MODULE HANDBOOK

Bachelor of Arts

Bachelor Entrepreneurship (FS-BAENE-01)

180 ECTS Credits

Fernstudium

As of October 29th, 2026

INTERNATIONAL
UNIVERSITY OF
APPLIED SCIENCES

Classification: Grundständig

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1. Semester

Business 101

Module Code: DLBBAB_E

Module Type	Admission Requirements	Study Level	ECTS Credits	Student Workload
see curriculum	none	BA	5	150 h

Semester / Term	Duration	Regularly offered in	Language of Instruction and Examination
see curriculum	Minimum 1 semester	WiSe/SoSe	English

Module Coordinator
Prof. Dr. Andreas Herrmann (Business 101)
Information about the Module Coordinator without guarantee

Contributing Courses to Module
▪ Business 101 (DLBBAB01_E)

Module Exam Type	
Module Exam Study Format: Distance Learning Exam or Written Assessnment: Written Assignment, 90 Minutes Study Format: myStudies Exam or Written Assessment: Written Assignment, 90 Minutes	**Split Exam**

Module Contents

Business 101

- 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

Learning Outcomes

Business 101

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.

Links to other Modules within the Study Program	Links to other Study Programs of the University
This module is similar to other modules in the field of Business Administration & Management	All Bachelor Programmes in the Business field

Business 101

Course Code: DLBBAB01_E

Study Level	Language of Instruction and Examination	Contact Hours	ECTS Credits	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	Course Type
Distance Learning	Theory Course

Information about the examination	
Examination Admission Requirements	**Online Tests:** yes
Type of Exam	Exam or Written Assessnment: Written Assignment, 90 Minutes

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

Instructional Methods		
Tutorial Support	**Learning Material**	**Exam Preparation**
☑ Course Feed	☑ Course Book	☑ Practice Exam
☑ Intensive Live Sessions/Learning Sprint	☑ Video	☑ Online Tests
☑ Recorded Live Sessions		☑ Guideline

Study Format myStudies

Study Format	Course Type
myStudies	Theory Course

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

Instructional Methods		
Tutorial Support	**Learning Material**	**Exam Preparation**
☑ Course Feed	☑ Course Book	☑ Practice Exam
☑ Intensive Live Sessions/Learning Sprint	☑ Video	☑ Online Tests
☑ Recorded Live Sessions		☑ Guideline

Entrepreneurship and Innovation

Module Code: DLBBAEI-01_E

Module Type	Admission Requirements	Study Level	ECTS Credits	Student Workload
see curriculum	none	BA	5	150 h

Semester / Term	Duration	Regularly offered in	Language of Instruction and Examination
see curriculum	Minimum 1 semester	WiSe/SoSe	English

Module Coordinator
Prof. Dr. Diana Murtagh-Böhm (Entrepreneurship and Innovation)
Information about the Module Coordinator without guarantee

Contributing Courses to Module
▪ Entrepreneurship and Innovation (DLBBAEI01-01_E)

Module Exam Type	
Module Exam Study Format: Distance Learning Exam, 90 Minutes Study Format: myStudies Exam, 90 Minutes	**Split Exam**

Module Contents

Entrepreneurship and Innovation

- Entrepreneurship
- The Entrepreneur
- The Entrepreneurial Process
- Innovation
- Planning, Business Models and Strategy

Learning Outcomes

Entrepreneurship and Innovation

On successful completion, students will be able to

- understand the core principles of entrepreneurship.
- define the main characteristics of entrepreneurs as well as their motivations and their behavior.
- describe the entrepreneurial process with its different stages.
- recognize problems and negative side effects of entrepreneurship.
- define innovation and explain the innovation lifecycle.
- understand a business plan and what defines a business model.

Links to other Modules within the Study Program	**Links to other Study Programs of the University**
This module is similar to other modules in the fields of Business Administration & Management	All Bachelor Programmes in the Business field

Entrepreneurship and Innovation

Course Code: DLBBAEI01-01_E

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

Course Description

Entrepreneurship and innovation are the basis and one of the driving forces of every economy. Entrepreneurship and innovation are of great importance in every phase of the economic development cycle. They are important drivers for competition, competitiveness and survival in globalized markets. In this module, students are familiarized with the ideas, motives and concepts of entrepreneurship. They also get an overview of the identification, evaluation and further development of innovations.

Course Outcomes

On successful completion, students will be able to

- understand the core principles of entrepreneurship.
- define the main characteristics of entrepreneurs as well as their motivations and their behavior.
- describe the entrepreneurial process with its different stages.
- recognize problems and negative side effects of entrepreneurship.
- define innovation and explain the innovation lifecycle.
- understand a business plan and what defines a business model.

Contents

1. Entrepreneurship
   - 1.1 Defining Entrepreneurship
   - 1.2 Benefits of Entrepreneurial Activity
   - 1.3 Types of Entrepreneurs
   - 1.4 Global Trends in Entrepreneurship
2. The Entrepreneur
   - 2.1 Defining Entrepreneur
   - 2.2 Characteristics of Entrepreneurs
   - 2.3 Entrepreneurial Motivation and Behavior
3. The Entrepreneurial Process
   - 3.1 Stages of the Entrepreneurial Process

3.2 Venture Creation
3.3 Creativity Management and Time Pressure

4. Innovation
   4.1 Defining Innovation
   4.2 Innovation Lifecycle
   4.3 Sources of Innovation
   4.4 Encouraging Entrepreneurship and Innovation

5. Planning, Business Models and Strategy
   5.1 Business Plan
   5.2 Designing a Business Model
   5.3 Developing a Business Strategy

Literature

Compulsory Reading

Further Reading

- Bessant, J., & Tidd, J. (2015). Innovation and entrepreneurship. Wiley.
- Parker, S. C. (2018). The economics of entrepreneurship (2nd ed.). Cambridge University Press.
- Scarborough, N., & Cornwall, J. (2018). Essentials of entrepreneurship and small business management (Global ed.). Pearson Education.

Study Format Distance Learning

Study Format	Course Type
Distance Learning	Theory Course

Information about the examination	
Examination Admission Requirements	**Online Tests:** yes
Type of Exam	Exam, 90 Minutes

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

Instructional Methods		
Tutorial Support	**Learning Material**	**Exam Preparation**
☑ Course Feed	☑ Course Book	☑ Practice Exam
☑ Intensive Live Sessions/Learning Sprint	☑ Video	☑ Online Tests
☑ Recorded Live Sessions		

Study Format myStudies

Study Format myStudies	**Course Type** Theory Course

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 ☑ Course Feed ☑ Intensive Live Sessions/Learning Sprint ☑ Recorded Live Sessions	**Learning Material** ☑ Course Book ☑ Video	**Exam Preparation** ☑ Practice Exam ☑ Online Tests

International Marketing

Module Code: DLBDSEIMB1

Module Type	Admission Requirements	Study Level	ECTS Credits	Student Workload
see curriculum	none	BA	5	150 h

Semester / Term	Duration	Regularly offered in	Language of Instruction and Examination
see curriculum	Minimum 1 semester	WiSe/SoSe	English

Module Coordinator
Prof. Dr. Josephine Zhou-Brock (International Marketing)
Information about the Module Coordinator without guarantee

Contributing Courses to Module
▪ International Marketing (DLBDSEIMB01)

Module Exam Type	
Module Exam Study Format: Duales myStudium Exam, 90 Minutes Study Format: Distance Learning Exam, 90 Minutes Study Format: myStudies Exam, 90 Minutes	**Split Exam**

Module Contents

International Marketing

- 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	Links to other Study Programs of the University
This module is similar to other modules in the field of Marketing & Sales	All Bachelor Programs in the Marketing & Communication field

International Marketing

Course Code: DLBDSEIMB01

Study Level	Language of Instruction and Examination	Contact Hours	ECTS Credits	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 Duales myStudium

Study Format	Course Type
Duales myStudium	Theory Course

Information about the examination	
Examination Admission Requirements	**Online Tests:** yes
Type of Exam	Exam, 90 Minutes

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

Instructional Methods		
Tutorial Support	**Learning Material**	**Exam Preparation**
☑ Course Feed	☑ Course Book	☑ Practice Exam
☑ Intensive Live Sessions/Learning Sprint	☑ Video	☑ Online Tests
☑ Recorded Live Sessions		

Study Format Distance Learning

Study Format	Course Type
Distance Learning	Theory Course

Information about the examination	
Examination Admission Requirements	**Online Tests:** yes
Type of Exam	Exam, 90 Minutes

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

Instructional Methods

Tutorial Support
- ☑ Course Feed
- ☑ Intensive Live Sessions/Learning Sprint
- ☑ Recorded Live Sessions

Learning Material
- ☑ Course Book
- ☑ Video

Exam Preparation
- ☑ Practice Exam
- ☑ Online Tests

Study Format myStudies

Study Format	Course Type
myStudies	Theory Course

Information about the examination	
Examination Admission Requirements	**Online Tests:** yes
Type of Exam	Exam, 90 Minutes

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

Instructional Methods		
Tutorial Support	**Learning Material**	**Exam Preparation**
☑ Course Feed	☑ Course Book	☑ Practice Exam
☑ Intensive Live Sessions/Learning Sprint	☑ Video	☑ Online Tests
☑ Recorded Live Sessions		

Introduction to Academic Work for Business and Social Science

Module Code: DLBIAWBSS

Module Type	Admission Requirements	Study Level	ECTS Credits	Student Workload
see curriculum	none	BA	5	150 h

Semester / Term	Duration	Regularly offered in	Language of Instruction and Examination
see curriculum	Minimum 1 semester	WiSe/SoSe	English

Module Coordinator
Prof. Dr. Tamara Wehrstein (Introduction to Academic Work for Business and Social Sciences)
Information about the Module Coordinator without guarantee

Contributing Courses to Module
▪ Introduction to Academic Work for Business and Social Sciences (DLBIAWBSS01)

Module Exam Type	
Module Exam Study Format: Distance Learning Advanced Workbook	**Split Exam**

Module Contents

Introduction to Academic Work for Business and Social Sciences

- The Basics of Academic Work
- The Structure and Components of Good Research
- Theoretical Research
- Empirical Research
- Creating Academic Works

Learning Outcomes

Introduction to Academic Work for Business and Social Sciences

On successful completion, students will be able to

- demonstrate an understanding of the basics of academic work, academic standards, and good academic practice.
- examine academic work within business and social sciences.
- assess and correctly cite different types of sources.
- distinguish between different research paradigms, scientific methods, and types of study used in business and social sciences.
- apply approaches to planning, writing, and presenting academic work.
- apply the basic requirements of producing academic work.

Links to other Modules within the Study Program	**Links to other Study Programs of the University**
This module is similar to other modules in the field of Methods	All Bachelor Programs in the Business and Management field

Introduction to Academic Work for Business and Social Sciences

Course Code: DLBIAWBSS01

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

Course Description

In this course, students will learn the basic principles, techniques, and tools of academic work and how to apply them to independently complete written and oral assignments during the course of their studies as well as in their professional lives outside of the university. They will also be able to develop and formulate their arguments in a source-based and informed manner. The characteristics, requirements, standards, and quality criteria of academic work that are especially relevant to the social sciences, such as business, management, and psychology, are presented, and then various empirical methods are discussed. This includes finding the necessary literature, evaluating it, documenting it, and effectively using and applying it. With the help of best practices and clear explanations, students are supported in successfully completing the various forms of academic assignments in the course of their studies.

Course Outcomes

On successful completion, students will be able to

- demonstrate an understanding of the basics of academic work, academic standards, and good academic practice.
- examine academic work within business and social sciences.
- assess and correctly cite different types of sources.
- distinguish between different research paradigms, scientific methods, and types of study used in business and social sciences.
- apply approaches to planning, writing, and presenting academic work.
- apply the basic requirements of producing academic work.

Contents

1. Academic Work as a Compass in a World Full of (Fake) Information
   - 1.1 From Curiosity to Evidence-Based Storytelling
   - 1.2 Anecdotal Evidence versus Scientific Knowledge
   - 1.3 Knowledge Creation in Science
   - 1.4 Scientific Theories and Models
   - 1.5 Understanding the Problem Statement and further Key Research Terms you need to know

2. Working with Sources
- 2.1 Types of Sources
- 2.2 Differentiating Between Primary and Secondary Sources
- 2.3 Finding Relevant Sources
- 2.4 Evaluating Sources
- 2.5 Managing Sources

3. Research Methods Used in Business and Social Sciences
- 3.1 Quantitative Research Methods
- 3.2 Qualitative Research Methods
- 3.3 Mixed Methods
- 3.4 Literature Review
- 3.5 Design Science Approach

4. Inside Academia: The Rules You Need to Know
- 4.1 The Peer-Review Process
- 4.2 Criteria of Good Research
- 4.3 Ethical Approval and data anonymisation
- 4.4 Evidence

5. Planning (Your Own) Academic Work
- 5.1 Finding a Topic or Scientific Problem
- 5.2 Research Questions and Research Propositions
- 5.3 Choosing a Research Method
- 5.4 Analyzing, Arguing, and Critically Reflecting
- 5.5 Excursus: Preparing your research proposal

6. Creating Academic Works
- 6.1 Academic Writing to tell a Story
- 6.2 The Structure of an Academic Text
- 6.3 Citations
- 6.4 Suitable Language and Style in Academic Writing
- 6.5 Graphical Representation of Results

7. AI in Academic Work
- 7.1 AI in a Nutshell
- 7.2 Inside Academic Journals: Using AI in Research
- 7.3 Using AI at IU: Academic Policies and Expectation

Literature
Compulsory Reading
Further Reading ▪ American Psychological Association (APA). (2020). Publication manual of the American Psychological Association (7th ed.). APA. ▪ Bell, J., & Waters, S. (2018). Doing your research project: A guide for first-time researchers (7th ed.). Open University Press McGraw-Hill Education. ▪ Edlund, J. E., & Nichols, A. L. (Eds.). (2019). Advanced research methods for the social and behavioral sciences. Cambridge University Press. ▪ Saunders, M., Lewis, P., & Thornhill, A. (2019). Research Methods for Business Students (8th ed.). Pearson.

Study Format Distance Learning

Study Format	**Course Type**
Distance Learning	Theory Course

Information about the examination	
Examination Admission Requirements	**Online Tests:** yes
Type of Exam	Advanced Workbook

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

Instructional Methods		
Tutorial Support	**Learning Material**	**Exam Preparation**
☑ Course Feed	☑ Course Book	☑ Online Tests
☑ Intensive Live Sessions/Learning Sprint	☑ Video	☑ Guideline
☑ Recorded Live Sessions		

Project: Development of Business Ideas

Module Code: DLBEPPEG_E

Module Type	Admission Requirements	Study Level	ECTS Credits	Student Workload
see curriculum	None	BA	5	150 h

Semester / Term	Duration	Regularly offered in	Language of Instruction and Examination
see curriculum	Minimum 1 semester	WiSe/SoSe	English

Module Coordinator

Prof. Dr. Mirko Bendig (Project: Development of Business Ideas)

Information about the Module Coordinator without guarantee

Contributing Courses to Module

- Project: Development of Business Ideas (DLBEPPEG01_E)

Module Exam Type

Module Exam	Split Exam
Study Format: Distance Learning Oral Project Report	

Module Contents

Project: Development of Business Ideas

By own application the methodical and creative process of the development of a start-up idea is imparted, with the goal to design a self-developed business idea up to the "problem-solution-fit".

Learning Outcomes

Project: Development of Business Ideas

On successful completion, students will be able to

- identify a relevant problem for the development of a business idea and conduct a problem and environment analysis.
- know and understand the methodical and creative processes for idea development and to apply them by developing your own or a fictitious business idea.
- explain the theoretical concept of the unique selling proposition of business ideas and formulate it for the self-developed business idea in contrast toits competitors.
- define the target group of the business idea by means of a market analysis and to illustrate them as so-called personas.
- present the business idea as a whole in a project presentation as an emotional story using the methodology of storytelling.

Links to other Modules within the Study Program	**Links to other Study Programs of the University**
This module is similar to other modules in the field of Methods	All Bachelor Programs in the Business & Management field

Project: Development of Business Ideas

Course Code: DLBEPPEG01_E

Study Level	Language of Instruction and Examination	Contact Hours	ECTS Credits	Admission Requirements
BA	English		5	None

Course Description

In this course, students learn to develop their own business idea. In addition to getting to know the necessary methodologies, they will also experience the process from identifying a problem to developing a fitting solution as a business idea. In order to experience this not only theoretically, a concrete start-up idea is developed by each student with the help of this process.Finally, the students present their results in a project presentation.

Course Outcomes

On successful completion, students will be able to

- identify a relevant problem for the development of a business idea and conduct a problem and environment analysis.
- know and understand the methodical and creative processes for idea development and to apply them by developing your own or a fictitious business idea.
- explain the theoretical concept of the unique selling proposition of business ideas and formulate it for the self-developed business idea in contrast toits competitors.
- define the target group of the business idea by means of a market analysis and to illustrate them as so-called personas.
- present the business idea as a whole in a project presentation as an emotional story using the methodology of storytelling.

Contents

- The course will teach the methodical and creative processes as well as the basics for developing a start-up idea. First of all, the methodical process of the steps of an idea development using current entrepreneurship methods will be discussed and their application will be instructed. The phases of the idea development process consist of the identification and analysis of a relevant problem, the creative development of possible solution approaches for the defined problem, the evaluation and selection of the most promising idea from a market point of view, the elaboration of the unique selling proposition with regard to the competition as well as the definition of the concrete target group of the business idea. The success factors for a successful idea development are not only discussed, but also directly reflected on the basis of the self-developed ideas. Finally, the basic preparation of a project presentation as an "investor pitch" is explained, using the methodology of storytelling. The project presentations will include the business idea

developed by the student. This idea will be presented in detail with the content developed from the process steps and presented in the form of an emotional story. The business ideas should be self-developed.

Literature

Compulsory Reading

Further Reading

- Blank, S./Dorf. B. (2018): The Startup Owner's Manual: The Step-By-Step Guide for Building a Great Company, John Wiley & Sons Verlag, New Jersey.
- Maury, Ash (2012): Running lean: iterate from plan A to a plan that works, O'Reilly, Sebastopol.
- Ries, E. (2011): The Lean Startup : How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses, Currency, New York.
- Osterwalder, A./Pigneur, Y. (2010): Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers,John Wiley & Sons Verlag, New Jersey.

Study Format Distance Learning

Study Format	Course Type
Distance Learning	Project

Information about the examination	
Examination Admission Requirements	**Online Tests:** no
Type of Exam	Oral Project Report

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

Instructional Methods	
Tutorial Support ☑ Course Feed ☑ Intensive Live Sessions/Learning Sprint ☑ Recorded Live Sessions	**Exam Preparation** ☑ Guideline

2. Semester

Accounting and Balancing

Module Code: DLBEPEAB

Module Type	Admission Requirements	Study Level	ECTS Credits	Student Workload
see curriculum	none	BA	5	150 h

Semester / Term	Duration	Regularly offered in	Language of Instruction and Examination
see curriculum	Minimum 1 semester	WiSe/SoSe	English

Module Coordinator
Prof. Dr. Andreas Simon (Accounting and Balancing)
Information about the Module Coordinator without guarantee

Contributing Courses to Module
▪ Accounting and Balancing (DLBEPEAB01)

Module Exam Type	
Module Exam Study Format: Duales myStudium Exam, 90 Minutes Study Format: Distance Learning Exam, 90 Minutes Study Format: myStudies Exam, 90 Minutes	**Split Exam**

Module Contents

Accounting and Balancing

- Balance Sheet, Income Statement, Statement of Cash Flows
- IFRS Financial Statement of Small and Medium Sized Entities
- Recognition and Measurement Rules for IFRS Financial Reports
- Accounting Equation and Ratio Analysis
- Accrual Basis of Accounting and Revenue Recognition Rules
- Debt and Equity Financing of The Firm

Learning Outcomes

Accounting and Balancing

On successful completion, students will be able to

- explain how business activities are captured by financial statements and prepare financial statements from these business events.
- understand the objectives of financial reporting, analyze financial statements, compute key ratios.
- compare and contrast the objectives, characteristics and principles of IFRS reporting in an international context and compare them to national accounting principles (HGB).
- describe IFRS standards as they relate to the recognition, measurement, presentation and disclosure requirements in general purpose financial statements.
- apply accounting knowledge to solve business problems and make informed business decisions.

