories of persuasion.
- distinguish between direct and subtle persuasion techniques.
- evaluate the effectiveness of various persuasion techniques.
- apply persuasion techniques in practice.

Links to other Modules within the Study Program

This module is similar to other modules in the field of Psychology

Links to other Study Programs of the University

All Bachelor Programs in the Social Sciences field

Psychology of Persuasion

Course Code: DLBKPSUE01_E

Study Level	Language of Instruction and Examination	Contact Hours	CP	Admission Requirements
BA	English		5	none

Course Description

Human decision-making behavior is influenced by a variety of conscious and unconscious stimuli: In some situations we rely on our gut feeling, while in others we weigh up arguments against each other. Often we do not decide rationally, as we are under time pressure, react intuitively to stimuli or are unable to process information optimally. Sales psychology makes use of human fallibility by systematically examining decision-making situations and developing theories about the conditions under which people can best be convinced of a product or activity. Here, in particular, the research of Robert Cialdini offers an operational psychological toolkit that will be appropriately illuminated in this course. Conversely, persuasion strategies can also contribute to the common good."Nudging" research intensively deals with unconscious "nudges" to achieve better behavior for society. This course will cover the basics and mechanisms of human decision motivation, as well as practical examples of how to optimally persuade customers, employees, or voters.

Course Outcomes

On successful completion, students will be able to

- understand the theories of persuasion.
- distinguish between direct and subtle persuasion techniques.
- evaluate the effectiveness of various persuasion techniques.
- apply persuasion techniques in practice.

Contents

1. Decision-making Behavior
 - 1.1 Kahneman: System 1 and System 2
 - 1.2 Psychological Biases
 - 1.3 Heuristics: Anchors, Availability and Representativeness
2. Persuasion Strategies
 - 2.1 The Elaboration Likelihood Model
 - 2.2 Foot-in-the-Door and Door-in-the-Face Technique
 - 2.3 Priming versus Framing
3. The Weapons of Influence According to Cialdini

- 3.1 Reciprocity
- 3.2 Commitment and Consistency
- 3.3 Social Proof
- 3.4 Liking
- 3.5 Authority
- 3.6 Scarcity
- 3.7 Unity
4. Nudging
 - 4.1 Definition
 - 4.2 Studies on Nudging
 - 4.3 Ethical Discussion on Nudging
5. Practical Examples
 - 5.1 The Sales Conversation
 - 5.2 Digital Sales Psychology
 - 5.3 The Job Interview

Literature

Compulsory Reading

Further Reading

- Cialdini, R. B. (2001). *Influence: Science and practice* (4th ed.). Allyn & Bacon.
- Cialdini, R. B. (2016). *Pre-Suasion: A Revolutionary Way to Influence and Persuade*. Simon & Schuster.
- Kahneman, D. (2011). *Thinking, fast and slow*. Penguin Books.
- Petty, R., & Cacioppo, J. (1986). *Communication and persuasion: Central and peripheral routes to attitude change*. Springer-Verlag.
- Pink, D. (2013). *To sell is human: The surprising truth about moving others*. Riverhead Books.
- Thaler, R., & Sunstein, C. (2009). *Nudge: Improving Decisions About Health, Wealth, and Happiness*. Penguin Books.
- Tversky, A., & Kahneman, D. (1974). Judgment under Uncertainty: Heuristics and Biases. *Science*, 185(4157), 1124–1131.

Study Format Distance Learning

Study Format Distance Learning	Course Type Theory Course
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Information about the examination	
Examination Admission Requirements	Online Tests: yes
Type of Exam	Exam, 90 Minutes

Student Workload					
Self Study 90 h	Contact Hours 0 h	Tutorial/Tutorial Support 30 h	Self Test 30 h	Independent Study 0 h	Hours Total 150 h

Instructional Methods		
Tutorial Support <input checked="" type="checkbox"/> Course Feed <input checked="" type="checkbox"/> Intensive Live Sessions/Learning Sprint <input checked="" type="checkbox"/> Recorded Live Sessions	Learning Material <input checked="" type="checkbox"/> Course Book <input checked="" type="checkbox"/> Video	Exam Preparation <input checked="" type="checkbox"/> Practice Exam <input checked="" type="checkbox"/> Online Tests

Psychology of Communication

Module Code: DLBKPSKPS1_E

Module Type see curriculum	Admission Requirements none	Study Level BA	CP 5	Student Workload 150 h
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Semester / Term see curriculum	Duration Minimaldauer: 1 Semester	Regularly offered in WiSe/SoSe	Language of Instruction and Examination English
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Module Coordinator

N.N. (Psychology of Communication)

Contributing Courses to Module

- Psychology of Communication (DLBKPSKPS01_E)

Module Exam Type

Module Exam

Study Format: Distance Learning
Exam, 90 Minutes

Split Exam

Weight of Module

see curriculum

Module Contents

- History of the Psychology of Communication
- Various Understandings of “Communication”, Theories and Models
- Forms of Communication and Communication Disorders (Verbal, Non-Verbal, Digital)
- Fields of Application of the Psychology of Communication

Learning Outcomes**Psychology of Communication**

On successful completion, students will be able to

- understand and reflect on basic concepts of the psychology of communication.
- classify concepts historically/perspectively.
- apply models of the psychology of communication.
- name fields of application of the psychology of communication.

Links to other Modules within the Study Program

This module is similar to other modules in the field of Psychology

Links to other Study Programs of the University

All Bachelor Programs in the Social Sciences field

Psychology of Communication

Course Code: DLBKPSKPS01_E

Study Level	Language of Instruction and Examination	Contact Hours	CP	Admission Requirements
BA	English		5	none

Course Description

This course provides students with a basic overview of the origins, various approaches, theories and practical methods of the psychology of communication. After dealing with basic definitions of communication processes between sender and receiver, the most important researchers, theories and models in the psychology of communication are covered. Different forms of communication - such as verbal, non-verbal, non-violent or intercultural - are critically reflected upon. From a psychological perspective, the course looks at how communication disorders arise and how they can be resolved. Finally, the course deals with media and digital mass communication and shows which practical fields communication the psychology of communication can be used in.

Course Outcomes

On successful completion, students will be able to

- understand and reflect on basic concepts of the psychology of communication.
- classify concepts historically/perspectively.
- apply models of the psychology of communication.
- name fields of application of the psychology of communication.