Links to other Modules within the Study Program	Links to other Study Programs of the University
This module is similar to other modules in the field of Finance & Tax Accounting	All Bachelor Programs in the Business field

Accounting and Balancing

Course Code: DLBEPEAB01

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

Course Description

The knowledge obtained in this class will provide you with an important set of tools that are vital for anyone who will be expected to use financial statements in a meaningful way, and make key managerial decisions particularly with respect to the start-up of an enterprise. Procedural aspects of financial accounting will be discussed in order to enhance your understanding of the content of the financial statements. However, the emphasis of the class is on analyzing the financial condition of an operating company and to make recommendations to the management for improvements.

Course Outcomes

On successful completion, students will be able to

- explain how business activities are captured by financial statements and prepare financial statements from these business events.
- understand the objectives of financial reporting, analyze financial statements, compute key ratios.
- compare and contrast the objectives, characteristics and principles of IFRS reporting in an international context and compare them to national accounting principles (HGB).
- describe IFRS standards as they relate to the recognition, measurement, presentation and disclosure requirements in general purpose financial statements.
- apply accounting knowledge to solve business problems and make informed business decisions.

Contents

1. Financial Accounting as Information Source
   - 1.1 Business activities and the role of accounting
   - 1.2 Basic financial statements
   - 1.3 Key ratios
2. General Accounting Principles
   - 2.1 Conceptual Framework under IFRS
   - 2.2 IFRS for SMEs
   - 2.3 BilMog and HGB in Germany

3. Measuring Performance: Income Statement and Statement of Cash Flow
   - 3.1 Accrual accounting
   - 3.2 Income statement
   - 3.3 Statement of cash flow
   - 3.4 Revenue recognition

4. Reporting and Analysing Assets: Balance Sheet
   - 4.1 Definition of Assets
   - 4.2 Inventory
   - 4.3 Property, plant & equipment
   - 4.4 Intangible assets

5. Reporting and Analysing Liabilities and Equity: Balance Sheet
   - 5.1 Definition of Liabilities and Equity
   - 5.2 Accounting for debt financing
   - 5.3 Accounting for contributed and earned capital

6. Financial Statement Analysis
   - 6.1 Horizontal and vertical Ratio Analysis
   - 6.2 Analysing profitability, liquidity, and solvency
   - 6.3 Using Accounting Information in Valuation

7. Accounting Illustrated – case study
   - 7.1 Application of Accounting principles
   - 7.2 Analysis of Accounting Information
   - 7.3 Recommendations based on Accounting Information

Literature

Compulsory Reading

Further Reading

- Harrison, Walter T., et al. (2017): Financial Accounting. Global Edition, Pearson Education Limited.
- Stittle, John, and Robert T Wearing (2008): Financial Accounting. SAGE Publications.
- Van, Horne, J., et al. (2008): Fundamentals of Financial Management. Pearson Education, Limited.

Study Format Duales myStudium

Study Format	Course Type
Duales myStudium	Theory Course

Information about the examination	
Examination Admission Requirements	**Online Tests:** yes
Type of Exam	Exam, 90 Minutes

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

Instructional Methods		
Tutorial Support	**Learning Material**	**Exam Preparation**
☑ Course Feed	☑ Course Book	☑ Practice Exam
☑ Intensive Live Sessions/Learning Sprint	☑ Video	☑ Review Book
☑ Recorded Live Sessions	☑ Audio	☑ Online Tests

Study Format Distance Learning

Study Format	Course Type
Distance Learning	Theory Course

Information about the examination	
Examination Admission Requirements	**Online Tests:** yes
Type of Exam	Exam, 90 Minutes

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

Instructional Methods		
Tutorial Support	**Learning Material**	**Exam Preparation**
☑ Course Feed	☑ Course Book	☑ Practice Exam
☑ Intensive Live Sessions/Learning Sprint	☑ Video	☑ Review Book
☑ Recorded Live Sessions	☑ Audio	☑ Online Tests

Study Format myStudies

Study Format	Course Type
myStudies	Theory Course

Information about the examination	
Examination Admission Requirements	**Online Tests:** yes
Type of Exam	Exam, 90 Minutes

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

Instructional Methods		
Tutorial Support	**Learning Material**	**Exam Preparation**
☑ Course Feed	☑ Course Book	☑ Practice Exam
☑ Intensive Live Sessions/Learning Sprint	☑ Video	☑ Review Book
☑ Recorded Live Sessions	☑ Audio	☑ Online Tests

Management Accounting

Module Code: DLBMAE

Module Type	Admission Requirements	Study Level	ECTS Credits	Student Workload
see curriculum	none	BA	5	150 h

Semester / Term	Duration	Regularly offered in	Language of Instruction and Examination
see curriculum	Minimum 1 semester	WiSe/SoSe	English

Module Coordinator
Prof. Dr. Zeljko Sevic (Management Accounting)
Information about the Module Coordinator without guarantee

Contributing Courses to Module
▪ Management Accounting (DLBMAE01)

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**

Module Contents

Management Accounting

- 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

Learning Outcomes

Management Accounting

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.

Links to other Modules within the Study Program	Links to other Study Programs of the University
This module is similar to other modules in the field of Finance & Tax Accounting	All Bachelor Programs in the Business field

Management Accounting

Course Code: DLBMAE01

Study Level	Language of Instruction and Examination	Contact Hours	ECTS Credits	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 Distance Learning

Study Format	Course Type
Distance Learning	Theory Course

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

Instructional Methods		
Tutorial Support	**Learning Material**	**Exam Preparation**
☑ Course Feed	☑ Course Book	☑ Practice Exam
☑ Intensive Live Sessions/Learning Sprint	☑ Video	☑ Online Tests
☑ Recorded Live Sessions		☑ Guideline

Study Format myStudies

Study Format	Course Type
myStudies	Theory Course

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

Instructional Methods		
Tutorial Support	**Learning Material**	**Exam Preparation**
☑ Course Feed	☑ Course Book	☑ Practice Exam
☑ Intensive Live Sessions/Learning Sprint	☑ Video	☑ Online Tests
☑ Recorded Live Sessions		☑ Guideline

Start-Up Financing

Module Code: DLBEPGF_E

Module Type	Admission Requirements	Study Level	ECTS Credits	Student Workload
see curriculum	none	BA	5	150 h

Semester / Term	Duration	Regularly offered in	Language of Instruction and Examination
see curriculum	Minimum 1 semester	WiSe/SoSe	English

Module Coordinator
Prof. Dr. Lena Bernhofer (Start-Up Financing)
Information about the Module Coordinator without guarantee

Contributing Courses to Module
▪ Start-Up Financing (DLBEPGF01_E)

Module Exam Type	
Module Exam Study Format: Distance Learning Exam, 90 Minutes Study Format: Duales myStudium Exam, 90 Minutes	**Split Exam**

Module Contents

Start-Up Financing

- Importance of Startup Financing
- Financing through Equity Capital
- Financing through Debt Capital
- Financing through Mezzanine Capital
- Other Possibilities of the Startup Financing
- Financing vs. Liquidity Management
- Investor Relations

Learning Outcomes

Start-Up Financing

On successful completion, students will be able to

- explain the importance of startup financing.
- understand the individual types of equity and debt financing as well as mezzanine financing and to assess them with regard to their suitability for a startup project.
- understand the importance of liquidity management in the context of startup financing.
- assess to what extent investor relations in the context of startup financing is important.

Links to other Modules within the Study Program	Links to other Study Programs of the University
This module is similar to other modules in the field of Finance & Tax Accounting	All Bachelor Programs in the Business & Management field

Start-Up Financing

Course Code: DLBEPGF01_E

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

Course Description

In the context of each business startup the question of financing arises. Only if the founders have sufficient financial means at their disposal, they can put their plans into practice. Over the years, a multitude of financing options for startupshas been established. In addition to equity capital, debt capital or mezzanine capital can be used. All these types of capital are different in structure and are suitable for different types of startup projects. Moreover, there is also the possibility of taking advantage of public subsidies or newer types of financing such as crowdfunding or crypto currencies. Although not every type of financing is suitable for every founder, it is nevertheless important for a founder of a new business to know his possibilities and to be able to decide what options to use. In addition, financing has a considerable impact on the liquidity management of a startup company as well as on investor relations.

Course Outcomes

On successful completion, students will be able to

- explain the importance of startup financing.
- understand the individual types of equity and debt financing as well as mezzanine financing and to assess them with regard to their suitability for a startup project.
- understand the importance of liquidity management in the context of startup financing.
- assess to what extent investor relations in the context of startup financing is important.

Contents

1. Importance of Start-Up Financing
   - 1.1 Business Start-Ups
   - 1.2 Corporate Financing
   - 1.3 Start-Up Financing
2. Financing through Equity Capital
   - 2.1 What is Equity Capital?
   - 2.2 Personal Financial Resources
   - 2.3 Informal and Formal Equity Capital
3. Financing through Debt Capital
   - 3.1 What is Debt Capital?

3.2 Loans with Cash Flow
3.3 Loans without Cash Flow
3.4 Credit Substitutes

4. Financing through Mezzanine Capital
4.1 What is Mezzanine Capital?
4.2 Types of Mezzanine Capital

5. Further Financing Options
5.1 Crowdfunding
5.2 Initial Coin Offering (ICO)

6. Financing versus Liquidity Management
6.1 Basic Principles of Finance
6.2 Liquidity Management

7. Investor Relations
7.1 Communication and Cooperation with Investors
7.2 Reporting to Capital Providers

Literature

Compulsory Reading

Further Reading

- Alemany, L./Andreoli, J.J. (2018): Entrepreneurial Finance. The Art and Science of Growing Ventures. Cambridge University Press, Cambridge.
- Rogers, S./Makonnen, R. (2020): Entrepreneurial Finance. Finance and Business Strategies for the Serious Entrepreneur. 4th ed., McGraw-Hill, New York.

Study Format Distance Learning

Study Format	**Course Type**
Distance Learning	Theory Course

Information about the examination	
Examination Admission Requirements	**Online Tests:** yes
Type of Exam	Exam, 90 Minutes

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

Instructional Methods		
Tutorial Support	**Learning Material**	**Exam Preparation**
☑ Course Feed	☑ Course Book	☑ Practice Exam
☑ Intensive Live Sessions/Learning Sprint	☑ Video	☑ Online Tests
☑ Recorded Live Sessions		

Study Format Duales myStudium

Study Format	**Course Type**
Duales myStudium	Theory Course

Information about the examination	
Examination Admission Requirements	**Online Tests:** yes
Type of Exam	Exam, 90 Minutes

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

Instructional Methods		
Tutorial Support	**Learning Material**	**Exam Preparation**
☑ Course Feed	☑ Course Book	☑ Practice Exam
☑ Intensive Live Sessions/Learning Sprint	☑ Video	☑ Online Tests
☑ Recorded Live Sessions		

Digital Methods in Market Research

Module Code: DLBWPWMW1_E

Module Type	Admission Requirements	Study Level	ECTS Credits	Student Workload
see curriculum	none	BA	5	150 h

Semester / Term	Duration	Regularly offered in	Language of Instruction and Examination
see curriculum	Minimum 1 semester	WiSe/SoSe	English

Module Coordinator

Prof. Dr. Olga Wudarczyk-Markett (Digital Methods in Market Research)

Information about the Module Coordinator without guarantee

Contributing Courses to Module

- Digital Methods in Market Research (DLBWPWMW01_E)

Module Exam Type

Module Exam	Split Exam
Study Format: Distance Learning Exam, 90 Minutes	

Module Contents

Digital Methods in Market Research

- Digital methods in market research
- Online research
- Market research apps
- Comparison online-offline methods

Learning Outcomes

Digital Methods in Market Research

On successful completion, students will be able to

- understand the digital needs of customers.
- apply digital quantitative market research methods.
- know digital qualitative market research methods.
- reflect on the knowledge gained from different methods.
- carry out a digital market research project.

Links to other Modules within the Study Program	Links to other Study Programs of the University
This module is similar to other modules in the field of Psychology	All Bachelor Programs in the Social Sciences field

Digital Methods in Market Research

Course Code: DLBWPWMW01_E

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

Course Description

Since the beginning of the digital age, consumers have also been spending more time in the digital space. Market research is about understanding the needs of consumers in order to be able to offer target groups the right product. For this reason, the methods must be adapted so that customers are appropriately approached. Online surveys now account for the largest share of market research. In addition, there are various technological possibilities, such as facial muscle scans or personal tracking apps, to capture needs and trends ever more precisely. Both quantitative and qualitative market research is thus becoming increasingly digital, even if the principles of gaining insights are based on classic market research methods. This course will highlight the evolution of market research, introduce new quantitative and qualitative methods and tools, and evaluate from a psychological perspective how the future of market research is evolving.

Course Outcomes

On successful completion, students will be able to

- understand the digital needs of customers.
- apply digital quantitative market research methods.
- know digital qualitative market research methods.
- reflect on the knowledge gained from different methods.
- carry out a digital market research project.

Contents

1. Development of Market Research
   - 1.1 Accessibility of Consumers via different Channels
   - 1.2 Development of different Methods and Tools
2. Basics of Market Research
   - 2.1 Primary versus Secondary Research
   - 2.2 Qualitative versus Quantitative Research
   - 2.3 Market Research Institutes and their Tasks
3. Quantitative Market Research Methods
   - 3.1 Online Panel

3.2 Mystery Online Shopping
3.3 Posting/Social Media Analysis

4. Qualitative Methods
   4.1 Online Forums/Focus Groups
   4.2 Diary App
   4.3 Facial Coding
   4.4 Eye Tracking

5. The Digital Market Research Project
   5.1 Order Placement/Briefing
   5.2 Method and Sample Selection
   5.3 Implementation and Evaluation
   5.4 Presentation and Knowledge Gain

6. Data Protection and the Future of Digital Market Research
   6.1 Digital Footprint Analysis
   6.2 Application Examples Smart Data
   6.3 Data Protection Law and Ethical Aspects

Literature

Compulsory Reading

Further Reading

- Esteban Bravi, M., Vidal Sanz, J. (2021). Marketing Research Methods. Cambridge University Press.
- Konnikov, E.; Konnikova, O.; Rodionov, D.; Yuldasheva, O. (2021). Analyzing Natural Digital Information in the Context of Market Research. Information, 12, 387.
- Ronan, G. (2017). The future of market research. Kindle Paperwhite.

Study Format Distance Learning

Study Format	Course Type
Distance Learning	Theory Course

Information about the examination	
Examination Admission Requirements	**Online Tests:** yes
Type of Exam	Exam, 90 Minutes

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

Instructional Methods		
Tutorial Support	**Learning Material**	**Exam Preparation**
☑ Course Feed	☑ Course Book	☑ Practice Exam
☑ Intensive Live Sessions/Learning Sprint	☑ Video	☑ Online Tests
☑ Recorded Live Sessions		

Project: Prototyping and validation of a business idea

Module Code: DLBEPPPV_E

Module Type	Admission Requirements	Study Level	ECTS Credits	Student Workload
see curriculum	DLBEPPEG01_E	BA	5	150 h

Semester / Term	Duration	Regularly offered in	Language of Instruction and Examination
see curriculum	Minimum 1 semester	WiSe/SoSe	English

Module Coordinator

Prof. Dr. Mirko Bendig (Project: Prototyping and validation of a business idea)

Information about the Module Coordinator without guarantee

Contributing Courses to Module

- Project: Prototyping and validation of a business idea (DLBEPPPV01_E)

Module Exam Type

Module Exam	Split Exam
Study Format: Distance Learning Written Assessment: Project Report	

Module Contents

Project: Prototyping and validation of a business idea

The methodologies of prototyping and systematic validation of a start-up idea are taught by a doing by learning approach with the goal to enhance and evaluate a self-developed or fictitious business idea up to the "solution-market-fit".

Learning Outcomes

Project: Prototyping and validation of a business idea

On successful completion, students will be able to

- explain a test process for a business idea, design it independently and set it up in a start-up.
- understand the validation of a business idea as an iterative process.
- derive the relevant hypotheses, which need to be tested, from a business idea.
- transform the hypotheses into an experiential prototype and a corresponding experiment including test design and process.
- develop an experiential prototype and present it to potential customers.
- collect, evaluate and present the test results.

Links to other Modules within the Study Program	Links to other Study Programs of the University
This module is similar to other modules in the field of Methods	All Bachelor Programs in the Business field

Project: Prototyping and validation of a business idea

Course Code: DLBEPPPV01_E

Study Level	Language of Instruction and Examination	Contact Hours	ECTS Credits	Admission Requirements
BA	English		5	DLBEPPEG01_E

Course Description

In this course, students learn to systematically test a start-up idea on the market in order to determine and reduce the risk of implementing the business idea. The necessary prototyping and validation methods are established, learned and critically reflected with regard to their applicability to the own business idea. As a result of this process, a self-developed or fictitious business idea is validated by each student and the necessary process including results are presented in a project report.

Course Outcomes

On successful completion, students will be able to

- explain a test process for a business idea, design it independently and set it up in a start-up.
- understand the validation of a business idea as an iterative process.
- derive the relevant hypotheses, which need to be tested, from a business idea.
- transform the hypotheses into an experiential prototype and a corresponding experiment including test design and process.
- develop an experiential prototype and present it to potential customers.
- collect, evaluate and present the test results.

Contents

- The course will teach the entrepreneurship methods to transform a start-up idea into an experiential prototype ("first tangible prototype" who symbolizes the key value of the idea) and into hypotheses that can be tested on the market. First, the methodical process of the steps of an idea validation are discussed and its application is demonstrated by using an example of a business idea. The phases of the idea validation process are the conception of the test design and process, the derivation of an experential prototype and the relevant hypotheses, the execution of the iterative tests using the test and experiment design with the target group of the business idea, and the analysis and evaluation of the test results. If necessary, several iterative test loops per business idea have to be executed to achieve the goal of the "solution-market-fit" of the business idea. The project report will contain the test concept developed and applied by the student with the following core elements: Test process including hypotheses and experiential prototypes of the self-developed or fictitious business idea as well as a comprehensive description and evaluation of the test results. The business idea can be either the students' own or a fictitious business idea.

Literature
Compulsory Reading
Further Reading ▪ Bland, D./Osterwalder A. (2019): Testing Business Ideas: A Field Guide for Rapid Experimentation, John Wiley & Sons Verlag, New Jersey. ▪ Blank, S./Dorf. B. (2018): The Startup Owner's Manual: The Step-By-Step Guide for Building a Great Company, John Wiley & Sons Verlag, New Jersey. ▪ Knapp, J. (2016): Sprint: How to Solve Big Problems and Test New Ideas in Just Five Days: How to Solve Big Problems and Test New Ideas in Just 5 Days, Simon & Schuster, New York. ▪ Ries, E. (2011): The Lean Startup : How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses, Currency, New York.

Study Format Distance Learning

Study Format	Course Type
Distance Learning	Project

Information about the examination	
Examination Admission Requirements	**Online Tests:** no
Type of Exam	Written Assessment: Project Report

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

Instructional Methods	
Tutorial Support ☑ Course Feed ☑ Intensive Live Sessions/Learning Sprint ☑ Recorded Live Sessions	**Exam Preparation** ☑ Guideline

3. Semester

International Contract Management

Module Code: DLBINTIWR_E

Module Type	Admission Requirements	Study Level	ECTS Credits	Student Workload
see curriculum	none	BA	5	150 h

Semester / Term	Duration	Regularly offered in	Language of Instruction and Examination
see curriculum	Minimum 1 semester	WiSe/SoSe	English

Module Coordinator
Prof. Dr. Georg Berkel (International Contract Management)
Information about the Module Coordinator without guarantee

Contributing Courses to Module
▪ International Contract Management (DLBINTIWR01_E)

Module Exam Type	
Module Exam Study Format: Distance Learning Exam, 90 Minutes Study Format: myStudies Exam, 90 Minutes	**Split Exam**

Module Contents

International Contract Management

- The Four Phases of Contract Management
- Phase I: Offer Preparation
- Phase II: Negotiation
- Phase III: Implementation
- Phase IV: Analysis

Learning Outcomes

International Contract Management

On successful completion, students will be able to

- identify and explain the four phases of contract management.
- describe essential elements of an international treaty.
- explain which contractual clauses are fundamental to the business model.
- understand which and how contractual risks can be quantified.
- distinguish how to negotiate different contractual clauses.
- show how revenue can be increased in the offer phase and processing phase.

Links to other Modules within the Study Program	Links to other Study Programs of the University
This module is similar to other modules in the field of Law	All Bachelor Programs in the Management field

International Contract Management

Course Code: DLBINTIWR01_E

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

Course Description

The internationalization of economic life has progressed steadily in recent decades. While business considerations often change little when borders are crossed, legal issues show quite a different pattern. After all, every country has its own legal system. By law, the rights and duties of those involved in economic life in different countries can vary or even contradict each other. However, the laws of the individual legal systems are primarily created for domestic situations. Also, questions arising in international economic transactions are largely answered by the individual states themselves, again quite independently and in their individual way. Often, only specialists in private international law are able to evaluate which rights and obligations apply by law. However, the acquisition of such special knowledge is neither practicable nor necessary for daily business practice.

This course focuses on the subject area of contract management. Instead of submitting to an unclear legal situation, companies - even across national borders - can often determine their own binding rights and obligations. The means to achieve this is the contract. A contract is nothing more than the mutual promise of the parties to do something for each other.

The questions to be answered follow the business logic of the transaction. If, for example, goods or services are purchased by payment, the parties must agree, for example, on when and where the goods are to be delivered, in which currency payment is to be made, and what is to be done in the event of a defect. Efficient contract management is therefore crucial for the success of the company, especially in an international context. In this course, its objectives, contents and methods will be presented.

This course follows the chronological sequence of a project and identifies the four phases of contract management: proposal preparation, negotiation, execution and analysis. In each phase, contract management must face specific challenges. When preparing an offer, it is particularly important to transfer the business model into a contractually meaningful form. During negotiations, the practicability and profitability of the business model must be maintained. In the execution phase, the main focus is on securing and increasing results. Finally, the analysis enables "lessons learned" to be drawn for future business activities.

Course Outcomes

On successful completion, students will be able to

- identify and explain the four phases of contract management.
- describe essential elements of an international treaty.
- explain which contractual clauses are fundamental to the business model.

- understand which and how contractual risks can be quantified.
- distinguish how to negotiate different contractual clauses.
- show how revenue can be increased in the offer phase and processing phase.

Contents

1. The Four Phases of Contract Management
   - 1.1 Definition of the Term “Contract Management”
   - 1.2 Goals of Contract Management
   - 1.3 The Phases of Contract Management
   - 1.4 Contract Management: Why?

2. Phase I: Offer Preparation
   - 2.1 The Bid Decision
   - 2.2 The Structure of the Contract at a Glance
   - 2.3 The Contract Components in Detail: Title, Preamble, Planned and Unplanned, and Final Provisions
   - 2.4 The Offer Preparation Process

3. Phase II: Negotiation
   - 3.1 The Submission of an Offer
   - 3.2 External Negotiation: Planned and "Win-Win", Unplanned and "Win-Lose"
   - 3.3 The Internal Process: Risk Quantification and Approval

4. Phase III: Implementation
   - 4.1 The Coming into Effect of the Contract: Offer Acceptance and Conditions Precedent
   - 4.2 Execution of the Contract and Warranty Period
   - 4.3 Objectives of Claim Management
   - 4.4 Claim Management as Conflict Management
   - 4.5 Conflict Resolution

5. Phase IV: Analysis
   - 5.1 Determining Success
   - 5.2 Deriving of “Lessons Learned"

Literature

Compulsory Reading

Further Reading

- Berkel, G. (2016). Contractmanagement.In M. Kleinaltenkamp, W. Plinke, & I. Geiger (Eds.), Business project management and marketing: Mastering business markets (pp. 159—206). Springer.
- Brett, J. M. (2014). Negotiating globally: How to negotiate deals, resolve disputes, and make decisions across cultural boundaries(3rd ed.). Jossey-Bass.
- Brunet, A., & Cesar, F. (2021). Contract management: Contractual performance, renegotiation, and claims: How to safeguard and increaseprofit margins. Springer.

Study Format Distance Learning

Study Format	Course Type
Distance Learning	Theory Course

Information about the examination	
Examination Admission Requirements	**Online Tests:** yes
Type of Exam	Exam, 90 Minutes

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

Instructional Methods

Tutorial Support
- ☑ Course Feed
- ☑ Intensive Live Sessions/Learning Sprint
- ☑ Recorded Live Sessions

Learning Material
- ☑ Course Book
- ☑ Video

Exam Preparation
- ☑ Practice Exam
- ☑ Online Tests

Study Format myStudies

Study Format	Course Type
myStudies	Theory Course

Information about the examination	
Examination Admission Requirements	**Online Tests:** yes
Type of Exam	Exam, 90 Minutes

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

Instructional Methods		
Tutorial Support	**Learning Material**	**Exam Preparation**
☑ Course Feed	☑ Course Book	☑ Practice Exam
☑ Intensive Live Sessions/Learning Sprint	☑ Video	☑ Online Tests
☑ Recorded Live Sessions		

Sales and Distribution

Module Code: DLBMASD_E

Module Type	Admission Requirements	Study Level	ECTS Credits	Student Workload
see curriculum	none	BA	5	150 h

Semester / Term	Duration	Regularly offered in	Language of Instruction and Examination
see curriculum	Minimum 1 semester	WiSe/SoSe	English

Module Coordinator
Tanja Moehler (Sales and Distribution)
Information about the Module Coordinator without guarantee

Contributing Courses to Module
▪ Sales and Distribution (DLBMASD01_E)

Module Exam Type	
Module Exam Study Format: Distance Learning Exam, 90 Minutes	**Split Exam**

Module Contents

Sales and Distribution

- Fundamentals of a "customer-driven organization"
- Structure of the sales 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	Links to other Study Programs of the University
This module is similar to other modules in the field of Marketing & Sales	All Bachelor Programs in the Marketing & Communication field

Sales and Distribution

Course Code: DLBMASD01_E

Study Level	Language of Instruction and Examination	Contact Hours	ECTS Credits	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 Current trends and challenges in sales management
2. Structure of the sales organization

2.1 One-dimensional sales
2.2 Multi-dimensional sales organization
2.3 Centralized or decentralized sales organization
2.4 Push versus pull approach
2.5 Building sales organization through value creation

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 Current trends

5. Sales Force Management
5.1 Competency and qualification profiles for hiring high-quality sales staff, selection of sales personnel
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	Course Type
Distance Learning	Theory Course

Information about the examination	
Examination Admission Requirements	**Online Tests:** yes
Type of Exam	Exam, 90 Minutes

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

Instructional Methods		
Tutorial Support	**Learning Material**	**Exam Preparation**
☑ Course Feed	☑ Course Book	☑ Practice Exam
☑ Intensive Live Sessions/Learning Sprint	☑ Video	☑ Review Book
☑ Recorded Live Sessions		☑ Online Tests

Managerial Economics

Module Code: DLBBWME_E

Module Type	Admission Requirements	Study Level	ECTS Credits	Student Workload
see curriculum	none	BA	5	150 h

Semester / Term	Duration	Regularly offered in	Language of Instruction and Examination
see curriculum	Minimum 1 semester	WiSe/SoSe	English

Module Coordinator
Prof. Dr. Annette Strauß (Managerial Economics)
Information about the Module Coordinator without guarantee

Contributing Courses to Module
▪ Managerial Economics (DLBBWME01_E)

Module Exam Type	
Module Exam Study Format: Duales myStudium Exam, 90 Minutes Study Format: Distance Learning Exam, 90 Minutes Study Format: myStudies Exam, 90 Minutes	**Split Exam**

Module Contents

Managerial Economics

- 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	Links to other Study Programs of the University
This module is similar to other modules in the field of Economics	All Bachelor Programs in the Business field

Managerial Economics

Course Code: DLBBWME01_E

Study Level	Language of Instruction and Examination	Contact Hours	ECTS Credits	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., Fair, R. C., & Osten, S. M. (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 Duales myStudium

Study Format	Course Type
Duales myStudium	Theory Course

Information about the examination	
Examination Admission Requirements	**Online Tests:** yes
Type of Exam	Exam, 90 Minutes

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

Instructional Methods		
Tutorial Support	**Learning Material**	**Exam Preparation**
☑ Course Feed	☑ Course Book	☑ Practice Exam
☑ Intensive Live Sessions/Learning Sprint	☑ Video	☑ Online Tests
☑ Recorded Live Sessions		

Study Format Distance Learning

Study Format	**Course Type**
Distance Learning	Theory Course

Information about the examination	
Examination Admission Requirements	**Online Tests:** yes
Type of Exam	Exam, 90 Minutes

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

Instructional Methods		
Tutorial Support	**Learning Material**	**Exam Preparation**
☑ Course Feed	☑ Course Book	☑ Practice Exam
☑ Intensive Live Sessions/Learning Sprint	☑ Video	☑ Online Tests
☑ Recorded Live Sessions		

Study Format myStudies

Study Format	Course Type
myStudies	Theory Course

Information about the examination	
Examination Admission Requirements	**Online Tests:** yes
Type of Exam	Exam, 90 Minutes

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

Instructional Methods		
Tutorial Support	**Learning Material**	**Exam Preparation**
☑ Course Feed	☑ Course Book	☑ Practice Exam
☑ Intensive Live Sessions/Learning Sprint	☑ Video	☑ Online Tests
☑ Recorded Live Sessions		

Corporate Planning and Control

Module Code: BPUE-01_E

Module Type	Admission Requirements	Study Level	ECTS Credits	Student Workload
see curriculum	none	BA	5	150 h

Semester / Term	Duration	Regularly offered in	Language of Instruction and Examination
see curriculum	Minimum 1 semester	WiSe/SoSe	English

Module Coordinator
Selina Engelmann-Bachert (Corporate Planning and Control)
Information about the Module Coordinator without guarantee

Contributing Courses to Module
▪ Corporate Planning and Control (BPUE01-01_E)

Module Exam Type	
Module Exam Study Format: Distance Learning Exam, 90 Minutes	**Split Exam**

Module Contents

Corporate Planning and Control

- Basics of planning, budgeting and control
- Planning and control system
- Strategic planning and control
- Operational planning and control
- Budgeting
- Case Study

Learning Outcomes

Corporate Planning and Control

On successful completion, students will be able to

- understand the connection between planning and control at the strategic and operational level of a company,
- understand the strategic and operational planning process and make necessary decisions,
- apply and critically evaluate basic approaches, instruments and methods of planning in the strategic and operational planning process,
- evaluate different types and approaches to budgeting,
- merge planning results into a financial model of a company.

Links to other Modules within the Study Program	Links to other Study Programs of the University
This module is similar to other modules in the field of Planning & Controlling	All Bachelor Programs in the Business field

Corporate Planning and Control

Course Code: BPUE01-01_E

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

Course Description

Planning and control are central elements for the management of a company. The students learn about the connection between planning and control at the strategic and operational level of a company and the role of budgeting. They learn how the planning and control system of a company can be designed in terms of structure and process and what the benefits and limitations of planning and control are. Students will learn about the procedure of strategic and operational planning and control. They will also learn to apply basic approaches, instruments and methods and to critically observe processes. In the context of operational planning and control, special attention is paid to the tasks and principles of budgeting and their implementation. In the context of a case study, the consolidation of various planning results into a financial model of a company is demonstrated.

Course Outcomes

On successful completion, students will be able to

- understand the connection between planning and control at the strategic and operational level of a company,
- understand the strategic and operational planning process and make necessary decisions,
- apply and critically evaluate basic approaches, instruments and methods of planning in the strategic and operational planning process,
- evaluate different types and approaches to budgeting,
- merge planning results into a financial model of a company.

Contents

1. Basics of planning, budgeting and control
   - 1.1 Relationship and functions of planning and control
   - 1.2 Systematization of characteristics of planning and classification subsumption of budgeting
   - 1.3 Systematization of control characteristics
2. Planning and control system
   - 2.1 General structure
   - 2.2 Planning and control bodies
   - 2.3 Planning and control process

2.4 Limits and benefits

3. Strategic planning and control
   - 3.1 Fundamentals and process of strategic planning and control
   - 3.2 Strategic Analysis
   - 3.3 Strategy evaluation and selection
   - 3.4 Strategy implementation

4. Operational planning and control - basics
   - 4.1 Basics and process of operationalve planning and control
   - 4.2 Functional planning areas
   - 4.3 Formal target planning

5. Operational planning and control - Budgeting
   - 5.1 Tasks and principles of budgeting
   - 5.2 Budgeting system
   - 5.3 Newer budgeting approaches

6. Case Study
   - 6.1 Introduction
   - 6.2 Data collection and assumptions
   - 6.3 Modeling

Literature

Compulsory Reading

Further Reading

- Argenti, J. (2018). Corporate planning: A practical guide. Routledge.
- Merchant, K., & Van der Stede, W. A. (2017). Management control systems (4th ed.). Pearson.

Study Format Distance Learning

Study Format	Course Type
Distance Learning	Theory Course

Information about the examination	
Examination Admission Requirements	**Online Tests:** yes
Type of Exam	Exam, 90 Minutes

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

Instructional Methods		
Tutorial Support	**Learning Material**	**Exam Preparation**
☑ Course Feed	☑ Course Book	☑ Practice Exam
☑ Intensive Live Sessions/Learning Sprint	☑ Video	☑ Online Tests
☑ Recorded Live Sessions	☑ Audio	

Project: Entrepreneurship

Module Code: DLBBWPUG_E

Module Type	Admission Requirements	Study Level	ECTS Credits	Student Workload
see curriculum	none	BA	5	150 h

Semester / Term	Duration	Regularly offered in	Language of Instruction and Examination
see curriculum	Minimum 1 semester	WiSe/SoSe	English

Module Coordinator

Prof. Dr. Lena Bernhofer (Project: Entrepreneurship)

Information about the Module Coordinator without guarantee

Contributing Courses to Module

- Project: Entrepreneurship (DLBBWPUG01_E)

Module Exam Type

Module Exam	Split Exam
Study Format: Distance Learning Written Assessment: Project Report	

Module Contents

Project: Entrepreneurship

The basics of setting up a business are taught.

Learning Outcomes

Project: Entrepreneurship

On successful completion, students will be able to

- identify business opportunities and develop business ideas in the ongoing process.
- explain theoretical concepts of entrepreneurship and apply them to practical cases.
- take the entrepreneur's perspective within the company identifying opportunities, risks and necessary measures that arise in this context.
- understand the process of managing a company from the founding phase to the growth phase and up to succession planning.

Links to other Modules within the Study Program	Links to other Study Programs of the University
This module is similar to other modules in the field of Business Administration & Management	All Bachelor Programs in the Business field

Project: Entrepreneurship

Course Code: DLBBWPUG01_E

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

Course Description

In this course, students will receive a practical introduction to setting up a business. In addition to teaching the individual basic principles, possible tools and procedures will also be examined. In order to experience the foundation of a business not only theoretically, concrete business ideas will be analyzed with the help of project reports.

Course Outcomes

On successful completion, students will be able to

- identify business opportunities and develop business ideas in the ongoing process.
- explain theoretical concepts of entrepreneurship and apply them to practical cases.
- take the entrepreneur's perspective within the company identifying opportunities, risks and necessary measures that arise in this context.
- understand the process of managing a company from the founding phase to the growth phase and up to succession planning.

Contents

- The course will teach the basic principles of entrepreneurship. First of all, definitions of terms and current fields of development in the field of entrepreneurship will be discussed. The phases of entrepreneurship such as the early stage (idea generation, idea formulation and implementation) as well as expansion phase and the later stage (i.e. exit or succession of the start-up) will be covered. The success factors of entrepreneurship are addressed. Afterwards, the basic preparation of a business plan, the business model canvas and the elevator pitch will be explained and then special challenges of start-ups and companies in the growth phase (financing, choice of legal form, etc.) will be elaborated. The topic of corporate entrepreneurship is also addressed in terms of opportunities, risks and necessary measures. The project reports will include the analysis of a business idea, which the students can choose themselves. This will be assessed using the learned entrepreneurship tools. The business idea can be either an own business idea of the students or an already existing one.

Literature

Compulsory Reading

Further Reading

- Neck, H.M./Neck, C.P./Murray, E.L. (2019): Entrepreneurship: The Practice and Mindset, 2nd Edition, SAGE Publications, Thousand Oaks.
- Blank, S./Dorf, B. (2012): The Startup Owner's Manual. The Step-by-Step Guide for Building a Great Company, K&S Ranch, Pescadero.
- Osterwalder A./Pigneur Y. (2010): Business Model Generation : A Handbook for Visionaries, Game Changers, and Challengers, Hoboken, NJ Wiley, New York.
- Ries, E. (2011): The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses, Currency, New York.

Study Format Distance Learning

Study Format	Course Type
Distance Learning	Project

Information about the examination	
Examination Admission Requirements	**Online Tests:** no
Type of Exam	Written Assessment: Project Report

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

Instructional Methods	
Tutorial Support ☑ Course Feed ☑ Intensive Live Sessions/Learning Sprint ☑ Recorded Live Sessions	**Exam Preparation** ☑ Guideline

4. Semester

Business Ethics

Module Code: BETH_E

Module Type	Admission Requirements	Study Level	ECTS Credits	Student Workload
see curriculum	none	BA	5	150 h

Semester / Term	Duration	Regularly offered in	Language of Instruction and Examination
see curriculum	Minimum 1 semester	WiSe/SoSe	English

Module Coordinator

Jürgen-Matthias Seeler (Business Ethics)

Information about the Module Coordinator without guarantee

Contributing Courses to Module

- Business Ethics (BETH01_E)

Module Exam Type

Module Exam	Split Exam
Study Format: Distance Learning Exam, 90 Minutes	

Module Contents

Business Ethics

- Fundamentals of Business Ethics
- Ethics Theories at a glance
- Context of Business Ethics in the Western World
- Business Ethics Problems in Companies
- Business Ethics Concepts for Companies
- Practical Integration of Business Ethics in the Company

Learning Outcomes

Business Ethics

On successful completion, students will be able to

- identify conflicting interests between profit making and ethical behavior.
- name the different ethical problem situations in the daily business.
- understand business ethics theories and concepts.
- systematically integrate aspects of business ethics in daily business routine.
- use instruments of business ethics in order to sanction misconduct and to encourage ethicaldecision-making.

Links to other Modules within the Study Program	**Links to other Study Programs of the University**
This module is similar to other modules in the field of Economics	All Bachelor Programmes in the Business field

Business Ethics

Course Code: BETH01_E

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

Course Description

Business Ethics deals with the application of ethical principles to business activities. The actions of individuals and companies are thus integrated into a context of social and ethical responsibility.
Business Ethics derives its legitimacy from the effects that all economic activities have on other people, institutions and the environment. Social justice and sustainability are therefore among the most important norms of Business Ethics and are explained and described in the course.
The aim of the course is providing general guidance on how to arrive at ethical decisions, rather than offering general solutions. In that sense, students are enabled to develop moral judgment in an informed manner and then make ethical decisions accordingly.

Course Outcomes

On successful completion, students will be able to

- identify conflicting interests between profit making and ethical behavior.
- name the different ethical problem situations in the daily business.
- understand business ethics theories and concepts.
- systematically integrate aspects of business ethics in daily business routine.
- use instruments of business ethics in order to sanction misconduct and to encourage ethicaldecision-making.