Contents

1. Definition
 - 1.1 What is Communication?
 - 1.2 What is the Psychology of Communication?
2. History of the Psychology of Communication
 - 2.1 Pre-Scientific Examples
 - 2.2 Ancient
 - 2.3 Medieval
 - 2.4 Enlightenment
 - 2.5 Modernism
3. Theoretical Foundations
 - 3.1 What Are Theories in the Psychology of Communication
 - 3.2 Symbolic Interactionism

- 3.3 The Theory of Communicative Action
- 3.4 Social Constructivism
- 4. Communication Models
 - 4.1 Paul Watzlawick: Axioms of Communication
 - 4.2 The Lasswell Formula
 - 4.3 Schulz Von Thun's Communication Square
 - 4.4 Neurolinguistic Programming (NLP)
- 5. Types of Communication
 - 5.1 Verbal Versus Non-Verbal Communication
 - 5.2 Empathy and Non-Violent Communication
 - 5.3 Intercultural Communication
- 6. Communication Breakdowns
 - 6.1 Stereotypical Thinking
 - 6.2 Heuristics and Biases
 - 6.3 Groupthink
- 7. Communication With the Media
 - 7.1 Mass Media
 - 7.2 Social Networks
 - 7.3 Human-Computer Interaction
- 8. Psychology of communication in Practice
 - 8.1 The Psychology of Negotiation
 - 8.2 Sales Psychology
 - 8.3 Psychology of Continuing Education
 - 8.4 Psychology of (Social) Networking

Literature

Compulsory Reading

Further Reading

- Hook, D., Franks, B. & Bauer, M. (2011) *The Social Psychology of Communication*. Palgrave Macmillan.
- Röhner, J. & Schütz, A. (2022). *Psychology of Communication*. Springer.
- Watzlawick, P, Beavin Bavelas, J. & Jackson, D. (2011) *Pragmatics of Human Communication: A Study of Interactional Patterns, Pathologies and Paradoxes*. WW Norton & Co.

Study Format Distance Learning

Study Format Distance Learning	Course Type Theory Course
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Information about the examination	
Examination Admission Requirements	Online Tests: yes
Type of Exam	Exam, 90 Minutes

Student Workload					
Self Study 90 h	Contact Hours 0 h	Tutorial/Tutorial Support 30 h	Self Test 30 h	Independent Study 0 h	Hours Total 150 h

Instructional Methods		
Tutorial Support <input checked="" type="checkbox"/> Course Feed <input checked="" type="checkbox"/> Intensive Live Sessions/Learning Sprint <input checked="" type="checkbox"/> Recorded Live Sessions	Learning Material <input checked="" type="checkbox"/> Course Book <input checked="" type="checkbox"/> Video	Exam Preparation <input checked="" type="checkbox"/> Practice Exam <input checked="" type="checkbox"/> Online Tests

Internship: Marketing

Module Code: DLBMAPM_E

Module Type see curriculum	Admission Requirements none	Study Level BA	CP 30	Student Workload 900 h
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Semester / Term see curriculum	Duration Minimaldauer: 1 Semester	Regularly offered in WiSe/SoSe	Language of Instruction and Examination English
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Module Coordinator

(Internship: Marketing)

Contributing Courses to Module

- Internship: Marketing (DLBMAPM01_E)

Module Exam Type

Module Exam

Study Format: Distance Learning
Reflection of Practical Experiences (passed / not passed)

Split Exam

Weight of Module

see curriculum

Module Contents

Within the framework of this internship, students document and reflect on their everyday practical experiences. This is based on knowledge they have acquired. Students now apply this theoretical knowledge in various fields of practice and reflect upon it.

Learning Outcomes**Internship: Marketing**

On successful completion, students will be able to

- to transfer theoretical knowledge to practical problems.
- depending on the tasks undertaken, to independently address and manage practical challenges; to reflect on their success.
- to better assess the scope, significance, and limitations of theoretical concepts in light of practical demands.

Links to other Modules within the Study Program

This module is similar to other modules in the field of Marketing & Sales

Links to other Study Programs of the University

All Bachelor Programs in the Marketing & Communication field

Internship: Marketing

Course Code: DLBMAPM01_E

Study Level	Language of Instruction and Examination	Contact Hours	CP	Admission Requirements
BA	English		30	none

Course Description

Within the scope of this course, students document and reflect on their everyday practical experience, relating it to the subject-specific and related scientific knowledge bases they have previously learned and developed, as well as previously acquired skills and competencies for action. The students apply their theoretical knowledge in various practical fields and reflect upon it. The connection between theory and practice, the application of knowledge in the practical field, and the reflection of these experiences in relation to theory and personal development are the primary focus.

Course Outcomes

On successful completion, students will be able to

- to transfer theoretical knowledge to practical problems.
- depending on the tasks undertaken, to independently address and manage practical challenges; to reflect on their success.
- to better assess the scope, significance, and limitations of theoretical concepts in light of practical demands.

Contents

- As part of the internship, students document and reflect on their everyday professional experiences in the field of Marketing. The individual problems and questions that arise are reflected upon from the perspective of professional practice. This module provides students with the opportunity to apply the content they have learned in previous modules through practical reflection and to directly implement practical knowledge where it has been acquired. Various concepts and methods are concretely tested in practice and reflected upon in their specific applications. The basis for this is the documentation, evaluation, and presentation of approaches and methods in the chosen context of action.
- The internship can/should be completed in the following companies:
 - Salesforce.com, The Nielsen Company or Ipsos, three of the biggest market research institutions worldwide.
 - Meta Platforms, Inc., one of the world's leading Internet company for social networks.
 - BBDO Worldwide, one of the most well-known advertising agencies.

Literature**Compulsory Reading****Further Reading**

- Within the subject relation, the literature of each module in the program is relevant.

Study Format Distance Learning

Study Format Distance Learning	Course Type Practical Project
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Information about the examination	
Examination Admission Requirements	Online Tests: no
Type of Exam	Reflection of Practical Experiences (passed / not passed)

Student Workload					
Self Study 0 h	Contact Hours 0 h	Tutorial/Tutorial Support 0 h	Self Test 0 h	Independent Study 900 h	Hours Total 900 h

Instructional Methods
Tutorial Support <input checked="" type="checkbox"/> Course Feed <input checked="" type="checkbox"/> Intensive Live Sessions/Learning Sprint <input checked="" type="checkbox"/> Recorded Live Sessions

Collaborative Work

Module Code: DLBCSCW

Module Type see curriculum	Admission Requirements none	Study Level BA	CP 5	Student Workload 150 h
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Semester / Term see curriculum	Duration Minimum 1 semester	Regularly offered in WiSe/SoSe	Language of Instruction and Examination English
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Module Coordinator

Prof. Dr. Karin Halbritter (Collaborative Work)

Contributing Courses to Module

- Collaborative Work (DLBCSCW01)

Module Exam Type

Module Exam

Study Format: [myStudies](#)

Oral Assignment

Study Format: [Distance Learning](#)

Oral Assignment

Split Exam

Weight of Module

see curriculum

Module Contents

- Self-Directed and Collaborative Learning
- Networking and Cooperation
- Performance in (Virtual) Teams
- Communication, Arguments, and Being Convincing
- Potentials for Conflict and Managing Conflicts
- Self-Management and Personal Skills

Learning Outcomes**Collaborative Work**

On successful completion, students will be able to

- design their own learning processes both self-directed and collaborative with analog and digital media.
- initiate face-to-face and virtual cooperation and select suitable methods for shaping collaboration even in an intercultural context and across disciplinary boundaries.
- assess different forms of communication in relation to the goals and requirements of different situations and to reflect on their own communication and argumentation behavior in order to be able to shape conducive collaboration also in an interdisciplinary context.
- recognize social diversity including cultural and professional differences as a value, and to name and apply tools to deal with them constructively.
- explain conflict potentials and the role of emotions in conflicts and to describe the use of systemic methods in the target- and solution-oriented handling of conflicts.
- analyze one's own resources, present methods of self-leadership and self-motivation, and derive appropriate strategies.