Contents

1. Fundamentals of Business Ethics
   - 1.1 Business and ethics - an overview
   - 1.2 Important terms and definitions
   - 1.3 Developments and perspectives in ethics
2. Ethics Theories at a glance
   - 2.1 The benefits of ethics theories
   - 2.2 Categorization of ethics theories
   - 2.3 Business Ethical Concepts
3. Context of Business Ethics in the Western World
   - 3.1 The importance of the context for business ethics

3.2 Discussion of various contextual factors
3.3 The relevance of company size on business ethics

4. Business Ethics Problems in Companies
4.1 Categories of business ethicsl problems in companies
4.2 Factors that make unethical behaviour more likely
4.3 Case studies for ethics problems in companies

5. Business Ethics Concepts for Companies
5.1 Corporate Social Responsibility
5.2 Stakeholder Theory
5.3 Business ethics in an international context

6. Practical Integration of Business Ethics in the Company
6.1 Corporate Governance Codes
6.2 Codes of Conduct/Codes of Ethics
6.3 Whistleblowing
6.4 Other instruments for implementing ethics in business practice

Literature

Compulsory Reading

Further Reading

- Boylan, M. (2014): Business Ethics: Vol. 2nd ed. Wiley-Blackwell.
- Crane, A., & Matten, D. (2016): Business Ethics: Managing Corporate Citizenship and Sustainability in the Age of Globalization. Oxford Oxford University Press .
- Ferrell, O. C./Ferrell, L., & Fraedrich, J. (2015): Business Ethics, 10th Ed. : Ethical Decision Making and Cases. Stamford [USA].
- Rossouw, D. & van Vuuren, L. (2017): Business Ethics 6e: Vol. 6th edition. Oxford University Press Southern Africa.
- Tricker, G., & Tricker, R. I. (2014): Business Ethics : a Stakeholder, Governance and Risk Approach. London Routledge.

Study Format Distance Learning

Study Format	Course Type
Distance Learning	Theory Course

Information about the examination	
Examination Admission Requirements	**Online Tests:** yes
Type of Exam	Exam, 90 Minutes

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

Instructional Methods

Tutorial Support	Learning Material	Exam Preparation
☑ Course Feed	☑ Course Book	☑ Practice Exam
☑ Intensive Live Sessions/Learning Sprint	☑ Video	☑ Online Tests
☑ Recorded Live Sessions	☑ Audio	

Project: Agile Project Management

Module Code: DLBCSAPM

Module Type	Admission Requirements	Study Level	ECTS Credits	Student Workload
see curriculum	none	BA	5	150 h

Semester / Term	Duration	Regularly offered in	Language of Instruction and Examination
see curriculum	Minimum 1 semester	WiSe/SoSe	English

Module Coordinator
Prof. Dr. Brian Gannon (Project: Agile Project Management)
Information about the Module Coordinator without guarantee

Contributing Courses to Module
▪ Project: Agile Project Management (DLBCSAPM01)

Module Exam Type	
Module Exam Study Format: Distance Learning Written Assessment: Project Report Study Format: myStudies Written Assessment: Project Report	**Split Exam**

Module Contents

Project: Agile Project Management

- 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

Project: 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	Links to other Study Programs of the University
This module is similar to other modules in the field of Computer Science & Software Development	All Bachelor Programs in the IT & Technology field

Project: Agile Project Management

Course Code: DLBCSAPM01

Study Level	Language of Instruction and Examination	Contact Hours	ECTS Credits	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 Distance Learning

Study Format	Course Type
Distance Learning	Project

Information about the examination	
Examination Admission Requirements	**Online Tests:** no
Type of Exam	Written Assessment: Project Report

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

Instructional Methods	
Tutorial Support ☑ Course Feed ☑ Intensive Live Sessions/Learning Sprint ☑ Recorded Live Sessions	**Exam Preparation** ☑ Guideline

Study Format myStudies

Study Format	Course Type
myStudies	Project

Information about the examination	
Examination Admission Requirements	**Online Tests:** no
Type of Exam	Written Assessment: Project Report

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

Instructional Methods	
Tutorial Support ☑ Course Feed ☑ Intensive Live Sessions/Learning Sprint ☑ Recorded Live Sessions	**Exam Preparation** ☑ Guideline

Online Marketing

Module Code: DLBMSM1-01_E

Module Type	Admission Requirements	Study Level	ECTS Credits	Student Workload
see curriculum	none	BA	5	150 h

Semester / Term	Duration	Regularly offered in	Language of Instruction and Examination
see curriculum	Minimum 1 semester	WiSe/SoSe	English

Module Coordinator
Prof. Dr. Josephine Zhou-Brock (Online Marketing)
Information about the Module Coordinator without guarantee

Contributing Courses to Module
▪ Online Marketing (DLBMSM01-01_E)

Module Exam Type	
Module Exam Study Format: Duales myStudium Written Assessment: Written Assignment Study Format: Distance Learning Written Assessment: Written Assignment Study Format: myStudies Written Assessment: Written Assignment	**Split Exam**

Module Contents

Online Marketing

- Online Marketing Basics
- Online Marketing Forms and Channels
- Online Marketing Strategy
- Online Media Planning
- The Online Presence
- Mobile Marketing and Mobile Commerce
- Online law
- Online Customer Loyalty 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	**Links to other Study Programs of the University**
This module is similar to other modules in the field of Online & Social Media Marketing	All Bachelor Programs in the Marketing & Communication field

Online Marketing

Course Code: DLBMSM01-01_E

Study Level	Language of Instruction and Examination	Contact Hours	ECTS Credits	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 General Data Protection Regulation (GDRP) 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. Online Marketing Basics
   - 1.1 Development and Concept of Online Marketing
   - 1.2 The Online Communication Process
   - 1.3 Electronic Added Value
   - 1.4 The Role of Online Marketing in the Marketing Mix
   - 1.5 Electronic Business Concepts and Platforms
   - 1.6 Current Developments and Trends

2. Online Marketing Forms and Channels
   - 2.1 Overview of Online Marketing Forms
   - 2.2 Affiliate and Search Engine Marketing
   - 2.3 Display Advertising and Email Marketing
   - 2.4 Social Media and Influencer Marketing
   - 2.5 Content Marketing and Storytelling
   - 2.6 Viral Marketing and Word-of-Mouth Marketing
   - 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 Set Goals and Creating a Base
   - 3.2 The Customer Journey
   - 3.3 The Right Channel Mix
   - 3.4 Defining and Analyzing KPIs

4. Online Media Planning
   - 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 Mobile Commerce
6.1 Basics and Classification of Mobile Marketing
6.2 Mobile Web Versus Apps
6.3 QR Code Marketing and Location-Based Services
6.4 Mobile Commerce and Mobile Payment
6.5 Success Factors of Mobile Campaigns

7. Online Law
7.1 Legal Aspects of Online Marketing
7.2 Copyright and Handling User-Generated Content
7.3 The Right to One's Own Image
7.4 General Data Protection Regulation (GDPR)

8. Online Customer Loyalty and Service
8.1 The AIDA Model - Expansions for Online Marketing
8.2 Customer Acquisition and Loyalty in Online Marketing
8.3 Online Customer Service
8.4 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 Duales myStudium

Study Format	Course Type
Duales myStudium	Theory Course

Information about the examination	
Examination Admission Requirements	**Online Tests:** yes
Type of Exam	Written Assessment: Written Assignment

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

Instructional Methods		
Tutorial Support	**Learning Material**	**Exam Preparation**
☑ Course Feed	☑ Course Book	☑ Online Tests
☑ Intensive Live Sessions/Learning Sprint	☑ Video	☑ Guideline
☑ Recorded Live Sessions		

Study Format Distance Learning

Study Format	Course Type
Distance Learning	Theory Course

Information about the examination	
Examination Admission Requirements	**Online Tests:** yes
Type of Exam	Written Assessment: Written Assignment

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

Instructional Methods		
Tutorial Support	**Learning Material**	**Exam Preparation**
☑ Course Feed	☑ Course Book	☑ Online Tests
☑ Intensive Live Sessions/Learning Sprint	☑ Video	☑ Guideline
☑ Recorded Live Sessions		

Study Format myStudies

Study Format	**Course Type**
myStudies	Theory Course

Information about the examination	
Examination Admission Requirements	**Online Tests:** yes
Type of Exam	Written Assessment: Written Assignment

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

Instructional Methods		
Tutorial Support	**Learning Material**	**Exam Preparation**
☑ Course Feed	☑ Course Book	☑ Online Tests
☑ Intensive Live Sessions/Learning Sprint	☑ Video	☑ Guideline
☑ Recorded Live Sessions		

Seminar: Ethical Innovation

Module Code: DLBAIBESEI

Module Type	Admission Requirements	Study Level	ECTS Credits	Student Workload
see curriculum	none	BA	5	150 h

Semester / Term	Duration	Regularly offered in	Language of Instruction and Examination
see curriculum	Minimum 1 semester	WiSe/SoSe	English

Module Coordinator
Prof. Dr. Carolin Egger (Seminar: Ethical Innovation)
Information about the Module Coordinator without guarantee

Contributing Courses to Module
▪ Seminar: Ethical Innovation (DLBAIBESEI01)

Module Exam Type	
Module Exam Study Format: Distance Learning Written Assessment: Research Essay	**Split Exam**

Module Contents

Seminar: Ethical Innovation

Students will achieve a deep understanding of the ethical innovation and societal implications of novel technological advancements, and the responsibilities inherent in their deployment for business innovation. They will gain a deeper understanding of ethical innovation and its application in the business world. This includes learning about ways of creating value-sensitive solutions while considering challenges like privacy concerns, transparency, fair access to information, and stakeholder collaboration.

Learning Outcomes

Seminar: Ethical Innovation

On successful completion, students will be able to

- comprehend the intersections and implications of ethics, responsible innovation, and digital advancements.
- recognize and evaluate the ethical considerations inherent in innovative business solutions and novel technology utilizations.
- facilitate stakeholder engagement, upholding ethical innovation norms to inspire collaborative initiatives across the organization and within the industry.
- conceive strategies and adaptations of tools like Value Sensitive Design (VSD) and Open Innovation for ethical innovation.
- apply ethical models to analyze and resolve local and international business dilemmas.
- appreciate the role of ethical innovation in risk management, trust building, ensuring fair information access, and tackling issues related to privacy and transparency for societal prosperity.

Links to other Modules within the Study Program	**Links to other Study Programs of the University**
This module is similar to other modules in the field of Data Science & Artificial Intelligence	All Bachelor Programs in the IT & Technology field

Seminar: Ethical Innovation

Course Code: DLBAIBESEI01

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

Course Description

At a time when the power of technology in shaping economic models and societal frameworks is undeniably evident, we increasingly recognize the need to guide these novel advancements in a manner that accounts for broader societal impact. Students will focus on identifying key ethical issues present in business solutions and emerging tech developments and how to mitigate them. This essential knowledge serves as the bedrock for effective stakeholder engagement, centered on maintaining alignment with ethical innovation principles while fostering systemic collaboration. This includes the devising of strategies and tools such as Value Sensitive Design and Open Innovation to drive ethical innovation. Students will establish their practical aptitude in applying these principles and tools to solve complex business challenges at scale, both domestically and internationally. A strong focus will be put on detecting discriminatory practices and understanding foundational ethical theories and principles such as utilitarianism, deontology, virtue ethics, and care ethics, which can guide moral reasoning in innovation. Ultimately, the concepts of risk management, trust-building, privacy maintenance, information transparency, and fair access of information within the society will be holistically addressed, strengthening the students' understanding and strategic implementation of ethical innovation that can create positive change for our societies and environment.

Course Outcomes

On successful completion, students will be able to

- comprehend the intersections and implications of ethics, responsible innovation, and digital advancements.
- recognize and evaluate the ethical considerations inherent in innovative business solutions and novel technology utilizations.
- facilitate stakeholder engagement, upholding ethical innovation norms to inspire collaborative initiatives across the organization and within the industry.
- conceive strategies and adaptations of tools like Value Sensitive Design (VSD) and Open Innovation for ethical innovation.
- apply ethical models to analyze and resolve local and international business dilemmas.
- appreciate the role of ethical innovation in risk management, trust building, ensuring fair information access, and tackling issues related to privacy and transparency for societal prosperity.

Contents

- Students will engage with content that spans from foundational principles to sophisticated applications of ethical innovation in the digital era. Central topics to be explored include the identification and understanding of ethical issues in innovative business solutions and emerging technologies. Through the careful analysis of these concepts, students will pinpoint key areas for value integration, facilitating ethical organizational alignment and comprehensive stakeholder collaboration. Strategizing ethical innovation with tools such as Value Sensitive Design and Open Innovation will be a primary area of focus. Furthermore, students will dive into real-world application scenarios, deploying ethical frameworks and methodologies to analyze and solve multifaceted business problems within both local and international contexts. The content underscores the necessity for employing ethical innovation in assisting risk reduction, enhancing trust, addressing privacy and transparency matters, and promoting fair information access, ultimately serving societal interests. Also, an understanding of relevant laws, regulations, and industry standards that govern ethical innovation and ensuring compliance will be fostered. Students are expected to actively engage in the challenge and excitement of shaping the future of responsible digital innovation, thus exploring their potential to contribute positively to their organization, society, and industry at large.

Literature

Compulsory Reading

Further Reading

- Alfonsi, A., & Berliri, M. (2021). Science, ethics, and responsible research – The case of surveillance. In R. Iphofen & D. O'Mathúna (Eds.), Ethical issues in covert, security, and surveillance research (Advances in Research Ethics and Integrity, Vol. 8) (pp. 17-28). Emerald Publishing Limited.
- Baah, C., Agyabeng-Mensah, Y., Afum, E., & Lascano Armas, J. A. (2024). Exploring corporate environmental ethics and green creativity as antecedents of green competitive advantage, sustainable production, and financial performance: Empirical evidence from manufacturing firms. Benchmarking: An International Journal, 31(3), 990-1008.
- Bormida, M. D. (2021). The big data world: Benefits, threats and ethical challenges. In R. Iphofen & D. O'Mathúna (Eds.), Ethical issues in covert, security, and surveillance research (Advances in Research Ethics and Integrity, Vol. 8) (pp. 71-91). Emerald Publishing Limited.
- Marino, D., & Monaca, M. A. (2023). Innovations and economics and social changes due to artificial intelligence: The state of the art. Springer.
- Mazzi, F., & Floridi, L. (2023). The ethics of artificial intelligence for the sustainable development goals. Springer.
- Schlossberger, E. (2023). Ethical engineering: A practical guide with case studies. Routledge.

Study Format Distance Learning

Study Format	Course Type
Distance Learning	Seminar

Information about the examination	
Examination Admission Requirements	**Online Tests:** no
Type of Exam	Written Assessment: Research Essay

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

Instructional Methods	
Tutorial Support ☑ Course Feed ☑ Intensive Live Sessions/Learning Sprint ☑ Recorded Live Sessions	**Exam Preparation** ☑ Guideline

Project: Business Model Development

Module Code: DLBEPPGE_E

Module Type	Admission Requirements	Study Level	ECTS Credits	Student Workload
see curriculum	none	BA	5	150 h

Semester / Term	Duration	Regularly offered in	Language of Instruction and Examination
see curriculum	Minimum 1 semester	WiSe/SoSe	English

Module Coordinator
Prof. Dr. Lena Bernhofer (Project: Business Model Development)
Information about the Module Coordinator without guarantee

Contributing Courses to Module
▪ Project: Business Model Development (DLBEPPGE01_E)

Module Exam Type	
Module Exam Study Format: Distance Learning Oral Project Report	**Split Exam**

Module Contents

Project: Business Model Development

The course conveys the methodological principles of business model development as well as the design of different business models. By applying these methods, the students generate a business model for a self-developed or fictitious business idea.

Learning Outcomes

Project: Business Model Development

On successful completion, students will be able to

- define and differentiate between various business models.
- design several alternatives of business models for a self-developed or fictitious business project.
- verify the most promising alternative of the developed business models on the market using a market test.
- determine and calculate the revenue and success potential for the most relevant business models based on the results of the market test.
- select the business model with the greatest market and success potential.
- present the business model of the business idea and its success potential based on market feedback and analysis in a project presentation.

Links to other Modules within the Study Program	**Links to other Study Programs of the University**
This module is similar to other modules in the field of Planning & Controlling	All Bachelor Programs in the Business field

Project: Business Model Development

Course Code: DLBEPPGE01_E

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

Course Description

In this course, students learn to develop different business models. In addition to teaching different business model alternatives, methods for business model development are conveyed. To apply this knowledge practically, different business model options for a self-developed or fictitious business project are designed by each student, the business model with the greatest market potential is selected and presented in a project presentation.

Course Outcomes

On successful completion, students will be able to

- define and differentiate between various business models.
- design several alternatives of business models for a self-developed or fictitious business project.
- verify the most promising alternative of the developed business models on the market using a market test.
- determine and calculate the revenue and success potential for the most relevant business models based on the results of the market test.
- select the business model with the greatest market and success potential.
- present the business model of the business idea and its success potential based on market feedback and analysis in a project presentation.

Contents

- The course will teach the methodical basics and procedures for developing a business model for a start-up. The students gain knowledge about relevant methods such as the Business Model Canvas, Business Model Navigator, Business Model Framework and the Scenario Technique and they learn how to apply these to their own or a fictitious business project. The phases for developing the business model for the business project are the identification and design of different business model types, validating the alternatives with the highest potential for success with a market test, calculating the revenue and success potential and, on this basis, selecting the best business model for the start-up. The success factors for a prosperous business model are conveyed and reflected directly through the application. The results will be presented and explained in the form of a project presentation, as it is usual for start-ups in form of so-called "investor pitches". The project presentations will include the basic procedure, the most relevant business model variants and the selected

business model with the calculation and presentation of the income and profit potential in the identified market. The developed business model should refer to a self-developed or fictitious business plan.

Literature

Compulsory Reading

Further Reading

- Blank, S./Dorf. B. (2018): The Startup Owner's Manual: The Step-By-Step Guide for Building a Great Company, John Wiley & Sons Verlag, New Jersey.
- Gassmann, O./Frankenberger, K./Csik, M. (2017): The Business Model Navigator: 55 Models That Will Revolutionise Your Business, Financial Times Prent., London. Osterwalder, A./ Pigneur, Y. (2014): Value Proposition Design: How to Create Products and Services Customers Want, John Wiley & Sons Verlag, New Jersey.
- Osterwalder, A./Pigneur, Y. (2010): Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers,John Wiley & Sons Verlag, New Jersey.

Study Format Distance Learning

Study Format	Course Type
Distance Learning	Project

Information about the examination	
Examination Admission Requirements	**Online Tests:** no
Type of Exam	Oral Project Report

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

Instructional Methods	
Tutorial Support ☑ Course Feed ☑ Intensive Live Sessions/Learning Sprint ☑ Recorded Live Sessions	**Exam Preparation** ☑ Guideline

5. Semester

Digital Business Models

Module Code: DLBLODB-01_E

Module Type	Admission Requirements	Study Level	ECTS Credits	Student Workload
see curriculum	none	BA	5	150 h

Semester / Term	Duration	Regularly offered in	Language of Instruction and Examination
see curriculum	Minimum 1 semester	WiSe/SoSe	English

Module Coordinator
Prof. Dr. Muhammad Ashfaq (Digital Business Models)
Information about the Module Coordinator without guarantee

Contributing Courses to Module
▪ Digital Business Models (DLBLODB01-01_E)

Module Exam Type	
Module Exam Study Format: Distance Learning Exam, 90 Minutes Study Format: myStudies Exam, 90 Minutes	**Split Exam**

Module Contents

Digital Business Models

- Meaning, origin and definition of the term "digital business model”
- Basic concepts for the description of business models
- Tools for the description of business models
- Patterns of digital business models
- Digital business models and business plans

Learning Outcomes

Digital Business Models

On successful completion, students will be able to

- understand what a business model is and how to describe it systematically.
- outline the basic features of the historical development of business models.
- describe key digital business models and evaluate their advantages and disadvantages.
- establish the relationship between a business model and a business plan to independently derive and analyse the positioning of a company.

Links to other Modules within the Study Program	Links to other Study Programs of the University
This module is similar to other modules in the Business Administration and Management field	All Bachelor Programmes in the Business field

Digital Business Models

Course Code: DLBLODB01-01_E

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

Course Description

A business model contains the depiction of the logic of how a company generates, delivers and secures value. The progressing digitalization of many processes, products and services has made possible a large number of innovations in the area of business models in recent years. The subject of this course rounds up the presentation, the underlying patterns and the main factors that influence these digital business models.
Starting from a general definition of the concept of a business model, a system is developed to describe the essential factors of a business model. An overview of the historical development of important business models and in particular the influence of digitization on newer business models allows a classification of the concept and an understanding of the framework.
Then the most important alternative digital business models of recent years are systematically presented, analyzed and evaluated with regard to their respective strengths and weaknesses.
Finally, the role of business models in the creation process of a business plan is described.
Students learn the central approaches to developing an independent corporate positioning and are enabled to examine and evaluate the central factors influencing corporate success in digital business.

Course Outcomes

On successful completion, students will be able to

- understand what a business model is and how to describe it systematically.
- outline the basic features of the historical development of business models.
- describe key digital business models and evaluate their advantages and disadvantages.
- establish the relationship between a business model and a business plan to independently derive and analyse the positioning of a company.

Contents

1. Meaning, Origin and Definition of the Term "Digital Business Model
   - 1.1 Goals and Functions of Digital Business Models
   - 1.2 Business Model - Origin of the Term and its Meaning in the Digital Economy
   - 1.3 Definition of the terms Business Model and Digital Business Model
   - 1.4 Differentiation from Other Terminologies of the Digital Economy
2. Basic Concepts for the Description of Business Models

2.1 Value Chain by Porter
2.2 Value-added Chain
2.3 Dominant Logic
2.4 Revenue Model
2.5 Unique Selling Proposition
2.6 Transaction
2.7 Product or Service Range

3. Tools for the Description of Business Models
3.1 Business Model Canvas
3.2 St. Gallen Business Model Navigator
3.3 MIT Framework

4. Patterns of Digital Business Models
4.1 Long Tail
4.2 Multi-Sided Pattern
4.3 Free and Freemium
4.4 OPEN API Pattern

5. Digital Business Models and Business Plans
5.1 Integration of the Business Model into the Business Plan
5.2 Company Positioning and the Digital Business Model
5.3 Digital Business Models as Innovation Drivers for the Development of New Businesses

Literature

Compulsory Reading

Further Reading

- Gassmann, O., Frankenberger, K., & Choudury, M. (2020). The business model navigator: The strategies behind the most successful companies (Second edition). FT Financial Times publishing. Pearson Education, Limited.
- Weil, P., & Woerner, S. L. (2018). What's your digital business model? Six questions to help you to build the next-generation enterprise. Harvard Business Review Press.
- Wirtz, B. W. (2019). Digital Business Models: Concepts, Models, and the Alphabet Case Study (1st edition 2019). Progress in IS. Springer International Publishing.

Study Format Distance Learning

Study Format	Course Type
Distance Learning	Theory Course

Information about the examination	
Examination Admission Requirements	**Online Tests:** yes
Type of Exam	Exam, 90 Minutes

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

Instructional Methods		
Tutorial Support	**Learning Material**	**Exam Preparation**
☑ Course Feed	☑ Course Book	☑ Practice Exam
☑ Intensive Live Sessions/Learning Sprint	☑ Video	☑ Online Tests
☑ Recorded Live Sessions		

Study Format myStudies

Study Format	Course Type
myStudies	Theory Course

Information about the examination	
Examination Admission Requirements	**Online Tests:** yes
Type of Exam	Exam, 90 Minutes

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

Instructional Methods		
Tutorial Support	**Learning Material**	**Exam Preparation**
☑ Course Feed	☑ Course Book	☑ Practice Exam
☑ Intensive Live Sessions/Learning Sprint	☑ Video	☑ Online Tests
☑ Recorded Live Sessions		

Project: Digital Business Models

Module Code: DLBWPPDBM_E

Module Type	Admission Requirements	Study Level	ECTS Credits	Student Workload
see curriculum	none	BA	5	150 h

Semester / Term	Duration	Regularly offered in	Language of Instruction and Examination
see curriculum	Minimum 1 semester	WiSe/SoSe	English

Module Coordinator
Prof. Dr. Tamara Wehrstein (Project: Digital Business Models)
Information about the Module Coordinator without guarantee

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**

Module Contents

Project: Digital Business Models

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	Links to other Study Programs of the University
This module is similar to other modules in the field of Business Administration & Management	All Bachelor Programs in the Business field

Project: Digital Business Models

Course Code: DLBWPPDBM01_E

Study Level	Language of Instruction and Examination	Contact Hours	ECTS Credits	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) isestablished 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	**Course Type**
Distance Learning	Project

Information about the examination	
Examination Admission Requirements	**Online Tests:** no
Type of Exam	Written Assessment: Project Report

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

Instructional Methods	
Tutorial Support ☑ Course Feed ☑ Intensive Live Sessions/Learning Sprint ☑ Recorded Live Sessions	**Exam Preparation** ☑ Guideline

Innovation Management

Module Code: DLBEPWIP1_E

Module Type	Admission Requirements	Study Level	ECTS Credits	Student Workload
see curriculum	none	BA	5	150 h

Semester / Term	Duration	Regularly offered in	Language of Instruction and Examination
see curriculum	Minimum 1 semester	WiSe/SoSe	English

Module Coordinator
Prof. Dr. Mirko Bendig (Innovation Management)
Information about the Module Coordinator without guarantee

Contributing Courses to Module
▪ Innovation Management (DLBEPWIP01_E)

Module Exam Type	
Module Exam Study Format: Distance Learning Exam, 90 Minutes Study Format: myStudies Exam, 90 Minutes	**Split Exam**

Module Contents

Innovation Management

- Understanding Innovation
- Planning Innovation
- Developing Innovation
- Implementing Innovation in the Market
- Case Studies and Examples of Innovation Management

Learning Outcomes

Innovation Management

On successful completion, students will be able to

- explain the importance of innovation as a driving force for the overall economic development as well as for the start-up or further development of a company.
- describe the design of an innovation strategy and explain the different organizational forms of the innovation function.
- understand the importance of a supportive innovation culture and how innovation management is designed as part of strategic management.
- analyze and design the important steps that a successful innovation process involves
- explain the elements of a creative innovation development and a subsequent innovation evaluation and selection.
- describe the market launch of an innovation.

Links to other Modules within the Study Program	Links to other Study Programs of the University
This module is similar to other modules in the fields of Business Administration & Management	All Bachelor Programs in the Business field

Innovation Management

Course Code: DLBEPWIP01_E

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

Course Description

Innovation management has a high relevance for the success of a company. Students receive a basic understanding of innovation management and its significance from an economic and business perspective. In addition to the different innovation strategies, the function and organization of innovation as well as the innovation culture in a company and the phases of the innovation process are presented in detail and classified within strategic management and product management.
For each phase of the innovation process concrete instruments are introduced and their advantages and disadvantages will be examined. After the discussion of selected creativity techniques for the generation of ideas, the Lead User Approach, the Open Innovation approaches and the Conjoint Analysis Methodology will be discussed. In the innovation evaluation phase, students will be familiarized with instruments such as scoring models. As the final stage of the innovation process, an understanding of the implementation of innovations on the market will be conveyed. Finally four concrete case studies are going to be explained for the purpose to demonstrate the innovation practice in different companies.

Course Outcomes

On successful completion, students will be able to

- explain the importance of innovation as a driving force for the overall economic development as well as for the start-up or further development of a company.
- describe the design of an innovation strategy and explain the different organizational forms of the innovation function.
- understand the importance of a supportive innovation culture and how innovation management is designed as part of strategic management.
- analyze and design the important steps that a successful innovation process involves
- explain the elements of a creative innovation development and a subsequent innovation evaluation and selection.
- describe the market launch of an innovation.

Contents

1. Understanding Innovation
   - 1.1 Basics of innovation management
   - 1.2 Economic and business significance of innovations
   - 1.3 Features of innovations

1.4 Innovation types
1.5 Success factors of innovations

2. Planning Innovation
   2.1 Definition and development of innovation strategies
   2.2 Organization of the innovation function
   2.3 Different organizational forms of innovation management
   2.4 Shaping a culture of innovation and promoting intrapreneurship
   2.5 Role and function of the innovation manager

3. Developing Innovation
   3.1 Concepts and models of common innovation processes
   3.2 Advantages and disadvantages of innovation process models
   3.3 Stimuli and idea generation for innovations
   3.4 Lead User and Open Innovation approaches
   3.5 Idea evaluation and selection

4. Implementing Innovation in the Market
   4.1 Operational implementation of the innovation
   4.2 Innovation Marketing
   4.3 Market launch
   4.4 Intellectual property rights

5. Case Studies and Examples of Innovation Management
   5.1 Innovation process from practice
   5.2 Digital Innovation Management
   5.3 Innovation Lab
   5.4 Start-up Accelerator / Incubator

Literature

Compulsory Reading

Further Reading

- Christensen, C.M. (2016): Innovator's Dilemma: When New Technologies Cause Great Firms to Fail, Management of Innovation and Change. Harvard Business Review Press, Boston.
- Tidd, J./Bessant, J.R. (2014): Strategic Innovation Management. 1st Edition, Wiley, New York.
- Dodgson, M./ Gann, D.M./Phillips, N. (2013): The Oxford Handbook of Innovation Management. Oxford Handbooks, Illustrated Edition, Oxford.

- Gassmann, O./Schweitzer, F. (2013): Management of the Fuzzy Front End of Innovation. Springer, Berlin.

Study Format Distance Learning

Study Format	Course Type
Distance Learning	Theory Course

Information about the examination	
Examination Admission Requirements	**Online Tests:** yes
Type of Exam	Exam, 90 Minutes

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

Instructional Methods		
Tutorial Support	**Learning Material**	**Exam Preparation**
☑ Course Feed	☑ Course Book	☑ Practice Exam
☑ Intensive Live Sessions/Learning Sprint	☑ Video	☑ Online Tests
☑ Recorded Live Sessions		

Study Format myStudies

Study Format	Course Type
myStudies	Theory Course

Information about the examination	
Examination Admission Requirements	**Online Tests:** yes
Type of Exam	Exam, 90 Minutes

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

Instructional Methods		
Tutorial Support	**Learning Material**	**Exam Preparation**
☑ Course Feed	☑ Course Book	☑ Practice Exam
☑ Intensive Live Sessions/Learning Sprint	☑ Video	☑ Online Tests
☑ Recorded Live Sessions		

Organizational Development

Module Code: DLBWPOCM1_E

Module Type	Admission Requirements	Study Level	ECTS Credits	Student Workload
see curriculum	none	BA	5	150 h

Semester / Term	Duration	Regularly offered in	Language of Instruction and Examination
see curriculum	Minimum 1 semester	WiSe/SoSe	English

Module Coordinator

Prof. Dr. John Stanley (Organizational Development)

Information about the Module Coordinator without guarantee

Contributing Courses to Module

- Organizational Development (DLBWPOCM01_E)

Module Exam Type

Module Exam	Split Exam
Study Format: Distance Learning Exam, 90 Minutes	

Module Contents

Organizational Development

- The “Organization” in Organization Development
- The Basics of Organization Development
- Pragmatic Premises of Organization Development
- Organizations and Corporate Culture
- Organizational Learning
- The Practice of Organization Development

Learning Outcomes

Organizational Development

On successful completion, students will be able to

- explain the basic principles of organizational development.
- name the human relation theories in organizational development.
- explain points of criticism of organizational development.
- name the implications of Systemic Organizational Development.
- outline the importance and design of corporate culture within organizational development.
- name the characteristics of a learning organization.
- show possible development paths towards the learning organization.

Links to other Modules within the Study Program	Links to other Study Programs of the University
This module is similar to other modules in the field of Business Administration & Management	All Bachelor Programs in the Business field

Organizational Development

Course Code: DLBWPOCM01_E

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

Course Description

To remain competitive, all organizations are subject to constant change. To shape this change positively is a key function of the responsible managers and a sign of successful management. Frequently, reasons such as the discontinuation or the development of new business fields, mergers and relocations are decisive, but also continuous company growth; technological improvements and social changes are reasons for partly far-reaching measures for the further development of organizations. This knowledge is of central importance for implementing changes. This course shows the most important human relation theories that serve as a basis for organizational development. Since the corporate culture is a central component of organizational development, both the analysis and the development of the corporate culture are presented. It also discusses the most important aspects of learning organization.

Course Outcomes

On successful completion, students will be able to

- explain the basic principles of organizational development.
- name the human relation theories in organizational development.
- explain points of criticism of organizational development.
- name the implications of Systemic Organizational Development.
- outline the importance and design of corporate culture within organizational development.
- name the characteristics of a learning organization.
- show possible development paths towards the learning organization.

Contents

1. The “Organization” in Organization Development
   - 1.1 Definition and Concept of Organization
   - 1.2 The Historical Evolution of Approaches to Organizational Design
   - 1.3 Principles of Organization Design und Forms of Organizations
2. The Basics of Organization Development
   - 2.1 Definition, Distinguishing Characteristics, and a Differentiation from Related Disciplines
   - 2.2 The Historical Evolution of Organization Development
   - 2.3 Criticisms of Organization Development

3. Pragmatic Premises of Organization Development
   - 3.1 Human Relation Theories
   - 3.2 Phase Models
   - 3.3 Systems Theory

4. Organizations and Corporate Culture
   - 4.1 Theoretical Basics
   - 4.2 Analysis of Culture
   - 4.3 Models of Cultural and Organization Change

5. Organizational Learning
   - 5.1 Basic Ideas and Definitions
   - 5.2 How do Organizations Learn?
   - 5.3 Fostering Organizational Learning

6. The Practice of Organization Development
   - 6.1 The Issue of Understanding and Communication for the OD Practitioner
   - 6.2 A Traditional Approach – Lewin and Schein
   - 6.3 A Contemporary Approach: Systems Thinking and Dialogic OD

Literature

Compulsory Reading

Further Reading

- Cummings, T. G. (2009): Handbook of Organization Development. Sage Pub, Thousand Oaks.
- Kozlowski, S. W. J./Salas, E. (2010): Learning, training, and development in organizations. Routledge, New York.
- Laloux, F. (2015): Reinventing Organizations. An Illustrated Innovation to Join the Conversation on Next-Stage Organizations. Nelson Parker.
- Simons, R. (2005): Levers of Organization: How Managers uns Accountability Systems for Greater Performance and Commitment. Boston Harvard Business School Publishing, Boston.
- Tolbert, P. S./Hall, R. H. (2016): Organizations – Structures, Processes, and Outcomes. 10th Edt. Routledge, New York.

Study Format Distance Learning

Study Format	Course Type
Distance Learning	Theory Course

Information about the examination	
Examination Admission Requirements	**Online Tests:** yes
Type of Exam	Exam, 90 Minutes

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

Instructional Methods		
Tutorial Support	**Learning Material**	**Exam Preparation**
☑ Course Feed	☑ Course Book	☑ Practice Exam
☑ Intensive Live Sessions/Learning Sprint	☑ Video	☑ Online Tests
☑ Recorded Live Sessions		

Sustainability

Module Code: DLBBAS-01_E

Module Type	Admission Requirements	Study Level	ECTS Credits	Student Workload
see curriculum	none	BA	5	150 h

Semester / Term	Duration	Regularly offered in	Language of Instruction and Examination
see curriculum	Minimum 1 semester	WiSe/SoSe	English

Module Coordinator
Prof. Dr. Karsten Hurrelmann (Sustainability)
Information about the Module Coordinator without guarantee

Contributing Courses to Module
▪ Sustainability (DLBBAS01-01_E)

Module Exam Type	
Module Exam Study Format: Distance Learning Exam, 90 Minutes Study Format: myStudies Exam, 90 Minutes	**Split Exam**

Module Contents

Sustainability

- Fundamentals of Sustainability
- Levels of Sustainability
- Frameworks for Sustainability
- Technical Aspects of Sustainability
- Sustainability Reporting
- Examples of Corporate Sustainability Management Programs

Learning Outcomes

Sustainability

On successful completion, students will be able to

- understand the concept sustainability.
- contextualize sustainability in ethical and economical terms.
- explain international frameworks of sustainability.
- understand the technical implications of sustainability.
- develop corporate reporting along the triple bottom line.
- critically analyze sustainability management examples from professional practice.

Links to other Modules within the Study Program	Links to other Study Programs of the University
This module is similar to other modules in the field of Quality & Sustainability Management	All Bachelor Programmes in the Management field

Sustainability

Course Code: DLBBAS01-01_E

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

Course Description

This course gives students insights into sustainability. It presents fundamentals and definitions and explains the ethical and economic context of sustainability, the various levels of its occurrence and relevant international frameworks. Furthermore, students will familiarize themselves with product development, product life cycle planning and triple bottom line reporting from a sustainability viewpoint. Real life cases of corporate sustainability programs provide insights into different examples from professional practice, thus linking theory and practice.

Course Outcomes

On successful completion, students will be able to

- understand the concept sustainability.
- contextualize sustainability in ethical and economical terms.
- explain international frameworks of sustainability.
- understand the technical implications of sustainability.
- develop corporate reporting along the triple bottom line.
- critically analyze sustainability management examples from professional practice.

Contents

1. Fundamentals of Sustainability
   - 1.1 History and Definition
   - 1.2 Sustainability in the Context of Ethics
   - 1.3 Sustainability in the Context of Business: Corporate Social Responsibility
2. Levels of Sustainability
   - 2.1 Societal Level
   - 2.2 Corporate Level
   - 2.3 Individual Level
3. Frameworks for Sustainability
   - 3.1 Sustainable Development Goals
   - 3.2 ISO 14001 and ISO 26000
   - 3.3 Industry Standards on Sustainability

4. Technical Aspects of Sustainability
   - 4.1 Life Cycle Assessment
   - 4.2 Research and Product Development
   - 4.3 Product-Service System Design

5. Sustainability Reporting
   - 5.1 Evolution of Sustainability Reporting
   - 5.2 Global Reporting Initiative
   - 5.3 Greenhouse Gas Protocol

6. Examples of Corporate Sustainability Management Programs
   - 6.1 Case 1: Patagonia
   - 6.2 Case 2: Easee
   - 6.3 Case 3: Island Grower Caribbean

Literature

Compulsory Reading

Further Reading

- Jarmai, K. (2020): Learning from Sustainability-Oriented Innovation. In: Jarmai, K. (ed.): Responsible Innovation: Business Opportunities and Strategies for Implementation. SpringerBriefs in Research and Innovation Governance, Dordrecht, p. 19-35.
- Lehman, C. R. (2015): Sustainability and Governance. Advances in Public Interest Accounting. Vol. 18, 1st ed. Emerald Group Publishing Limited, Bingley, UK.
- Mazijn B./Revéret J.P. (2015): Life Cycle Sustainability Assessment: A Tool for Exercising Due Diligence in Life Cycle Management. In: Sonnemann, G./Margni, M. (Eds.): Life Cycle Management. Springer, Dordrecht. p. 51-63.
- Shmeleva, I. A./Shmelev, S. (2012): Sustainability Analysis: An Interdisciplinary Approach. Palgrave Macmillan, Houndmills, UK.
- Walker D. H.T./Lloyd-Walker B. M. (2015): Triple Bottom Line Implications. In: Collaborative Project Procurement Arrangements. Project Management Institute, Pennsylvania, USA.