Links to other Modules within the Study Program

This module is similar to other modules in the field of Business Administration & Management

Links to other Study Programs of the University

All Bachelor Programs in the Business field

Collaborative Work

Course Code: DLBCSCW01

Study Level	Language of Instruction and Examination	Contact Hours	CP	Admission Requirements
BA	English		5	none

Course Description

The course supports the students in building up and expanding important interdisciplinary competences for our networked world, and in doing so, students can take advantage of the opportunities for constructive cooperation with others. It presents essential forms and design possibilities of collaborative learning and working, imparts basic knowledge and tools for self-managed, flexible, and creative thinking, learning and acting and familiarizes students with the topics of empathy and emotional intelligence. Students are also encouraged to use the course contents. In this way, they promote their autonomous competence to act and their competence in the interactive application of tools and in interacting in heterogeneous groups.

Course Outcomes

On successful completion, students will be able to

- design their own learning processes both self-directed and collaborative with analog and digital media.
- initiate face-to-face and virtual cooperation and select suitable methods for shaping collaboration even in an intercultural context and across disciplinary boundaries.
- assess different forms of communication in relation to the goals and requirements of different situations and to reflect on their own communication and argumentation behavior in order to be able to shape conducive collaboration also in an interdisciplinary context.
- recognize social diversity including cultural and professional differences as a value, and to name and apply tools to deal with them constructively.
- explain conflict potentials and the role of emotions in conflicts and to describe the use of systemic methods in the target- and solution-oriented handling of conflicts.
- analyze one's own resources, present methods of self-leadership and self-motivation, and derive appropriate strategies.

Contents

1. Learning for a Networked World, in a Networked World
 - 1.1 Requirements and Opportunities in the "VUCA" World
 - 1.2 Learning, Knowing and Not-Knowing
 - 1.3 The 4C Model: Collective, Collaborative, Continuous, and Connected
 - 1.4 Monitoring Learning Behaviour

2. Networking & Cooperation
 - 2.1 Cooperation Partners
 - 2.2 Sustainable Relationships: Digital Interaction and Trust Building
 - 2.3 Organizing Collaboration
 - 2.4 Social Learning
3. Performance in (Online) Teams
 - 3.1 Goals, Roles, Organization and Performance Measurement
 - 3.2 Team Building and Team Flow
 - 3.3 Agile Project Management with Scrum
 - 3.4 Other Agile Methods
4. Communicating and Convincing
 - 4.1 Communication as Social Interaction
 - 4.2 Language, Images, Metaphors, and Stories
 - 4.3 Attitude: Open, Empathetic, and Appreciative Communication
 - 4.4 Active Listening
 - 4.5 Analyze Your Conversational and Argumentative Skills
5. Recognizing Conflict Potential — Managing Conflicts — Negotiating Effectively
 - 5.1 Respecting Diversity and Seizing Opportunities
 - 5.2 Empathy
 - 5.3 Systemic Solution Process Work
 - 5.4 Constructive Negotiation
6. Achieving Your Goals
 - 6.1 Effective Goal Setting
 - 6.2 The Agile Use of Time
 - 6.3 (Self-)Coaching Methods
 - 6.4 Self-Management and Motivation Strategies
7. Mobilizing Resources
 - 7.1 Recognizing Resources
 - 7.2 Reflection and Innovation
 - 7.3 Transfer Strength and Willpower

Literature**Compulsory Reading****Further Reading**

- Baber, A., Waymon, L., Alphonso, A., & Wylde, J. (2015). Strategic connections: The new face of networking in a collaborative world. AMACOM.
- Kaats, E., & Opheij, W. (2014). Creating conditions for promising collaboration: Alliances, networks, chains, strategic partnerships. Springer.
- Martin, S. J., Goldstein, N. J., & Cialdini, R. B. (2014). The small BIG: Small changes that spark BIG influence. Profile Books.
- Oettingen, G. (2014). Rethinking positive thinking: Inside the new science of motivation. Current.

Study Format myStudies

Study Format myStudies	Course Type Theory Course
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Information about the examination	
Examination Admission Requirements	Online Tests: yes
Type of Exam	Oral Assignment

Student Workload					
Self Study 110 h	Contact Hours 0 h	Tutorial/Tutorial Support 20 h	Self Test 20 h	Independent Study 0 h	Hours Total 150 h

Instructional Methods		
Tutorial Support <input checked="" type="checkbox"/> Course Feed <input checked="" type="checkbox"/> Intensive Live Sessions/Learning Sprint <input checked="" type="checkbox"/> Recorded Live Sessions	Learning Material <input checked="" type="checkbox"/> Course Book <input checked="" type="checkbox"/> Video	Exam Preparation <input checked="" type="checkbox"/> Online Tests <input checked="" type="checkbox"/> Guideline

Study Format Distance Learning

Study Format Distance Learning	Course Type Theory Course
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Information about the examination	
Examination Admission Requirements	Online Tests: yes
Type of Exam	Oral Assignment

Student Workload					
Self Study 110 h	Contact Hours 0 h	Tutorial/Tutorial Support 20 h	Self Test 20 h	Independent Study 0 h	Hours Total 150 h

Instructional Methods		
Tutorial Support <input checked="" type="checkbox"/> Course Feed <input checked="" type="checkbox"/> Intensive Live Sessions/Learning Sprint <input checked="" type="checkbox"/> Recorded Live Sessions	Learning Material <input checked="" type="checkbox"/> Course Book <input checked="" type="checkbox"/> Video	Exam Preparation <input checked="" type="checkbox"/> Online Tests <input checked="" type="checkbox"/> Guideline

Interaction and Communication in Organisations

Module Code: DLBKPSIKO_E

Module Type see curriculum	Admission Requirements none	Study Level BA	CP 5	Student Workload 150 h
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Semester / Term see curriculum	Duration Minimum 1 semester	Regularly offered in WiSe/SoSe	Language of Instruction and Examination English
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Module Coordinator

N.N. (Interaction and Communication in Organisations)

Contributing Courses to Module

- Interaction and Communication in Organisations (DLBKPSIKO01_E)

Module Exam Type

Module Exam

Study Format: Distance Learning
Exam, 90 Minutes

Split Exam

Weight of Module

see curriculum

Module Contents

- Definition and Communication Structures
- Trust-Building Communication and Conflict Resolution
- Opinion Formation and Media Communication
- Transparency and Politically Correct Communication

Learning Outcomes**Interaction and Communication in Organisations**

On successful completion, students will be able to

- understand communication channels and processes within the company.
- apply communication strategies to establish trust and credibility.
- name information and public disclosure obligations of entrepreneurs.
- reflect on methods of measuring the success of communication.

Links to other Modules within the Study Program

This module is similar to other modules in the field of Psychology

Links to other Study Programs of the University

All Bachelor Programs in the Social Sciences field

Interaction and Communication in Organisations

Course Code: DLBKPSIK001_E

Study Level	Language of Instruction and Examination	Contact Hours	CP	Admission Requirements
BA	English		5	none

Course Description

Intact communication processes play a decisive role in the success of an organization: On the one hand, successful internal communication ensures the productive transfer of information, the management of a team or the cohesion of employees. On the other hand, professional external communication determines how a company is perceived by the media, stakeholders and customers. In this context, companies today are confronted with increasingly tightened communication conditions as well as with an extremely increasing range of communication options. This course begins by defining the essentials of corporate communications and illustrates the communication tools, processes, and guidelines within an organization. It will also look at strategies, building trust and credibility, and defusing crises. Finally, the use of various digital communication channels and methods for measuring successful corporate communication are discussed.

Course Outcomes

On successful completion, students will be able to

- understand communication channels and processes within the company.
- apply communication strategies to establish trust and credibility.
- name information and public disclosure obligations of entrepreneurs.
- reflect on methods of measuring the success of communication.

Contents

1. Terminology and History
 - 1.1 What falls under the Concept of Corporate Communication?
 - 1.2 Overview Development of Corporate Communication
2. Structural Aspects of Corporate Communication
 - 2.1 Forms of Communication
 - 2.2 Communication Hierarchies
 - 2.3 Communication Channels
 - 2.4 Communication Processes
3. Trust and Credibility
 - 3.1 Definition of Trust

- 3.2 Appreciative Communication
- 3.3 Organizational Culture and Rules of Conduct
- 3.4 Psychological Contracts
- 4. Change and Crisis Management
 - 4.1 Communication in Change
 - 4.2 Communication for Conflict Resolution
 - 4.3 Rumors
 - 4.4 Achieving Win-Win Solutions
- 5. Media Communication
 - 5.1 Press Relations
 - 5.2 The Company as a Brand
 - 5.3 Impression Management
 - 5.4 Communication via Social Media
 - 5.5 Communication via Numbers and Statistics
- 6. Legal Aspects of Communication
 - 6.1 Politically Correct Communication
 - 6.2 Transparent Communication
 - 6.3 Data Protection
- 7. Measuring Successful Communication
 - 7.1 Employee Surveys
 - 7.2 360 Degree Feedback
 - 7.3 Evaluation on the Basis of Key Figures

Literature**Compulsory Reading****Further Reading**

- Chmiel, N. (2000). *Introduction to Work and Organizational Psychology : A European Perspective*. Blackwell Publ.
- Church, A. H., Bracken, D. W., Fleenor, J. W., & Rose, D. S. (2019). *Handbook of Strategic 360 Feedback*. Oxford University Press.
- Falkheimer, J., & Heide, M. (2018). *Strategic Communication: An Introduction*. Routledge.
- Harris, T. E., & Nelson, M. D. (2019). *Applied Organizational Communication: Theory and Practice in a Global Environment* (4th ed). Routledge.
- Luring, J. (2011). Intercultural Organizational Communication: The Social Organizing of Interaction in International Encounters. *Journal of Business Communication*, 48(3), 231–255. <https://doi-org.pxz.iubh.de:8443/10.1177/0021943611406500>
- Lipsky, D. B., Avgar, A. C., & Lamare, J. R. (2020). Organizational Conflict Resolution and Strategic Choice: Evidence from a Survey of Fortune 1000 Firms. *ILR Review*, 73(2), 431–455. <https://doi-org.pxz.iubh.de:8443/10.1177/0019793919870169>

Study Format Distance Learning

Study Format Distance Learning	Course Type Theory Course
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Information about the examination	
Examination Admission Requirements	Online Tests: yes
Type of Exam	Exam, 90 Minutes

Student Workload					
Self Study 90 h	Contact Hours 0 h	Tutorial/Tutorial Support 30 h	Self Test 30 h	Independent Study 0 h	Hours Total 150 h

Instructional Methods		
Tutorial Support <input checked="" type="checkbox"/> Course Feed <input checked="" type="checkbox"/> Intensive Live Sessions/Learning Sprint <input checked="" type="checkbox"/> Recorded Live Sessions	Learning Material <input checked="" type="checkbox"/> Course Book <input checked="" type="checkbox"/> Video	Exam Preparation <input checked="" type="checkbox"/> Practice Exam <input checked="" type="checkbox"/> Online Tests

Interpersonal Skills

Module Code: DLBLOPS_E

Module Type see curriculum	Admission Requirements none	Study Level BA	CP 5	Student Workload 150 h
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Semester / Term see curriculum	Duration Minimaldauer: 1 Semester	Regularly offered in WiSe/SoSe	Language of Instruction and Examination English
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Module Coordinator

(Interpersonal Skills)

Contributing Courses to Module

- Interpersonal Skills (DLBLOPS01_E)

Module Exam Type

Module Exam

Study Format: [Distance Learning](#)
Written Assessment: Written Assignment &
Online Presentation

Split Exam

Weight of Module

see curriculum

Module Contents

- Values and value change
- Personality - concepts, characteristics, and assessment approaches
- Competencies - concepts, measurement, and standards
- Neurophysiological foundations of learning
- Communication - operational communication, models, and interview techniques
- Conflict management and negotiation strategies

Learning Outcomes**Interpersonal Skills**

On successful completion, students will be able to

- explain different models for explaining value attitudes and value change.
- differentiate personality traits as well as explain and distinguish approaches to personality assessment from one another. Theoretical knowledge will enable students to identify their personal strengths and recognize their usefulness for their professional life.
- enumerate competency models as well as methods and instruments for determining competencies.
- differentiate between personality traits and competencies. They are also familiar with approaches to corporate competence management.
- use the neurophysiological view of learning as well as knowledge of learning inhibitions to reflect on their own learning habits and experiences and to identify potential opportunities for improvement in future learning situations.
- assess their own personality traits, social and professional competencies, as well as their learning, communication, and conflict resolution strategies, and to identify resulting opportunities for their professional life.
- recognize and analyze operational conflicts. They have also internalized methods of company conflict resolution.
- work independently on a selected topic from the topic area "Personal Skills" in compliance with scientific standards.

Links to other Modules within the Study Program

This module is similar to other modules in the field of Psychology

Links to other Study Programs of the University

All Bachelor Programs in the Social Sciences field

Interpersonal Skills

Course Code: DLBLOPS01_E

Study Level	Language of Instruction and Examination	Contact Hours	CP	Admission Requirements
BA	English		5	none

Course Description

Students will learn important social skills and get an overview of current developments in research and science, so that they recognize the importance of social competencies not only for themselves, but also in their everyday professional environment. Students will have an opportunity to build up a personal competence profile, which includes professional, methodical and social topics. This course considers the increased importance of social and future skills in the workplace.