Study Format Distance Learning

Study Format	Course Type
Distance Learning	Theory Course

Information about the examination	
Examination Admission Requirements	**Online Tests:** yes
Type of Exam	Exam, 90 Minutes

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

Instructional Methods		
Tutorial Support	**Learning Material**	**Exam Preparation**
☑ Course Feed	☑ Course Book	☑ Practice Exam
☑ Intensive Live Sessions/Learning Sprint	☑ Video	☑ Online Tests
☑ Recorded Live Sessions		

Study Format myStudies

Study Format	**Course Type**
myStudies	Theory Course

Information about the examination	
Examination Admission Requirements	**Online Tests:** yes
Type of Exam	Exam, 90 Minutes

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

Instructional Methods		
Tutorial Support	**Learning Material**	**Exam Preparation**
☑ Course Feed	☑ Course Book	☑ Practice Exam
☑ Intensive Live Sessions/Learning Sprint	☑ Video	☑ Online Tests
☑ Recorded Live Sessions		

Project: Sustainable Entrepreneurship

Module Code: DLBEPWSEP1_E

Module Type	Admission Requirements	Study Level	ECTS Credits	Student Workload
see curriculum	none	BA	5	150 h

Semester / Term	Duration	Regularly offered in	Language of Instruction and Examination
see curriculum	Minimum 1 semester	WiSe/SoSe	English

Module Coordinator
Dr. Karsten Hurrelmann (Project: Sustainable Entrepreneurship)
Information about the Module Coordinator without guarantee

Contributing Courses to Module
▪ Project: Sustainable Entrepreneurship (DLBEPWSEP01_E)

Module Exam Type	
Module Exam Study Format: Distance Learning Written Assessment: Project Report	**Split Exam**

Module Contents

Project: Sustainable Entrepreneurship

Sustainable Entrepreneurship deals with the basics of sustainability and sustainable business idea generation and development. It provides students not only with the understanding of the fundamentals of doing business in a sustainable manner, but as well offers the practical experience to develop a sustainable business idea.

Learning Outcomes

Project: Sustainable Entrepreneurship

On successful completion, students will be able to

- understand the relevance and different types of sustainable business ideas and models,
- develop a market-oriented business idea with a high sustainable impact for a relevant problem using the principles of sustainable entrepreneurship and business models,
- classify and relate their developed business ideas with typical frameworks of sustainable entrepreneurship, e.g. UN sustainable development goals (SDGs),
- discuss potential business models and funding options for their sustainable business idea, define and conduct a market test to prove the value proposition, business, and market potential,
- estimate and calculate the concrete sustainable impact, e.g. decarbonization effect, reduction of waste, changing people's behavior and lifestyle towards sustainability,
- recognize and design for their sustainable business idea the relevant marketing and distribution measures to spread their sustainable ideas.

Links to other Modules within the Study Program	**Links to other Study Programs of the University**
This module is similar to other modules in the field of Quality and Sustainability Management	All Bachelor Programs in the Management field

Project: Sustainable Entrepreneurship

Course Code: DLBEPWSEP01_E

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

Course Description

In this course, students learn to develop a sustainable business idea using current methods of sustainable business modelling and entrepreneurship. The impact of the business idea due to sustainability will be estimated and transformed into the major element of the value proposition. By doing so, the students will not only learn the fundamentals of sustainable entrepreneurship, but as well experience them by their own real development of a sustainable business idea.

Course Outcomes

On successful completion, students will be able to

- understand the relevance and different types of sustainable business ideas and models,
- develop a market-oriented business idea with a high sustainable impact for a relevant problem using the principles of sustainable entrepreneurship and business models,
- classify and relate their developed business ideas with typical frameworks of sustainable entrepreneurship, e.g. UN sustainable development goals (SDGs),
- discuss potential business models and funding options for their sustainable business idea, define and conduct a market test to prove the value proposition, business, and market potential,
- estimate and calculate the concrete sustainable impact, e.g. decarbonization effect, reduction of waste, changing people's behavior and lifestyle towards sustainability,
- recognize and design for their sustainable business idea the relevant marketing and distribution measures to spread their sustainable ideas.

Contents

- New entrepreneurial businesses can provide innovative solutions to the many contemporary sustainability challenges faced by societies and economies. The course will teach the concept of sustainable business models and their role for sustainable entrepreneurship. Students will learn how to develop ideas and experiment with sustainable business models, with a focus on the value proposition and the sustainable impact at the heart of these models. The ideas address sustainability or climate crisis challenges transforming them into value propositions as well as test these in the field. Based on the creation of a self-developed sustainable business idea and model students will go through the complete process of sustainable business modelling. The important step of the process is the development of a sustainable business idea for a relevant problem (using the SDG framework: the UN sustainable development goals, definition of the value proposition and

market-oriented business model incl. funding options). In addition, core tasks of the course are the estimation and calculation of the sustainable impact of the new developed idea in comparison to existing solutions in the market. Hereby, the emphasis is to outline the impact by showing e.g. the decarbonization effect of the idea. The course is framed as a problem-based and practise-oriented learning experience. Therefore, the project of each student will describe the sustainable business idea with its business model and impact estimations. The sustainable business idea can be either a self-developed or fictitious idea.

Literature

Compulsory Reading

Further Reading

- Ibisch, P./Molitor, H./Conrad, A./Walk, H./Mihotovic, V./Geyer, J. (2019): Humans in the global ecosystem: An introduction to sustainable development, Oekom, München.
- Bland, D./Osterwalder, A. (2019): Testing Business Ideas. Wiley & Sons, Inc. Hoboken, New Jersey.
- United Nations Environment Programme (UNEP (2016): A framework for shaping sustainable lifestyles – Determinants and strategies. UNEP, Nairobi.
- Osterwalder, A./Pigneur, Y./Bernarda, G./Smith, A. (2014): Value Proposition Design: How to Create Products and Services Customers Want. Wiley & Sons, Inc. Hoboken, New Jersey.
- Boons, F./Lüdeke-Freund, F. (2013): Business models for sustainable innovation: state-of-the-art and steps towards a research agenda, Journal of Cleaner Production, 45, p. 9–19.
- Schaltegger, S./Wagner, M. (2011): Sustainable entrepreneurship and sustainability innovation: categories and interactions, Business Strategy and the Environment, 20(4), p. 222–237.

Study Format Distance Learning

Study Format	Course Type
Distance Learning	Project

Information about the examination	
Examination Admission Requirements	**Online Tests:** no
Type of Exam	Written Assessment: Project Report

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

Instructional Methods	
Tutorial Support ☑ Course Feed ☑ Intensive Live Sessions/Learning Sprint ☑ Recorded Live Sessions	**Exam Preparation** ☑ Guideline

Social Media Marketing

Module Code: DLBMSM2-02_E

Module Type	Admission Requirements	Study Level	ECTS Credits	Student Workload
see curriculum	none	BA	5	150 h

Semester / Term	Duration	Regularly offered in	Language of Instruction and Examination
see curriculum	Minimum 1 semester	WiSe/SoSe	English

Module Coordinator
Prof. Dr. Josephine Zhou-Brock (Social Media Marketing)
Information about the Module Coordinator without guarantee

Contributing Courses to Module
▪ Social Media Marketing (DLBMSM02-02_E)

Module Exam Type	
Module Exam Study Format: Distance Learning Written Assessment: Case Study Study Format: myStudies Written Assessment: Case Study	**Split Exam**

Module Contents

Social Media Marketing

- Basics of Social-Media-Marketing
- Social Media Marketing Within the Overall Marketing Mix
- Social Media Landscape
- Developing a Social Media Strategy
- The Role of Social Media in Innovation Management
- Operational Social Media Marketing
- Legal Terms and Conditions of Social Media
- Developments in Social Media Marketing

Learning Outcomes

Social Media Marketing

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.

Links to other Modules within the Study Program	Links to other Study Programs of the University
This module is similar to other modules in the field of Online & Social Media Marketing	All Bachelor Programs in the Marketing & Communication field

Social Media Marketing

Course Code: DLBMSM02-02_E

Study Level	Language of Instruction and Examination	Contact Hours	ECTS Credits	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 The Development of Social Media and the Concept of Social Media Marketing
   - 1.2 Social Implications of Social Media
   - 1.3 The Features, Types, and Areas of Application of Social Media Marketing
   - 1.4 Classification and Activities of Social Media Users

2. Social Media Marketing Within the Overall Marketing Mix
   - 2.1 Opportunities and Risks of Social Media
   - 2.2 The Groundswell POST Method
   - 2.3 Integration within the Traditional Marketing Mix
   - 2.4 Social Media as a Customer 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 at Companies

3. Social Media Landscape
   - 3.1 Overview of the Social Media Landscape
   - 3.2 Profiles of the Most Relevant Social Media Channels
   - 3.3 Target Audience/User Groups

4. Developing a Social Media Strategy
   - 4.1 What is a Strategy? Definitions
   - 4.2 Strategic Goals
   - 4.3 Steps of Developing a Social Media Strategy
   - 4.4 Online Reputation Management and Crisis Management
   - 4.5 Social Media Governance

5. The Role of Social Media in Innovation Management
   - 5.1 The Importance of the Crowd and its Applications
   - 5.2 Innovations are made possible by 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 Terms and Conditions of Social Media
7.1 Legal Terms and Conditions of using Social Media
7.2 General Data Protection Regulation (GDPR)
7.3 User-generated Content
7.4 Facebook Pixel

8. Developments in Social Media Marketing
8.1 Social Media in a Time of Digital Transformation: A new kind of Consumption
8.2 Social Products and Brands
8.3 Social Commerce and Social Selling
8.4 Instant Messengers and Bots
8.5 The Terms "Post-Factual" and "Post-Digital"
8.6 Open Leadership and 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 Distance Learning

Study Format	Course Type
Distance Learning	Theory Course

Information about the examination	
Examination Admission Requirements	**Online Tests:** yes
Type of Exam	Written Assessment: Case Study

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

Instructional Methods		
Tutorial Support	**Learning Material**	**Exam Preparation**
☑ Course Feed	☑ Course Book	☑ Online Tests
☑ Intensive Live Sessions/Learning Sprint	☑ Video	☑ Guideline
☑ Recorded Live Sessions		

Study Format myStudies

Study Format	Course Type
myStudies	Theory Course

Information about the examination	
Examination Admission Requirements	**Online Tests:** yes
Type of Exam	Written Assessment: Case Study

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

Instructional Methods		
Tutorial Support	**Learning Material**	**Exam Preparation**
☑ Course Feed	☑ Course Book	☑ Online Tests
☑ Intensive Live Sessions/Learning Sprint	☑ Video	☑ Guideline
☑ Recorded Live Sessions		

Project: Campaigns in Social Media

Module Code: DLBOMPSMK_E

Module Type	Admission Requirements	Study Level	ECTS Credits	Student Workload
see curriculum	none	BA	5	150 h

Semester / Term	Duration	Regularly offered in	Language of Instruction and Examination
see curriculum	Minimum 1 semester	WiSe/SoSe	English

Module Coordinator
(Project: Campaigns in Social Media)
Information about the Module Coordinator without guarantee

Contributing Courses to Module
▪ Project: Campaigns in Social Media (DLBOMPSMK01_E)

Module Exam Type	
Module Exam Study Format: Distance Learning Portfolio	**Split Exam**

Module Contents

Project: Campaigns in Social Media

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	Links to other Study Programs of the University
This module is similar to other modules in the field of Marketing & Sales	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	ECTS Credits	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	Course Type
Distance Learning	Project

Information about the examination	
Examination Admission Requirements	**Online Tests:** no
Type of Exam	Portfolio

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

Instructional Methods	
Tutorial Support ☑ Course Feed ☑ Intensive Live Sessions/Learning Sprint ☑ Recorded Live Sessions	**Exam Preparation** ☑ Guideline

Fundamentals of Product Management

Module Code: DLBPROGPM_E

Module Type	Admission Requirements	Study Level	ECTS Credits	Student Workload
see curriculum	none	BA	5	150 h

Semester / Term	Duration	Regularly offered in	Language of Instruction and Examination
see curriculum	Minimum 1 semester	WiSe/SoSe	English

Module Coordinator

Prof. Dr. Irina Tiemann (Fundamentals of Product Management)

Information about the Module Coordinator without guarantee

Contributing Courses to Module

- Fundamentals of Product Management (DLBPROGPM01_E)

Module Exam Type

Module Exam	Split Exam
Study Format: Distance Learning Exam, 90 Minutes	

Module Contents

Fundamentals of Product Management

- 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	Links to other Study Programs of the University
This module is similar to other modules in the field of Marketing & Sales	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	ECTS Credits	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	Course Type
Distance Learning	Theory Course

Information about the examination	
Examination Admission Requirements	**Online Tests:** yes
Type of Exam	Exam, 90 Minutes

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

Instructional Methods		
Tutorial Support	**Learning Material**	**Exam Preparation**
☑ Course Feed	☑ Course Book	☑ Practice Exam
☑ Intensive Live Sessions/Learning Sprint	☑ Video	☑ Online Tests
☑ Recorded Live Sessions		

Pricing

Module Code: DLBMPP_E

Module Type	Admission Requirements	Study Level	ECTS Credits	Student Workload
see curriculum	none	BA	5	150 h

Semester / Term	Duration	Regularly offered in	Language of Instruction and Examination
see curriculum	Minimum 1 semester	WiSe/SoSe	English

Module Coordinator
Prof. Dr. Yu Zhou-Brock (Pricing)
Information about the Module Coordinator without guarantee

Contributing Courses to Module
▪ Pricing (DLBMPP01_E)

Module Exam Type	
Module Exam Study Format: Distance Learning Exam, 90 Minutes	**Split Exam**

Module Contents

Pricing

- 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	Links to other Study Programs of the University
This module is similar to other modules in the field of Marketing & Sales	All Bachelor Programs in the Marketing & Communication field

Pricing

Course Code: DLBMPP01_E

Study Level	Language of Instruction and Examination	Contact Hours	ECTS Credits	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

 Strategic Pricing <ol> Why is pricing often ineffective? How can pricing be effective? Cost based pricing <ol> Determining all relevant costs Contribution margin analysis Break-even analysis Customer based pricing <ol> Value to the customer Price sensitivity Price elasticity Competition based pricing <ol> Pricing in the marketplace Competitive information Effective price competition Pricing strategy <ol> Price positioning Price differentiation and yield/revenue management Communicating prices Product Life Cycle <ol> Innovation Pricing in the growth phase Pricing in the mature phase Pricing in declining markets   Market segmentation <ol> Segmentation by buyers and products Segmentation by place and time of purchase Discounts, terms and conditions, the influence of purchase quantity on price, and product bundling Negotiating prices <ol> Price management in negotiations with customers Ethics and legal implications <ol> Ethics and legal implications on pricing <p />

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	Course Type
Distance Learning	Theory Course

Information about the examination	
Examination Admission Requirements	**Online Tests:** yes
Type of Exam	Exam, 90 Minutes

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

Instructional Methods		
Tutorial Support	**Learning Material**	**Exam Preparation**
☑ Course Feed	☑ Course Book	☑ Practice Exam
☑ Intensive Live Sessions/Learning Sprint	☑ Video	☑ Online Tests
☑ Recorded Live Sessions		

Introduction to Computer Science

Module Code: DLBCSICS

Module Type	Admission Requirements	Study Level	ECTS Credits	Student Workload
see curriculum	none	BA	5	150 h

Semester / Term	Duration	Regularly offered in	Language of Instruction and Examination
see curriculum	Minimum 1 semester	WiSe/SoSe	English

Module Coordinator
Prof. Dr. Carsten Skerra (Introduction to Computer Science)
Information about the Module Coordinator without guarantee

Contributing Courses to Module
▪ Introduction to Computer Science (DLBCSICS01)

Module Exam Type	
Module Exam Study Format: Distance Learning Exam, 90 Minutes Study Format: myStudies Exam, 90 Minutes	**Split Exam**

Module Contents

Introduction to Computer Science

- Information representation
- Algorithms and data structures
- Propositional logic / Boolean algebra
- Hardware
- Networks and the internet
- Software
- Computer science as a discipline

Learning Outcomes

Introduction to Computer Science

On successful completion, students will be able to

- understand basic algorithms and data structures.
- apply basic constructs of propositional logic in programming.
- describe the structure of computer hardware systems.
- specify the structure and the main services of the internet.
- discuss professional conduct in computer science.

Links to other Modules within the Study Program	Links to other Study Programs of the University
This module is similar to other modules in the field of Computer Science & Software Development.	All Bachelor Programs in the IT & Technology field.

Introduction to Computer Science

Course Code: DLBCSICS01

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

Course Description

The goal of this course is to provide an introduction to computer science and its main concepts. It covers basic topics such as information representation and an introduction to algorithms and data structures. Propositional logic and Boolean algebra are also introduced, both of which form an important basis in computer science, e.g., for expressing conditions in programming.
Furthermore, the course introduces the three main components of computing infrastructures: hardware, networks, and software.
Finally, the course covers the meta level by looking at the role of computer science as a discipline as well as ethics and professional conduct.

Course Outcomes

On successful completion, students will be able to

- understand basic algorithms and data structures.
- apply basic constructs of propositional logic in programming.
- describe the structure of computer hardware systems.
- specify the structure and the main services of the internet.
- discuss professional conduct in computer science.

Contents

1. Basic concepts of data processing
   - 1.1 Data, information and messages
   - 1.2 Software, firmware and hardware
   - 1.3 Languages, syntax and semantics
   - 1.4 Historical overview
2. Information representation
   - 2.1 Number representation formats
   - 2.2 Representation of non-numerical information
   - 2.3 Data types
   - 2.4 Redundancy and error tolerance
3. Algorithms and data structures

3.1 Algorithms and flow diagrams
3.2 Simple data structures
3.3 Searching and sorting
3.4 Quality of algorithms (correctness, termination, efficiency/complexity)

4. Propositional logic, Boolean algebra and circuit design
   4.1 Propositions and logical conclusions
   4.2 Conjunctive and disjunctive normal form
   4.3 Digital circuit design

5. Hardware and computer architectures
   5.1 Computer types and their architecture
   5.2 Processors and memory
   5.3 Input and output
   5.4 Interfaces and drivers
   5.5 High-performance computing

6. Networks and the internet
   6.1 Wired and wireless networks and their topologies
   6.2 The TCP/IP and the ISO/OSI model
   6.3 Internet structure and services
   6.4 The internet of things

7. Software
   7.1 BIOS and operating systems
   7.2 Application software and information systems
   7.3 Apps
   7.4 Embedded systems
   7.5 Software development

8. Computer Science as a discipline
   8.1 The role and sub-disciplines of computer science
   8.2 Artificial intelligence, data science and computer science
   8.3 Ethical aspects of computer science
   8.4 The ACM Code of Ethics and Professional Conduct

Literature
Compulsory Reading

Further Reading

- Dale, N., & Lewis, J. (2020). Computer science illuminated (7th ed.). Jones & Bartlett Learning.
- Downey, A. B., & Mayfield, C. (2020). Think Java: How to think like a computer scientist. O'Reilly.
- Filho, W. F. (2018). Computer science distilled: Learn the art of solving computational problems. Code Energy LLC.
- Petzold, C. (2000). Code: The hidden language of computer hardware and software. Microsoft Press.
- Whitington, J. (2016). A machine made this book: Ten sketches of computer science. Coherent Press.