Course Outcomes

On successful completion, students will be able to

- explain different models for explaining value attitudes and value change.
- differentiate personality traits as well as explain and distinguish approaches to personality assessment from one another. Theoretical knowledge will enable students to identify their personal strengths and recognize their usefulness for their professional life.
- enumerate competency models as well as methods and instruments for determining competencies.
- differentiate between personality traits and competencies. They are also familiar with approaches to corporate competence management.
- use the neurophysiological view of learning as well as knowledge of learning inhibitions to reflect on their own learning habits and experiences and to identify potential opportunities for improvement in future learning situations.
- assess their own personality traits, social and professional competencies, as well as their learning, communication, and conflict resolution strategies, and to identify resulting opportunities for their professional life.
- recognize and analyze operational conflicts. They have also internalized methods of company conflict resolution.
- work independently on a selected topic from the topic area "Personal Skills" in compliance with scientific standards.

Contents

1. Values and value change
 - 1.1 Models of value change
 - 1.2 Patterns of explanation of the change in values
 - 1.3 Values and value change of Generation Y

2. Personality
 - 2.1 Personality concepts
 - 2.2 Personality traits
 - 2.3 Approaches to assessing personality
3. Competencies
 - 3.1 Concepts of personal and social competencies
 - 3.2 Measurement of competencies
 - 3.3 Competence and knowledge management
4. Learning from a neurophysiological perspective
 - 4.1 Anatomical basics of neurophysiology and brain research
 - 4.2 The neurophysiological view on learning
 - 4.3 Influencing factors, learning types and efficient learning setting
5. Communication
 - 5.1 Communication in business practice
 - 5.2 Communication models
 - 5.3 Communication-promoting conversation techniques
 - 5.4 Networking
6. Conflict management and negotiation strategies
 - 6.1 Conflicts and conflict management
 - 6.2 Negotiation strategies

Literature**Compulsory Reading****Further Reading**

- Copley, P., & Schulz, P. J. (Eds.). (2013). *Theories and models of communication*. De Gruyter.
- Dweck, C. S., Dixon, M. L., & Gross, J. J. (2023). What Is Motivation, Where Does It Come from, and How Does It Work? In M. Bong, J. Reeve, & S. Kim (Eds.), *Motivation Science: Controversies and Insights*. Oxford Academic. <https://doi.org/10.1093/oso/9780197662359.003.0001>
- Hargie, O. (2021). *Skilled Interpersonal Communication: Research, Theory and Practice*. Routledge.
- McAdams, D. P., Shiner, R. L., & Tackett, J. L. (2021). *Handbook of Personality Development* (Paperback ed.). The Guilford Press.
- Mitchell, B., & Gamlem, C. (2015). *The essential workplace conflict handbook: A quick and handy resource for any manager, team leader, HR professional, or anyone who wants to resolve disputes and increase productivity*. Red Wheel/Weiser.

Study Format Distance Learning

Study Format Distance Learning	Course Type Online Lecture
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Information about the examination	
Examination Admission Requirements	Online Tests: yes
Type of Exam	Written Assessment: Written Assignment & Online Presentation

Student Workload					
Self Study 110 h	Contact Hours 0 h	Tutorial/Tutorial Support 20 h	Self Test 20 h	Independent Study 0 h	Hours Total 150 h

Instructional Methods		
Tutorial Support <input checked="" type="checkbox"/> Course Feed <input checked="" type="checkbox"/> Intensive Live Sessions/Learning Sprint <input checked="" type="checkbox"/> Recorded Live Sessions	Learning Material <input checked="" type="checkbox"/> Course Book <input checked="" type="checkbox"/> Video	Exam Preparation <input checked="" type="checkbox"/> Online Tests <input checked="" type="checkbox"/> Guideline

Intercultural and Ethical Decision-Making

Module Code: DLBCSIDM

Module Type see curriculum	Admission Requirements none	Study Level BA	CP 5	Student Workload 150 h
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Semester / Term see curriculum	Duration Minimum 1 semester	Regularly offered in WiSe/SoSe	Language of Instruction and Examination English
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Module Coordinator

Prof. Dr. Zeljko Sevic (Intercultural and Ethical Decision-Making)

Contributing Courses to Module

- Intercultural and Ethical Decision-Making (DLBCSIDM01)

Module Exam Type

Module Exam

Study Format: myStudies
Written Assessment: Case Study
Study Format: Distance Learning
Written Assessment: Case Study

Split Exam

Weight of Module

see curriculum

Module Contents

- Basics of Intercultural Competence
- Cultural Concepts
- Culture and Ethics
- Implications of Current Ethical Problems in the Area of Interculturality, Ethics, and Diversity
- Intercultural Learning and Working
- Case Studies for Cultural and Ethical Conflicts

Learning Outcomes**Intercultural and Ethical Decision-Making**

On successful completion, students will be able to

- explain the most important terms in the areas of interculturality, diversity, and ethics.
- distinguish different explanatory patterns of culture.
- understand culture at different levels.
- plan processes of intercultural learning and working.
- understand the interdependencies of culture and ethics.
- independently work on a case study on intercultural competence.

Links to other Modules within the Study Program

This module is similar to other modules in the field of Business Administration & Management

Links to other Study Programs of the University

All Bachelor Programs in the Business field

Intercultural and Ethical Decision-Making

Course Code: DLBCSIDM01

Study Level	Language of Instruction and Examination	Contact Hours	CP	Admission Requirements
BA	English		5	none

Course Description

In this course, students acquire the necessary knowledge to understand intercultural competencies and current developments in the fields of diversity and ethics. Students will understand how to systematically plan and implement learning processes for the development of competences important in these areas. First, important terms are clarified and differentiated from each other, and cultural aspects are explained from different perspectives. In addition, students learn that cultural issues are relevant at different levels, for example, within a state, company, or other group. In this context, students also recognize the connection between ethics and culture with different interdependencies. On the basis of this knowledge, students are then familiarized with the different possibilities and potentials of intercultural and ethical learning and working. Practical cases are used to illustrate the importance of the relationships learned for today's work context in many companies. The students then work on a case study in which the acquired knowledge is systematically applied.

Course Outcomes

On successful completion, students will be able to

- explain the most important terms in the areas of interculturality, diversity, and ethics.
- distinguish different explanatory patterns of culture.
- understand culture at different levels.
- plan processes of intercultural learning and working.
- understand the interdependencies of culture and ethics.
- independently work on a case study on intercultural competence.

Contents

1. Basics of Intercultural and Ethical Competence to Act
 - 1.1 Subject Areas, Terms, and Definitions
 - 1.2 Relevance of Intercultural and Ethical Action
 - 1.3 Intercultural Action - Diversity, Globalization, Ethics
2. Cultural Concepts
 - 2.1 Hofstede's Cultural Dimensions
 - 2.2 Culture Differentiation According to Hall
 - 2.3 Locus of Control Concept to Rotter

3. Culture and Ethics
 - 3.1 Ethics - Basic Terms and Concepts
 - 3.2 Interdependence of Culture and Ethics
 - 3.3 Ethical Concepts in Different Regions of the World
4. Current Topics in the Area of Interculturality, Ethics, and Diversity
 - 4.1 Digital Ethics
 - 4.2 Equality and Equal Opportunities
 - 4.3 Social Diversity
5. Intercultural Learning and Working
 - 5.1 Acculturation
 - 5.2 Learning and Working in Intercultural Groups
 - 5.3 Strategies for Dealing with Cultural Conflicts
6. Case Studies for Cultural and Ethical Conflicts
 - 6.1 Case Study: Interculturality
 - 6.2 Case Study: Diversity
 - 6.3 Case Study: Interculturality and Ethics

Literature

Compulsory Reading

Further Reading

- Al-Ali, E. & Masmoudi, M. (2023). Leadership and Workplace Culture in the Digital Era. Business Science Reference.
- Barmeyer, C., Bausch, M., & Mayrhofer, U. (2021). Constructive Intercultural Management. Edward Elgar Publishing.
- Yeon Rossouw, & Leon van Vuuren. (2017). Business Ethics 6e: Vol. 6th edition. Oxford University Press Southern Africa.
- Nelly Berrones-Flemmig, Françoise Contreras, & Utz Dornberger. (2022). Business in the 21st Century : A Sustainable Approach: Vol. First edition. Emerald Publishing Limited.