Study Format Distance Learning

Study Format	Course Type
Distance Learning	Theory Course

Information about the examination	
Examination Admission Requirements	**Online Tests:** yes
Type of Exam	Exam, 90 Minutes

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

Instructional Methods		
Tutorial Support	**Learning Material**	**Exam Preparation**
☑ Course Feed	☑ Course Book	☑ Practice Exam
☑ Intensive Live Sessions/Learning Sprint	☑ Video	☑ Online Tests
☑ Recorded Live Sessions	☑ Audio	

Study Format myStudies

Study Format	Course Type
myStudies	Theory Course

Information about the examination	
Examination Admission Requirements	**Online Tests:** yes
Type of Exam	Exam, 90 Minutes

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

Instructional Methods		
Tutorial Support	**Learning Material**	**Exam Preparation**
☑ Course Feed	☑ Course Book	☑ Practice Exam
☑ Intensive Live Sessions/Learning Sprint	☑ Video	☑ Online Tests
☑ Recorded Live Sessions	☑ Audio	

Artificial Intelligence

Module Code: DLBDSEAIS1-01

Module Type	Admission Requirements	Study Level	ECTS Credits	Student Workload
see curriculum	none	BA	5	150 h

Semester / Term	Duration	Regularly offered in	Language of Instruction and Examination
see curriculum	Minimum 1 semester	WiSe/SoSe	English

Module Coordinator

Prof. Dr. Kristina Schaaff (Artificial Intelligence)

Information about the Module Coordinator without guarantee

Contributing Courses to Module

- Artificial Intelligence (DLBDSEAIS01-01)

Module Exam Type

Module Exam	Split Exam
Study Format: Distance Learning Exam, 90 Minutes Study Format: Duales myStudium Exam, 90 Minutes	

Module Contents

Artificial Intelligence

- History of AI
- Modern AI Systems
- Reinforcement Learning
- Natural Language Processing (NLP)
- Computer Vision

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	Links to other Study Programs of the University
This module is similar to other modules in the field of Data Science & Artificial Intelligence	All Bachelor Programs in the IT & Technology field

Artificial Intelligence

Course Code: DLBDSEAIS01-01

Study Level	Language of Instruction and Examination	Contact Hours	ECTS Credits	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 such as generative AI. The 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. The 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 Temporal-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
   - 4.4 Advanced NLP Models

5. Computer Vision
   - 5.1 Introduction to Computer Vision
   - 5.2 Image Representation and Geometry
   - 5.3 Feature Engineering
   - 5.4 Semantic Segmentation
   - 5.5 Advanced Image Generation Techniques

Literature

Compulsory Reading

Further Reading

- Bear, M. F., Barry, W. S., & Paradiso, M. A. (2020). Neuroscience: Exploring the brain (4th ed.). Lippincott Williams & Wilkins.
- 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.
- Morris, M. R., Sohl-Dickstein, J., Fiedel, N., Warkentin, T., Dafoe, A., Faust, A., Farabet, C., & Legg, S. (2024). Proceedings of the 41st International Conference on Machine Learning. PMLR, 235, 36308–36321.
- 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.). Adaptive Computation and Machine Learning. MIT Press.
- Szeliski, R. (2022). Computer vision: Algorithms and applications (2nd ed.). Texts in Computer Science. Springer.
- Vaswani, A., Shazeer, N., Parmar, N., Uszkoreit, J., Jones, L., Gomez, A. N., Kaiser, Ł., & Polosukhin, I. (2017). Attention is all you need. Advances in Neural Information Processing Systems, 30. Curran Associates, Inc.

Study Format Distance Learning

Study Format	Course Type
Distance Learning	Theory Course

Information about the examination	
Examination Admission Requirements	**Online Tests:** yes
Type of Exam	Exam, 90 Minutes

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

Instructional Methods		
Tutorial Support	**Learning Material**	**Exam Preparation**
☑ Course Feed	☑ Course Book	☑ Practice Exam
☑ Intensive Live Sessions/Learning Sprint	☑ Video	☑ Online Tests
☑ Recorded Live Sessions		

Study Format Duales myStudium

Study Format	Course Type
Duales myStudium	Theory Course

Information about the examination	
Examination Admission Requirements	**Online Tests:** yes
Type of Exam	Exam, 90 Minutes

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

Instructional Methods		
Tutorial Support	**Learning Material**	**Exam Preparation**
☑ Course Feed	☑ Course Book	☑ Practice Exam
☑ Intensive Live Sessions/Learning Sprint	☑ Video	☑ Online Tests
☑ Recorded Live Sessions		

Project: Artificial Intelligence

Module Code: DLBDSEAIS2

Module Type	Admission Requirements	Study Level	ECTS Credits	Student Workload
see curriculum	none	BA	5	150 h

Semester / Term	Duration	Regularly offered in	Language of Instruction and Examination
see curriculum	Minimum 1 semester	WiSe/SoSe	English

Module Coordinator
Rami Alkubaty (Project: Artificial Intelligence)
Information about the Module Coordinator without guarantee

Contributing Courses to Module
▪ Project: Artificial Intelligence (DLBDSEAIS02)

Module Exam Type	
Module Exam Study Format: Distance Learning Portfolio Study Format: Duales myStudium Portfolio	**Split Exam**

Module Contents

Project: Artificial Intelligence

This course focuses on developing a simple AI system for a specific application and domain. A current list of topics is located in the Learning Management System.

Learning Outcomes

Project: Artificial Intelligence

On successful completion, students will be able to

- determine the requirements for building an artificial intelligence system.
- evaluate an application for an AI system.
- transfer theoretically-sound and practically-proven methods and tools to an application domain.
- create an AI system for a chosen application.

Links to other Modules within the Study Program	Links to other Study Programs of the University
This module is similar to other modules in the field of Data Science & Artificial Intelligence	All Bachelor Programs in the IT & Technology field

Project: Artificial Intelligence

Course Code: DLBDSEAIS02

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

Course Description

This project course will give students hands-on experience in the challenging task of designing and developing an AI system for a specific application and domain.
Students will need to consider requirements and practical constraints as well as the desired output of the AI system.
Following this course the students will get holistic overview of developing a specific AI-based application.

Course Outcomes

On successful completion, students will be able to

- determine the requirements for building an artificial intelligence system.
- evaluate an application for an AI system.
- transfer theoretically-sound and practically-proven methods and tools to an application domain.
- create an AI system for a chosen application.

Contents

- This project course focuses on understanding and implementing a simple AI system. Based on the course Artificial Intelligence (DLBDSEAI01), students will design and implement a simple AI system. In the first step, students will choose a specific application and domain and then use the methods from the course to analyze the requirements and outcomes before implementing their own AI application. All relevant artifacts and considerations are documented by the students in a course portfolio.

Literature

Compulsory Reading

Further Reading

- Bear, M. F., Barry, W. S., & Paradiso, M. A. (2020). Neuroscience: Exploring the brain (4th ed.). Lippincott Williams & Wilkins.
- Chollet, F. (2018). Deep learning with Python. Manning.
- 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.
- Szeliski, R. (2022). Computer vision: Algorithms and applications (2nd ed. 2022). Springer.

Study Format Distance Learning

Study Format	Course Type
Distance Learning	Project

Information about the examination	
Examination Admission Requirements	**Online Tests:** no
Type of Exam	Portfolio

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

Instructional Methods	
Tutorial Support ☑ Course Feed ☑ Intensive Live Sessions/Learning Sprint ☑ Recorded Live Sessions	**Exam Preparation** ☑ Guideline

Study Format Duales myStudium

Study Format	Course Type
Duales myStudium	Project

Information about the examination	
Examination Admission Requirements	**Online Tests:** no
Type of Exam	Portfolio

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

Instructional Methods	
Tutorial Support ☑ Course Feed ☑ Intensive Live Sessions/Learning Sprint ☑ Recorded Live Sessions	**Exam Preparation** ☑ Guideline

Project: Organizational Development

Module Code: DLBWPPOE_E

Module Type	Admission Requirements	Study Level	ECTS Credits	Student Workload
see curriculum	none	BA	5	150 h

Semester / Term	Duration	Regularly offered in	Language of Instruction and Examination
see curriculum	Minimum 1 semester	WiSe/SoSe	English

Module Coordinator
Kevin Brenneman (Project: Organizational Development)
Information about the Module Coordinator without guarantee

Contributing Courses to Module
▪ Project: Organizational Development (DLBWPPOE01_E)

Module Exam Type	
Module Exam Study Format: Distance Learning Written Assessment: Project Report	**Split Exam**

Module Contents

Project: Organizational Development

This module deals with a topic within the discipline organizational development. This topic addresses a problem in the field of designing new forms of work.

Learning Outcomes

Project: Organizational Development

On successful completion, students will be able to

- independently familiarize themselves with the basics of organizational development and change management.
- describe various classical and current models and methods of organizational change and evaluate their practical applicability.
- identify relevant current trends in work design and describe them based on theoretical approaches.
- independently develop a specific research question or task in the field of work design and answer this question with the help of theories and methods of organizational development.
- develop their own recommendations for the solution of the problem, which are theoretically justified as well as realizable in practice.
- critically reflect upon their own approach and solution.

Links to other Modules within the Study Program	**Links to other Study Programs of the University**
This module is similar to other modules in the field of Psychology	All Bachelor Programs in the Social Sciences field

Project: Organizational Development

Course Code: DLBWPPOE01_E

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

Course Description

Organizational change is an essential component of management as the speed and magnitude of organizational change has greatly increased. This course deals with a specific topic from the field of organizational development. In particular, it focuses on the redesign of work, which is becoming increasingly crucial for the success of companies due to megatrends such as digitization and demographic change. The development of a concrete and practically relevant concept for the redesign of work is the focus of the course. Contents are on the one hand the new forms of work itself and on the other hand their implementation into an existing context.

Course Outcomes

On successful completion, students will be able to

- independently familiarize themselves with the basics of organizational development and change management.
- describe various classical and current models and methods of organizational change and evaluate their practical applicability.
- identify relevant current trends in work design and describe them based on theoretical approaches.
- independently develop a specific research question or task in the field of work design and answer this question with the help of theories and methods of organizational development.
- develop their own recommendations for the solution of the problem, which are theoretically justified as well as realizable in practice.
- critically reflect upon their own approach and solution.

Contents

- This course is positioned in the context of organizational development and change management as it deals with new forms of organization and work ("New Work") as well was with their implementation into an organization. Hence, it is necessary to get an overview of the basics of new ways of working, e.g., agile ways of working, swarm organization, holacracy or the virtualization of work. In addition, students should familiarize themselves with theoretical and practical models and methods of organizational development and change management in order to use them to address a specific, practice-relevant issue. These consist, for example, in various change models (e.g., Lewin, Kotter) or concepts for the acceptance of change. The essential aspect of this course is the linkage of a solid theoretical basis with concrete and current issues of management practice.

Literature
Compulsory Reading
Further Reading ▪ Kotter, J. (2007). Leading Change. Why Transformation Efforts fail. Harvard Business Review 85, 1-10. ▪ Laloux, F. (2014). Reinventing Organizations: Reinventing Organizations: A Guide to Creating Organizations Inspired by the Next Stage in Human Consciousness. Vahlen, München. ▪ Lauer, T. (2021). Change Management – Fundamentals and Success Factors. Springer Verlag. ▪ Lewin, K. (1947). Frontiers in group dynamics. In Cartwright, D. (Ed.), Field Theory in Social Science. Social Science Paperbacks. ▪ Van de Ven, A. & Poole, M. (1995). Explaining development and change in organizations. Academy of Management Review 20(3), 510-540.

Study Format Distance Learning

Study Format	Course Type
Distance Learning	Project

Information about the examination	
Examination Admission Requirements	**Online Tests:** no
Type of Exam	Written Assessment: Project Report

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

Instructional Methods	
Tutorial Support ☑ Course Feed ☑ Intensive Live Sessions/Learning Sprint ☑ Recorded Live Sessions	**Exam Preparation** ☑ Guideline

Change Management

Module Code: DLBDBCM_E

Module Type	Admission Requirements	Study Level	ECTS Credits	Student Workload
see curriculum	none	BA	5	150 h

Semester / Term	Duration	Regularly offered in	Language of Instruction and Examination
see curriculum	Minimum 1 semester	WiSe/SoSe	English

Module Coordinator
Prof. Dr. John Stanley (Change Management)
Information about the Module Coordinator without guarantee

Contributing Courses to Module
▪ Change Management (DLBDBCM01_E)

Module Exam Type	
Module Exam Study Format: Distance Learning Exam, 90 Minutes Study Format: myStudies Exam, 90 Minutes	**Split Exam**

Module Contents

Change Management

- Introduction to Change Management
- Understanding and Shaping Change
- Phase Models of Change Management
- Phases of the Change Process
- Change Communication
- Influencing Factors and Typical Errors in Change Management
- Operational Instruments in the Context of Change Management

Learning Outcomes

Change Management

On successful completion, students will be able to

- explain the management of change in its broadest sense.
- identify the characteristics and procedures by which necessary changes in companies can beidentified and designed.
- grasp the basics of processes in change management and communicate them to otherparticipants.
- identify and analyze the need for change.
- outline typical tasks of managers in initiating and accompanying change processes.
- explain essential and effective techniques and tools of change processes and apply them.
- evaluate the success of change processes and measures.
- develop meaningful ways of dealing with resistance that arises in the change process.

Links to other Modules within the Study Program	Links to other Study Programs of the University
This module is similar to other modules in the field of Business Administration & Management	All Bachelor Programs in the Business field

Change Management

Course Code: DLBDBCM01_E

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

Course Description

The pace of change in markets, technologies and customer behavior has increased significantly.These developments offer growth opportunities for companies - new business models, mergingmarkets, changed customer behavior. To utilize future potentials, companies need to implementchanges effectively and quickly. To do this, it is essential to know the meaning, structure, roles ofthe people involved, possible bottle neck situations and communication within the framework ofchange management. A great number of change programs regularly fail in the operationalimplementation. Therefore, knowledge of the systematic approach to the change process isnecessary to successfully manage change in and of the company. People and processes play acentral role in this procedure.

Course Outcomes

On successful completion, students will be able to

- explain the management of change in its broadest sense.
- identify the characteristics and procedures by which necessary changes in companies can beidentified and designed.
- grasp the basics of processes in change management and communicate them to otherparticipants.
- identify and analyze the need for change.
- outline typical tasks of managers in initiating and accompanying change processes.
- explain essential and effective techniques and tools of change processes and apply them.
- evaluate the success of change processes and measures.
- develop meaningful ways of dealing with resistance that arises in the change process.

Contents

1. Introduction to Change Management
   - 1.1 Terms and Definitions
   - 1.2 Limitations of Change Management
   - 1.3 Models of Change
2. Causes and Triggers of Change
   - 2.1 Change and Transformation
   - 2.2 External Triggers of Change

2.3 Internal Triggers for Change

3. The company as an Obstacle to Change
   - 3.1 Obstacles at Organizational Level
   - 3.2 Collective Obstacles
   - 3.3 Economic Obstacles

4. Resistance at Individual Level
   - 4.1 Manifestations of Individual Resistance
   - 4.2 Causes and Triggers of Individual Resistance
   - 4.3 Actions towards Resistance

5. Change as a Management Task
   - 5.1 Success Factors of Change Management
   - 5.2 Management Tasks in Change
   - 5.3 Change Management Activity Plans

6. Leading Change
   - 6.1 Success Factor: Leadership and Manager
   - 6.2 Leadership Roles and Functions
   - 6.3 Change Communication

7. Management of Change Projects
   - 7.1 Change Management Models
   - 7.2 Organization of Change Management
   - 7.3 Controlling and Evaluation of Change Projects

Literature

Compulsory Reading

Further Reading

- Lauer, T. (2021). Change management: Fundamentals and success factors. Springer Verlag.
- Hayes, J. (2018). The theory and practice of change management [electronic resource] (Fifth edition). Palgrave Macmillan.

Study Format Distance Learning

Study Format	Course Type
Distance Learning	Theory Course

Information about the examination	
Examination Admission Requirements	**Online Tests:** yes
Type of Exam	Exam, 90 Minutes

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

Instructional Methods

Tutorial Support	Learning Material	Exam Preparation
☑ Course Feed	☑ Course Book	☑ Practice Exam
☑ Intensive Live Sessions/Learning Sprint	☑ Video	☑ Online Tests
☑ Recorded Live Sessions	☑ Audio	

Study Format myStudies

Study Format	Course Type
myStudies	Theory Course

Information about the examination	
Examination Admission Requirements	**Online Tests:** yes
Type of Exam	Exam, 90 Minutes

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

Instructional Methods		
Tutorial Support	**Learning Material**	**Exam Preparation**
☑ Course Feed	☑ Course Book	☑ Practice Exam
☑ Intensive Live Sessions/Learning Sprint	☑ Video	☑ Online Tests
☑ Recorded Live Sessions	☑ Audio	

Circular Economy

Module Code: DLBEPWITN1_E

Module Type	Admission Requirements	Study Level	ECTS Credits	Student Workload
see curriculum	none	BA	5	150 h

Semester / Term	Duration	Regularly offered in	Language of Instruction and Examination
see curriculum	Minimum 1 semester	WiSe/SoSe	English

Module Coordinator
Prof. Dr. Christian Kroll (Circular Economy)
Information about the Module Coordinator without guarantee

Contributing Courses to Module
▪ Circular Economy (DLBEPWITN01_E)

Module Exam Type	
Module Exam Study Format: Distance Learning Exam, 90 Minutes Study Format: Duales myStudium Exam, 90 Minutes	**Split Exam**

Module Contents

Circular Economy

- Origin and Definition of the Circular Economy
- Drivers of the Circular Economy
- The "R-framework of circularity" - the 7 "Rs" and their application
- Requirements of the Circular Economy
- Transformation towards a Circular Economy
- Examples of Approaches and Business Models of the Circular Economy

Learning Outcomes

Circular Economy

On successful completion, students will be able to

- understand which origins and reasons make a reshape and restructure of the current linearly organized economy towards a circular economy necessary.
- describe the most important drivers of the circular economy.
- explain important concepts and deductions of the Circular Economy and their impact on organizational forms, business models, production and technologies as well as economic activity, and to evaluate their advantages and disadvantages.
- understand and learn to shape the transformation process from a currently linearly organized economy to a circular economy.

Links to other Modules within the Study Program	Links to other Study Programs of the University
This module is similar to other modules in the field of Quality and Sustainability Management	All Bachelor Programs in the Management field

Circular Economy

Course Code: DLBEPWITN01_E

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

Course Description

In contrast to the currently predominant principle of linear economy in industrial production and economy, the approach of the circular economy represents a regenerative system. Theobjective of the Circular Economy is to lower the use of resources and to reduce waste production, emissions and energy waste by slowing down, reducing and closing energy and material cycles. The course provides an overview of the origins, the framework conditions and the requirements of a Circular Economy. In addition, the students receive an insight into the economic transformation processes and adjustments in terms of production, technologies, supply chain, forms of organization and business models.

Course Outcomes

On successful completion, students will be able to

- understand which origins and reasons make a reshape and restructure of the current linearly organized economy towards a circular economy necessary.
- describe the most important drivers of the circular economy.
- explain important concepts and deductions of the Circular Economy and their impact on organizational forms, business models, production and technologies as well as economic activity, and to evaluate their advantages and disadvantages.
- understand and learn to shape the transformation process from a currently linearly organized economy to a circular economy.

Contents

1. Origin and Definition of the Circular Economy
   - 1.1 Background, History and Definition
   - 1.2 Environmental Crisis
   - 1.3 Waste of Resources
   - 1.4 Negative Externalities
2. Drivers of the Circular Economy
   - 2.1 Legal Framework in Europe and Germany
   - 2.2 International Framework Conditions - Paris Agreement and UN Sustainable Development Goals
   - 2.3 Technological and Economic Drivers, Such as the Sharing Economy

2.4 Social and Political Drivers, Such as Zero Waste Vision and Coal Exit

3. The "R-Framework of Circularity" - The 7 "Rs" and Their Application
   - 3.1 "Rethink"
   - 3.2 "Reduce"
   - 3.3 "Re-Use" and "Repair"
   - 3.4 "Refurbish" and "Recover"
   - 3.5 "Recycle"

4. Requirements of the Recycling Economy
   - 4.1 Other Forms and Demands for Raw Materials
   - 4.2 Critical and Scarce Raw Materials
   - 4.3 Example: Renewable Energies

5. Transformation Towards a Circular Economy
   - 5.1 Substitution and Design Strategies
   - 5.2 Political and Economic Strategies
   - 5.3 Transformation of the Production and Supply Chain
   - 5.4 Transformation of the "Throwaway" Culture

6. Examples for Approaches and Business Models of the Circular Economy
   - 6.1 Waste Management
   - 6.2 Energy Industry

Literature

Compulsory Reading

Further Reading

- Lacy, P./Long, J./Spindler, W. (2020): The Circular Economy Handbook: Realizing the Circular Advantage, Palgrave Macmillan, Basingstoke, UK.
- Webster, Ken (2017): The Circular Economy: A Wealth of Flows, 2nd Edition, Lightning Source, LaVergne, USA.
- Gallaud, D./Laperche, B. (2016): Circular Economy, Industrial Ecology and Short Supply Chain: Towards Sustainable Territories, Innovation, Entrepreneurship, Management: Smart Innovation Set, Band 4, John Wiley & Sons, New York, USA.