Study Format myStudies

Study Format myStudies	Course Type Theory Course
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Information about the examination	
Examination Admission Requirements	Online Tests: yes
Type of Exam	Written Assessment: Case Study

Student Workload					
Self Study 110 h	Contact Hours 0 h	Tutorial/Tutorial Support 20 h	Self Test 20 h	Independent Study 0 h	Hours Total 150 h

Instructional Methods		
Tutorial Support <input checked="" type="checkbox"/> Course Feed <input checked="" type="checkbox"/> Intensive Live Sessions/Learning Sprint <input checked="" type="checkbox"/> Recorded Live Sessions	Learning Material <input checked="" type="checkbox"/> Course Book <input checked="" type="checkbox"/> Video	Exam Preparation <input checked="" type="checkbox"/> Online Tests <input checked="" type="checkbox"/> Guideline

Study Format Distance Learning

Study Format Distance Learning	Course Type Theory Course
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Information about the examination	
Examination Admission Requirements	Online Tests: yes
Type of Exam	Written Assessment: Case Study

Student Workload					
Self Study 110 h	Contact Hours 0 h	Tutorial/Tutorial Support 20 h	Self Test 20 h	Independent Study 0 h	Hours Total 150 h

Instructional Methods		
Tutorial Support <input checked="" type="checkbox"/> Course Feed <input checked="" type="checkbox"/> Intensive Live Sessions/Learning Sprint <input checked="" type="checkbox"/> Recorded Live Sessions	Learning Material <input checked="" type="checkbox"/> Course Book <input checked="" type="checkbox"/> Video	Exam Preparation <input checked="" type="checkbox"/> Online Tests <input checked="" type="checkbox"/> Guideline

Project: Public Speaking

Module Code: DLBPRPPT_E

Module Type see curriculum	Admission Requirements none	Study Level BA	CP 5	Student Workload 150 h
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Semester / Term see curriculum	Duration Minimaldauer: 1 Semester	Regularly offered in WiSe/SoSe	Language of Instruction and Examination English
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Module Coordinator

(Project: Public Speaking)

Contributing Courses to Module

- Project: Public Speaking (DLBPRPPT01_E)

Module Exam Type

Module Exam

Study Format: Distance Learning
Oral Project Report

Split Exam

Weight of Module

see curriculum

Module Contents

This module is designed to provide students with practical "tools of the trade" on a scientific basis, in order to perform confidently in public and to speak in front of an audience. The focus is on rhetorical skills as well as skills regarding presentation and communication methods. Furthermore, the interplay of content and presentation is explicitly dealt with, considering different settings, media, and target groups. The students will get to know all relevant areas and steps, comprehend them, and realize them by means of an example project. An up-to-date list of topics can be found in the Learning Management System.

Learning Outcomes**Project: Public Speaking**

On successful completion, students will be able to

- speak to an audience in a manner appropriate to the target group and the occasion.
- use gestures and facial expressions more consciously.
- master basic principles of rhetoric.
- understand the specifics of "Public Speaking" from both a scientific and a professional point of view.
- create texts for specific purposes and present them in their portfolio.

Links to other Modules within the Study Program

This module is similar to other modules in the field of Public Relations Management

Links to other Study Programs of the University

All Bachelor Programs in the Marketing & Communication field

Project: Public Speaking

Course Code: DLBPRPPT01_E

Study Level	Language of Instruction and Examination	Contact Hours	CP	Admission Requirements
BA	English		5	none

Course Description

This course offers students a practice-oriented introduction to the subject area of "Public Speaking", i.e. presenting in public. The goal is to teach them methods and skills to perform, speak and present confidently in public and in front of an audience. From the imparting of central rhetorical knowledge over the relevant fields of communication principles and theories, their fields of application or their implementation in practice are the focus of consideration and analysis. Finally, students should be enabled to apply these new insights to their own and to practice them in specific situations, settings and media.

Course Outcomes

On successful completion, students will be able to

- speak to an audience in a manner appropriate to the target group and the occasion.
- use gestures and facial expressions more consciously.
- master basic principles of rhetoric.
- understand the specifics of "Public Speaking" from both a scientific and a professional point of view.
- create texts for specific purposes and present them in their portfolio.

Contents

- Students are enabled to appear adequately in public and in the media and to communicate content as well as to conduct or give interviews. In doing so, they deepen their knowledge of communication and communication-scientific theories, in particular those regarding the target-group-adequate use of different communication strategies. They learn independently to prepare and present topics in a way that is appropriate for the media, considering rhetorical principles and presentation techniques. As a result, students will be sensitized to problematical situations as well as they will learn to recognize and solve them preventively on their own.

Literature**Compulsory Reading****Further Reading**

- Andrei, P. D. (2022). *The Psychology of Persuasion: How To Use Proven Speaking Patterns To Make Your Ideas Irresistible*. Speak for Success Collection.
- Carnegi, D. (2018). *The Art of Public Speaking. The Original Tool for Improving Public Oration*. Clydesdale Press.
- Gallo, C. (2014). *Talk like TED. The 9 public-speaking secrets of the world's top minds*. St. Martin's Griffin.
- Gubrium, J. F., Holstein, J. A., Marvasti, A. B. & McKinney, K. D. (2012). *The SAGE Handbook of Interview Research: The Complexity of the Craft: Vol. 2nd ed.* SAGE Publications, Inc.
- Young, P. (2021). *Media Relations in the Social Media Age*, in: A. Theaker (Ed.): *The Public Relations Handbook*. (6th Edition, p. 211-225). Routledge.

Study Format Distance Learning

Study Format Distance Learning	Course Type Project
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Information about the examination	
Examination Admission Requirements	Online Tests: no
Type of Exam	Oral Project Report

Student Workload					
Self Study 120 h	Contact Hours 0 h	Tutorial/Tutorial Support 30 h	Self Test 0 h	Independent Study 0 h	Hours Total 150 h

Instructional Methods	
Tutorial Support <input checked="" type="checkbox"/> Course Feed <input checked="" type="checkbox"/> Intensive Live Sessions/Learning Sprint <input checked="" type="checkbox"/> Recorded Live Sessions	Exam Preparation <input checked="" type="checkbox"/> Guideline

Conflict Management and Mediation

Module Code: DLBWPKUM_E

Module Type see curriculum	Admission Requirements none	Study Level BA	CP 5	Student Workload 150 h
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Semester / Term see curriculum	Duration Minimum 1 semester	Regularly offered in WiSe/SoSe	Language of Instruction and Examination English
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Module Coordinator

Prof. Dr. Hendrik Fenz (Conflict Management and Mediation)

Contributing Courses to Module

- Conflict Management and Mediation (DLBWPKUM01_E)

Module Exam Type

Module Exam

Study Format: Distance Learning
Exam, 90 Minutes

Study Format: myStudies
Exam, 90 Minutes

Split Exam

Weight of Module

see curriculum

Module Contents

- Forms of cooperation
- Basic concepts of conflict research
- Conflict Management
- Basics of communication psychology
- Conducting discussions and moderation
- Mediation

Learning Outcomes**Conflict Management and Mediation**

On successful completion, students will be able to

- explain the central characteristics of conflicts and reflect, analyze and assess their progression.
- analyze conflicts according to the degree of their escalation.
- explain how conflicts arise and how to avoid them.
- understand conflicts and negotiations as a process and plan and implement the necessary measures to solve them.
- use special conversation and question techniques.
- identify hidden messages in communication and develop suggestions for optimization.
- develop goals and strategies for conflict and negotiation management in order to contribute to successful conflict management and negotiation with a clear procedure.
- assess and apply mediation as a method of conflict resolution.

Links to other Modules within the Study Program

This module is similar to other modules in the field of Psychology

Links to other Study Programs of the University

All Bachelor Programs in the Social Sciences field

Conflict Management and Mediation

Course Code: DLBWPKUM01_E

Study Level	Language of Instruction and Examination	Contact Hours	CP	Admission Requirements
BA	English		5	none

Course Description

In the business world, different perspectives of negotiating partners or parties often clash. This often leads to conflicts because the parties involved pursue different goals and evaluate situations differently. Especially against the background of transformation and restructuring processes in companies, conflicts are often pre-programmed due to different interests. To ensure that the different perspectives of the parties involved do not conclude in escalation, knowledge of the nature and structure of conflicts, techniques for dealing with them and basic knowledge of the possibilities of successful communication at a verbal and non-verbal level are essential. This course will equip students with the necessary understanding and present necessary tools to recognize conflicts, to solve them and to lead negotiations. In this context, mediation is highlighted as an increasingly popular method of conflict resolution.

Course Outcomes

On successful completion, students will be able to

- explain the central characteristics of conflicts and reflect, analyze and assess their progression.
- analyze conflicts according to the degree of their escalation.
- explain how conflicts arise and how to avoid them.
- understand conflicts and negotiations as a process and plan and implement the necessary measures to solve them.
- use special conversation and question techniques.
- identify hidden messages in communication and develop suggestions for optimization.
- develop goals and strategies for conflict and negotiation management in order to contribute to successful conflict management and negotiation with a clear procedure.
- assess and apply mediation as a method of conflict resolution.

Contents

1. From Cooperation to Confrontation
 - 1.1 Cooperation and Competition
 - 1.2 Forms of Cooperation
 - 1.3 Game Theoretical Approaches
 - 1.4 The Way into the Conflict

2. Basic Concepts of Conflict Research
 - 2.1 What is a Conflict?
 - 2.2 Types of Conflict
 - 2.3 Mobbing - a Special Type of Conflict
 - 2.4 The Stages of Conflict Escalation
 - 2.5 Conflict Resistance of Organizations
3. Conflict Management in the World of Work
 - 3.1 Conflict Costs
 - 3.2 Conflict Management in Business
 - 3.3 Elements of Conflict Management
4. Basics of Communication Psychology
 - 4.1 What is "Communication"?
 - 4.2 Axioms of Communication
 - 4.3 The Importance of Non-Verbal Communication
 - 4.4 The Message Square Model: The Four Sides of a Message
 - 4.5 Transactional Analysis as Analysis of Interpersonal Communication
 - 4.6 Non-Violent Communication
5. Conducting Discussions and Moderation
 - 5.1 Conversation and Question Techniques in Conflict Situations
 - 5.2 The Discussion Moderation
6. Mediation as an Instrument of Conflict Resolution
 - 6.1 Principles of Mediation
 - 6.2 Areas of Application of Mediation
 - 6.3 Principles and Rules of Mediation
 - 6.4 The Mediation Process - Phases and Procedures

Literature**Compulsory Reading****Further Reading**

- Coltri, L. (2020). *Alternative dispute resolution* (2nd ed.). McGraw Hill.
- Fisher, R., Ury, W., & Patton, B. (2011). *Getting to yes: Negotiating agreement without giving in* (3rd ed.). Penguin Books.
- Rosenberg, M. B. (2015). *Nonviolent communication - A language of life: Life-changing tools for healthy relationships* (3rd ed.). PuddleDancer Press.

Study Format Distance Learning

Study Format Distance Learning	Course Type Theory Course
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Information about the examination	
Examination Admission Requirements	Online Tests: yes
Type of Exam	Exam, 90 Minutes

Student Workload					
Self Study 90 h	Contact Hours 0 h	Tutorial/Tutorial Support 30 h	Self Test 30 h	Independent Study 0 h	Hours Total 150 h

Instructional Methods		
Tutorial Support <input checked="" type="checkbox"/> Course Feed <input checked="" type="checkbox"/> Intensive Live Sessions/Learning Sprint <input checked="" type="checkbox"/> Recorded Live Sessions	Learning Material <input checked="" type="checkbox"/> Course Book <input checked="" type="checkbox"/> Video	Exam Preparation <input checked="" type="checkbox"/> Practice Exam <input checked="" type="checkbox"/> Online Tests

Study Format myStudies

Study Format myStudies	Course Type Theory Course
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Information about the examination	
Examination Admission Requirements	Online Tests: yes
Type of Exam	Exam, 90 Minutes

Student Workload					
Self Study 90 h	Contact Hours 0 h	Tutorial/Tutorial Support 30 h	Self Test 30 h	Independent Study 0 h	Hours Total 150 h

Instructional Methods		
Tutorial Support <input checked="" type="checkbox"/> Course Feed <input checked="" type="checkbox"/> Intensive Live Sessions/Learning Sprint <input checked="" type="checkbox"/> Recorded Live Sessions	Learning Material <input checked="" type="checkbox"/> Course Book <input checked="" type="checkbox"/> Video	Exam Preparation <input checked="" type="checkbox"/> Practice Exam <input checked="" type="checkbox"/> Online Tests

Bachelor Thesis

Module Code: DLBBT

Module Type see curriculum	Admission Requirements none	Study Level BA	CP 10	Student Workload 300 h
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Semester / Term see curriculum	Duration Minimum 1 semester	Regularly offered in WiSe/SoSe	Language of Instruction and Examination English
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Module Coordinator

Degree Program Advisor (SGL) (Bachelor Thesis) / Degree Program Advisor (SGL) (Colloquium)

Contributing Courses to Module

- Bachelor Thesis (DLBBT01)
- Colloquium (DLBBT02)

Module Exam Type

Module Exam

Split Exam

Bachelor Thesis

- Study Format "myStudies": Bachelor Thesis
- Study Format "Distance Learning": Bachelor Thesis

Colloquium

- Study Format "myStudies": Colloquium
- Study Format "Distance Learning": Colloquium

Weight of Module

see curriculum

<p>Module Contents</p> <p>Bachelor Thesis</p> <ul style="list-style-type: none"> ▪ Bachelor's thesis ▪ Colloquium on the bachelor's thesis <p>Colloquium</p>	
<p>Learning Outcomes</p> <p>Bachelor Thesis</p> <p>On successful completion, students will be able to</p> <ul style="list-style-type: none"> ▪ work on a problem from their major field of study by applying the specialist and methodological skills they have acquired during their studies. ▪ independently analyze selected tasks with scientific methods, critically evaluate them, and develop appropriate solutions under the guidance of an academic supervisor. ▪ record and analyze existing (research) literature appropriate to the topic of their bachelor's thesis. ▪ prepare a detailed written elaboration in compliance with scientific methods. <p>Colloquium</p> <p>On successful completion, students will be able to</p> <ul style="list-style-type: none"> ▪ present a problem from their field of study using academic presentation and communication techniques. ▪ reflect on the scientific and methodological approach chosen in their bachelor's thesis. ▪ demonstrate that they can actively answer subject-related questions from the subject experts (reviewers of the bachelor's thesis). 	
<p>Links to other Modules within the Study Program</p> <p>All modules in the Bachelor program</p>	<p>Links to other Study Programs of the University</p> <p>All Bachelor programs in distance learning</p>

Bachelor Thesis

Course Code: DLBBT01

Study Level	Language of Instruction and Examination	Contact Hours	CP	Admission Requirements
BA	English		9	none

Course Description

The aim and purpose of the bachelor's thesis is to successfully apply the subject-specific and methodological competencies acquired during the course of study in the form of an academic dissertation with a thematic reference to the major field of study. The content of the bachelor's thesis can be a practical-empirical or theoretical-scientific problem. Students should prove that they can independently analyze a selected problem with scientific methods, critically evaluate it, and work out proposed solutions under the subject-methodological guidance of an academic supervisor. The topic chosen by the student from their respective field of study should meet the acquired scientific competences, deepening their academic knowledge and skills in order to meet the future needs of the field.

Course Outcomes

On successful completion, students will be able to

- work on a problem from their major field of study by applying the specialist and methodological skills they have acquired during their studies.
- independently analyze selected tasks with scientific methods, critically evaluate them, and develop appropriate solutions under the guidance of an academic supervisor.
- record and analyze existing (research) literature appropriate to the topic of their bachelor's thesis.
- prepare a detailed written elaboration in compliance with scientific methods.

Contents

- The bachelor's thesis must be written on a topic that relates to the content of the respective major field of study. In the context of the bachelor's thesis, the problem, as well as the scientific research goal, must be clearly emphasized. The work must reflect the current state of knowledge of the topic to be examined by means of an appropriate literature analysis. The student must prove their ability to use the acquired knowledge theoretically and/or empirically in the form of an independent and problem-solution-oriented application.

Literature**Compulsory Reading****Further Reading**

- Lipson, C. (2018). How to write a BA thesis. A practical guide from your first ideas to your finished paper (2nd ed.). University of Chicago Press.
- Turabian, K. L. (2013). A Manual for Writers of Research Papers, theses, and dissertations (8th ed.). University of Chicago Press.
- Selection of literature according to topic

Study Format myStudies

Study Format myStudies	Course Type Thesis Course
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Information about the examination	
Examination Admission Requirements	Online Tests: no
Type of Exam	Bachelor Thesis

Student Workload					
Self Study 270 h	Contact Hours 0 h	Tutorial/Tutorial Support 0 h	Self Test 0 h	Independent Study 0 h	Hours Total 270 h

Instructional Methods		
Tutorial Support <input checked="" type="checkbox"/> Intensive Live Sessions/Learning Sprint <input checked="" type="checkbox"/> Recorded Live Sessions	Learning Material <input checked="" type="checkbox"/> Slides	Exam Preparation <input checked="" type="checkbox"/> Review Book

Study Format Distance Learning

Study Format Distance Learning	Course Type Thesis Course
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Information about the examination	
Examination Admission Requirements	Online Tests: no
Type of Exam	Bachelor Thesis

Student Workload					
Self Study 270 h	Contact Hours 0 h	Tutorial/Tutorial Support 0 h	Self Test 0 h	Independent Study 0 h	Hours Total 270 h

Instructional Methods		
Tutorial Support <input checked="" type="checkbox"/> Intensive Live Sessions/Learning Sprint <input checked="" type="checkbox"/> Recorded Live Sessions	Learning Material <input checked="" type="checkbox"/> Slides	Exam Preparation <input checked="" type="checkbox"/> Review Book

Colloquium

Course Code: DLBBT02

Study Level	Language of Instruction and Examination	Contact Hours	CP	Admission Requirements
BA	English		1	none

Course Description

The colloquium will take place after the submission of the bachelor's thesis. This is done at the invitation of the experts. During the colloquium, students must prove that they have independently produced the content and results of the written work. The content of the colloquium is a presentation of the most important work contents and research results by the student as well as the answering of questions by experts.

Course Outcomes

On successful completion, students will be able to

- present a problem from their field of study using academic presentation and communication techniques.
- reflect on the scientific and methodological approach chosen in their bachelor's thesis.
- demonstrate that they can actively answer subject-related questions from the subject experts (reviewers of the bachelor's thesis).

Contents

- The colloquium includes a presentation of the most important results of the bachelor's thesis, followed by the student answering the reviewers' technical questions.

Literature

Compulsory Reading

Further Reading

- Subject specific literature chosen by the student

Study Format myStudies

Study Format myStudies	Course Type Thesis Course
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Information about the examination	
Examination Admission Requirements	Online Tests: no
Type of Exam	Colloquium

Student Workload					
Self Study 30 h	Contact Hours 0 h	Tutorial/Tutorial Support 0 h	Self Test 0 h	Independent Study 0 h	Hours Total 30 h

Instructional Methods	
Tutorial Support <input checked="" type="checkbox"/> Intensive Live Sessions/Learning Sprint <input checked="" type="checkbox"/> Recorded Live Sessions	Learning Material <input checked="" type="checkbox"/> Slides

Study Format Distance Learning

Study Format Distance Learning	Course Type Thesis Course
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Information about the examination	
Examination Admission Requirements	Online Tests: no
Type of Exam	Colloquium

Student Workload					
Self Study 30 h	Contact Hours 0 h	Tutorial/Tutorial Support 0 h	Self Test 0 h	Independent Study 0 h	Hours Total 30 h

Instructional Methods	
Tutorial Support <input checked="" type="checkbox"/> Intensive Live Sessions/Learning Sprint <input checked="" type="checkbox"/> Recorded Live Sessions	Learning Material <input checked="" type="checkbox"/> Slides