Study Format Distance Learning

Study Format	Course Type
Distance Learning	Theory Course

Information about the examination	
Examination Admission Requirements	**Online Tests:** yes
Type of Exam	Exam, 90 Minutes

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

Instructional Methods		
Tutorial Support	**Learning Material**	**Exam Preparation**
☑ Course Feed	☑ Course Book	☑ Practice Exam
☑ Intensive Live Sessions/Learning Sprint	☑ Video	☑ Online Tests
☑ Recorded Live Sessions		

Study Format Duales myStudium

Study Format	Course Type
Duales myStudium	Theory Course

Information about the examination	
Examination Admission Requirements	**Online Tests:** yes
Type of Exam	Exam, 90 Minutes

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

Instructional Methods		
Tutorial Support	**Learning Material**	**Exam Preparation**
☑ Course Feed	☑ Course Book	☑ Practice Exam
☑ Intensive Live Sessions/Learning Sprint	☑ Video	☑ Online Tests
☑ Recorded Live Sessions		

Sustainable Technologies

Module Code: DLBEPWITN2_E

Module Type	Admission Requirements	Study Level	ECTS Credits	Student Workload
see curriculum	none	BA	5	150 h

Semester / Term	Duration	Regularly offered in	Language of Instruction and Examination
see curriculum	Minimum 1 semester	WiSe/SoSe	English

Module Coordinator
Prof. Dr. Christian Kroll (Sustainable Technologies)
Information about the Module Coordinator without guarantee

Contributing Courses to Module
▪ Sustainable Technologies (DLBEPWITN02_E)

Module Exam Type	
Module Exam Study Format: Distance Learning Exam, 90 Minutes Study Format: Duales myStudium Exam, 90 Minutes	**Split Exam**

Module Contents

Sustainable Technologies

- Energy Technologies
- Water Technologies
- Raw Material and Material Technologies
- Urban Technologies
- Transport Technologies
- Evaluation of Sustainable Technologies

Learning Outcomes

Sustainable Technologies

On successful completion, students will be able to

- remember the definition and concepts of the term sustainability,
- understand different systems and their interactions as well as the social significance of sustainable technologies,
- remember the areas of use and possible applications of sustainable technologies,
- analyze, evaluate and compare sustainable technologies based on objective criteria.

Links to other Modules within the Study Program	Links to other Study Programs of the University
This module is similar to other modules in the field of Natural Sciences	All Bachelor Programs in the IT & Technology field

Sustainable Technologies

Course Code: DLBEPWITN02_E

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

Course Description

Sustainable technologies differ significantly from conventional technologies, which often cause ecological and social problems due to their dependence on conventional primary energy sources (fossil or nuclear) and/or their emissions. In the course, students get an overview of the areas and applications of sustainable technologies and gain insight into methods of evaluating and comparing them based on objective criteria.

Course Outcomes

On successful completion, students will be able to

- remember the definition and concepts of the term sustainability,
- understand different systems and their interactions as well as the social significance of sustainable technologies,
- remember the areas of use and possible applications of sustainable technologies,
- analyze, evaluate and compare sustainable technologies based on objective criteria.

Contents

1. Sustainable technologies: Introduction and context
   - 1.1 Characteristics of sustainable technologies
   - 1.2 Systems and interdependencies
   - 1.3 Social relevance
   - 1.4 Economic aspects of sustainable technologies
   - 1.5 Technical challenges of sustainable technologies
2. Energy Technologies
   - 2.1 Energy forms
   - 2.2 Conventional primary energy sources
   - 2.3 Regenerative primary energy sources
   - 2.4 Energy storage technology
   - 2.5 Energy conversion technologies and conversion efficiency
   - 2.6 Energy supply grids
3. Water Technologies

3.1 Water treatment and conditioning
3.2 Water systems

4. Raw material and material technologies
4.1 Material efficiency
4.2 Optimization of material functionalities
4.3 Recycling

5. Urban Technologies
5.1 Building technology
5.2 Supply and disposal
5.3 Synergy potentials in urban centers

6. Transport Technologies
6.1 Sustainable transport systems
6.2 Fuels
6.3 Material reduction

7. Evaluation of sustainable technologies
7.1 Upstream and downstream energy chains
7.2 Material flow analyses
7.3 Life cycles, obsolescence and recyclability, life cycle assessment
7.4 Comparisons based on individual criteria
7.5 Technology impact assessment

Literature

Compulsory Reading

Further Reading

- Benetto, E./ Gericke, K. (Eds.). (2018): Designing Sustainable Technologies, Products and Policies: From Science to Innovation. Springer International Publishing; Springer.
- Mino, T./ Shogo, K. (Eds.). (2020): Framing in Sustainability Science: Theoretical and Practical Approaches. Science for Sustainable Societies. Springer Singapore.
- Kamran, M./ Fazal, M. (2021). Fundamentals of Renewable Energy Systems: Technologies, design and operation. Elsevier Academic Press.
- Hüttl, R. F./ Bens, O./ Bismuth, C.,/ Hoechstetter, S. (Eds.). (2016). Water Resources Development and Management. Society - Water - Technology: A Critical Appraisal of Major Water Engineering Projects. Springer International Publishing; Springer.
- Riggs, W. (Ed.). (2020). Disruptive transport: Driverless cars, transport innovation and the sustainable city of tomorrow. Routledge.

Study Format Distance Learning

Study Format	Course Type
Distance Learning	Theory Course

Information about the examination	
Examination Admission Requirements	**Online Tests:** yes
Type of Exam	Exam, 90 Minutes

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

Instructional Methods		
Tutorial Support	**Learning Material**	**Exam Preparation**
☑ Course Feed	☑ Course Book	☑ Practice Exam
☑ Intensive Live Sessions/Learning Sprint	☑ Video	☑ Online Tests
☑ Recorded Live Sessions		

Study Format Duales myStudium

Study Format	Course Type
Duales myStudium	Theory Course

Information about the examination	
Examination Admission Requirements	**Online Tests:** yes
Type of Exam	Exam, 90 Minutes

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

Instructional Methods		
Tutorial Support	**Learning Material**	**Exam Preparation**
☑ Course Feed	☑ Course Book	☑ Practice Exam
☑ Intensive Live Sessions/Learning Sprint	☑ Video	☑ Online Tests
☑ Recorded Live Sessions		

Applied Sales I

Module Code: DLBDSEAS1

Module Type	Admission Requirements	Study Level	ECTS Credits	Student Workload
see curriculum	none	BA	5	150 h

Semester / Term	Duration	Regularly offered in	Language of Instruction and Examination
see curriculum	Minimum 1 semester	WiSe/SoSe	English

Module Coordinator
Tanja Moehler (Applied Sales I)
Information about the Module Coordinator without guarantee

Contributing Courses to Module
▪ Applied Sales I (DLBDSEAS01)

Module Exam Type	
Module Exam Study Format: Distance Learning Exam, 90 Minutes	**Split Exam**

Module Contents

Applied Sales I

- Fundamentals of Applied Sales
- The Distribution System
- Personal Sales
- Sales Plans
- New Customer Acquisition
- A Sales Visit
- Conversational Tactics
- Conducting Negotiations
- Other Sales Channels

Learning Outcomes

Applied Sales I

On successful completion, students will be able to

- understand the fundamentals of applied sales and place them in the context of the company.
- understand the interaction of the individual facets of applied sales.
- differentiate between and evaluate individual sales systems.
- describe current sales types and sales characteristics.
- oversee and classify the entire sales process from customer acquisition to customer retention.
- understand the basics of sales and negotiation management and apply them.
- name the usual sales instruments, recognize their advantages and disadvantages, and reflect on essential fields of application and possibilities.

Links to other Modules within the Study Program	Links to other Study Programs of the University
This module is similar to other modules in the field of Marketing & Sales	All Bachelor Programs in the Marketing & Communication field

Applied Sales I

Course Code: DLBDSEAS01

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

Course Description

The demands on sales thinking are growing every day. Globalized demand combined with high competition is making it increasingly difficult for companies to compete for customers. At the same time, customers are becoming better informed, while traditional supply markets are saturated and at overcapacity. In order to be successful in such an environment, sales thinking and action are required along with a new type of salesperson. Within the course Applied Sales I (Introduction), the participants are familiarized with the basic concepts of applied sales. You will learn about sales organization, dealing with alternative sales channels, and get to know the dedicated sales planning process. The contents of the module are complemented by the successful acquisition of new customers, whereby particular attention is paid to the organization and implementation of customer visits and the conduct of discussions and negotiations.

Course Outcomes

On successful completion, students will be able to

- understand the fundamentals of applied sales and place them in the context of the company.
- understand the interaction of the individual facets of applied sales.
- differentiate between and evaluate individual sales systems.
- describe current sales types and sales characteristics.
- oversee and classify the entire sales process from customer acquisition to customer retention.
- understand the basics of sales and negotiation management and apply them.
- name the usual sales instruments, recognize their advantages and disadvantages, and reflect on essential fields of application and possibilities.

Contents

1. Fundamentals of Applied Sales and Distribution
   - 1.1 Tasks and Forms of Applied Distribution
   - 1.2 Marketing as the Basis of Sales
   - 1.3 Distribution, Sales, and Other Terms
   - 1.4 Sales in Different Economic Sectors
2. The Distribution System

2.1 Forms of Sales
2.2 Sales Organisation
2.3 Key Account Management
2.4 Multi-Channel Distribution

3. Personal Sales
3.1 The "New Sellers"
3.2 Requirements for Sales Personalities
3.3 The Key Account Manager
3.4 Task of Sales Managers

4. Sales Plan
4.1 Tasks and Objectives of Sales Management
4.2 Observation of Competition in the Context of Sales Management
4.3 Potential Analyses and Sales Planning
4.4 Sales Control and Visit Strategies

5. New Customer Acquisition
5.1 Identification of New Customer Potential
5.2 Customer Relationship Management and Customer Acquisition
5.3 Trade Fairs and Events
5.4 Networking

6. The Sales Visit
6.1 Frequency and Preparation of Visits
6.2 Conduct of a Visit
6.3 Visit Reports and Follow-Up
6.4 Aftercare and Follow-Up

7. Conversational Tactics
7.1 Structured Conversation Preparation
7.2 Goal-Oriented Conversation: The D.A.L.A.S Model
7.3 Questioning Techniques

8. Conducting Negotiations
8.1 Psychology of Negotiation
8.2 Negotiation Structure
8.3 Objection Handling
8.4 Price Negotiations

9. Other Sales Channels
   - 9.1 Telemarketing
   - 9.2 Catalogue and Brochure Sales
   - 9.3 Internet and E-Commerce

Literature

Compulsory Reading

Further Reading

- Bloomfield, J. (2020). NeuroSelling: Mastering the customer conversation using the surprising science of decision making. Axon Publishing.
- Jobber, D., Lancaster, G., & Le Meunier-FitzHugh, K. (2019). Selling and sales management (10th ed.). Pearson.
- Peppers, D., & Rogers, M. (2016). Managing customer experience and relationships: A strategic framework (3rd ed.). Wiley.
- Pink, D. H. (2012). To sell is human: The surprising truth about moving others. Riverhead Books.

Study Format Distance Learning

Study Format	Course Type
Distance Learning	Theory Course

Information about the examination	
Examination Admission Requirements	**Online Tests:** yes
Type of Exam	Exam, 90 Minutes

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

Instructional Methods

Tutorial Support
- ☑ Course Feed
- ☑ Intensive Live Sessions/Learning Sprint
- ☑ Recorded Live Sessions

Learning Material
- ☑ Course Book
- ☑ Video
- ☑ Audio

Exam Preparation
- ☑ Practice Exam
- ☑ Online Tests

Applied Sales II

Module Code: DLBDSEAS2-01

Module Type	Admission Requirements	Study Level	ECTS Credits	Student Workload
see curriculum	none	BA	5	150 h

Semester / Term	Duration	Regularly offered in	Language of Instruction and Examination
see curriculum	Minimum 1 semester	WiSe/SoSe	English

Module Coordinator

Tanja Moehler (Applied Sales II)

Information about the Module Coordinator without guarantee

Contributing Courses to Module

- Applied Sales II (DLBDSEAS02-01)

Module Exam Type

Module Exam	Split Exam
Study Format: Distance Learning Exam, 90 Minutes	

Module Contents

Applied Sales II

- Marketing and Sales
- Customer Satisfaction as a Success Factor
- Personalities in Sales
- Customer-Oriented Communication
- Presentation and Rhetoric
- Customer Loyalty
- Networking
- Case Study

Learning Outcomes

Applied Sales II

On successful completion, students will be able to

- understand the interaction and the respective areas of responsibility of marketing and sales.
- reflect on and classify the goals and measures within the framework of the applied sales system.
- assess the relevance of customer satisfaction and retention. In addition, the students will be familiar with the central design elements of CRM.
- reflect on and assess alternative approaches to customer loyalty and relationship management and apply them in business practice.
- understand the meaning of the terms customer life cycle and customer value, and develop approaches to manage them in the sense of the respective sales targets.
- use descriptive presentation techniques in order to convince customers and other sales partners.
- understand the relevance of networking and develop strategies to broaden the contact base.
- develop and evaluate their own market analyses and sales concepts on the basis of practical experience within the framework of the case study.

Links to other Modules within the Study Program	**Links to other Study Programs of the University**
This module is similar to other modules in the field of Marketing & Sales	All Bachelor Programs in the Marketing & Communication field

Applied Sales II

Course Code: DLBDSEAS02-01

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

Course Description

The course Applied Sales II builds on the basics taught in the course "Applied Sales I" and broadens and deepens them. First, the tension between marketing and sales is examined in more detail. Based on this, essential backgrounds and central target figures for successful sales management (e.g., customer satisfaction and loyalty as well as the customer life cycle) are derived and operationalized in order to create the basis for efficient and effective customer relationship management. As the process progresses, attention will also be paid to mental processes and consumer behavior in general. In addition, strategies and paths to successful negotiation are deepened and supplemented by convincing communication techniques. The course concludes with a case study in the course of which the students have the opportunity to apply what they have learned in a practice-oriented manner.

Course Outcomes

On successful completion, students will be able to

- understand the interaction and the respective areas of responsibility of marketing and sales.
- reflect on and classify the goals and measures within the framework of the applied sales system.
- assess the relevance of customer satisfaction and retention. In addition, the students will be familiar with the central design elements of CRM.
- reflect on and assess alternative approaches to customer loyalty and relationship management and apply them in business practice.
- understand the meaning of the terms customer life cycle and customer value, and develop approaches to manage them in the sense of the respective sales targets.
- use descriptive presentation techniques in order to convince customers and other sales partners.
- understand the relevance of networking and develop strategies to broaden the contact base.
- develop and evaluate their own market analyses and sales concepts on the basis of practical experience within the framework of the case study.

Contents

1. Marketing and Sales
   - 1.1 Marketing and Business Philosophy
   - 1.2 Sales Marketing in Different Economic Sectors
   - 1.3 Relationship Marketing

1.4 (International) Marketing and Sales Integration

2. Customer Satisfaction as a Success Factor
   - 2.1 Customer Relationship Management (CRM)
   - 2.2 Customer Orientation Success Chain
   - 2.3 Customer Relationship Strategies

3. Customer Retention
   - 3.1 Customer Retention Management
   - 3.2 Customer Retention Tools
   - 3.3 Complaints Management

4. Customer-Oriented Communications
   - 4.1 Communication and Sales Promotion by Sales Staff
   - 4.2 Sales Promotion by Sales Team
   - 4.3 Sales Promotion by the Company

5. Personalities in Sales
   - 5.1 Sales Personalities
   - 5.2 Selling in Teams
   - 5.3 Negotiating with Committees

6. Presentation and Rhetoric
   - 6.1 Rhetoric in Sales
   - 6.2 Presentation Techniques
   - 6.3 Nonverbal Communication

7. Networking
   - 7.1 Organizational Networks and Networking
   - 7.2 Building and Shaping Relationships
   - 7.3 Networking via Social Media

8. Case Study—Multi-Vendor Customer Loyalty Programs
   - 8.1 German Consumer Goods Market & Drugstore Industry Situation
   - 8.2 PAYBACK—A German Synonym for Loyalty Cards

Literature
Compulsory Reading

Further Reading

- Homburg, C., Schäfer, H., & Schneider, J. (2012). Sales excellence: Systematic sales management. Springer Science & Business Media.
- Ingram, T. N., Schwepker, C. H., Williams, M. R., Avila, R. A., & LaForge, R. W. (2020). Salesmanagement: Analysis and decision making (10th ed.). Routledge, Taylor & Francis Group.
- Kotler, P., & Keller, K. L. (2021). Marketing management (16th, global ed.). Pearson Education.

Study Format Distance Learning

Study Format	Course Type
Distance Learning	Theory Course

Information about the examination	
Examination Admission Requirements	**Online Tests:** yes
Type of Exam	Exam, 90 Minutes

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

Instructional Methods

Tutorial Support	Learning Material	Exam Preparation
☑ Course Feed	☑ Course Book	☑ Practice Exam
☑ Intensive Live Sessions/Learning Sprint	☑ Video	☑ Online Tests
☑ Recorded Live Sessions	☑ Audio	

Project: Digital Entrepreneurship

Module Code: DLBEPWDE1_E

Module Type	Admission Requirements	Study Level	ECTS Credits	Student Workload
see curriculum	none	BA	5	150 h

Semester / Term	Duration	Regularly offered in	Language of Instruction and Examination
see curriculum	Minimum 1 semester	WiSe/SoSe	English

Module Coordinator
Prof. Dr. Visieu Lac (Project: Digital Entrepreneurship)
Information about the Module Coordinator without guarantee

Contributing Courses to Module
▪ Project: Digital Entrepreneurship (DLBEPWDE01_E)

Module Exam Type	
Module Exam Study Format: Distance Learning Written Assessment: Project Report	**Split Exam**

Module Contents

Project: Digital Entrepreneurship

The basics of developing digital business models are taught and applied in practice.

Learning Outcomes

Project: Digital Entrepreneurship

On successful completion, students will be able to

- understand the meaning and alternatives of digital business models and apply them to a concrete business idea.
- design a new digital solution for a relevant problem taking into account new digital trends and technologies.
- analyze different digital business model options for the developed business idea and to select the most promising one with a digital market test and to calculate it as business planning.
- independently derive and explain the digital positioning of the business idea or digital start-up.
- develop digital distribution and marketing in line with the digital business idea.

Links to other Modules within the Study Program	Links to other Study Programs of the University
This module is similar to other modules in the field of Business Administration & Management	All Bachelor Programs in the Business field

Project: Digital Entrepreneurship

Course Code: DLBEPWDE01_E

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

Course Description

In this course, students learn to develop a digital start-up idea. In addition to learning the necessary methods, the students gain knowledge about the development and the conception of a digital business idea including the use of digital technologies, a digital business model as well as the digital distribution and marketing of the business idea. In order to use these insights directly for the practical application, a concrete digital business idea is developed by each student and will be presented in a project presentation.

Course Outcomes

On successful completion, students will be able to

- understand the meaning and alternatives of digital business models and apply them to a concrete business idea.
- design a new digital solution for a relevant problem taking into account new digital trends and technologies.
- analyze different digital business model options for the developed business idea and to select the most promising one with a digital market test and to calculate it as business planning.
- independently derive and explain the digital positioning of the business idea or digital start-up.
- develop digital distribution and marketing in line with the digital business idea.

Contents

- The course gives insights to develop a digital business idea. Relevant methods for the idea development will be applied to a concrete problem. The phases for developing the business model for the business project are the identification and evaluation of digital trends and technologies in relation to the defined problem, design and feasibility testing of the digital solution, the business model conception and calculation of the revenue potential as a digital business model as well as the marketing and distribution of the business idea via online channels and social media. The results will be presented and explained in the form of a project presentation, as it is usual for so-called "investor pitches" for digital start-ups. The project presentations will include the digital business idea including the problem definition and digital solution concept, the selected business model with corresponding calculation and the digital marketing and sales in the identified market. The digital business idea refers to a self-developed or fictitious business plan.

Literature
Compulsory Reading
Further Reading ▪ Kreutzer, R.T./Neugebauer, T./Pattloch, A. (2018): Digital Business Leadership: Digital Transformation, Business Model Innovation, Agile Organization, Change Management. Springer, Berlin. ▪ Weill, P. (2018): What's Your Digital Business Model?: Six Questions to Help You Build the Next-Generation Enterprise. Massachusetts Harvard Business Review Press, Boston. ▪ Gassmann, O./Frankenberger, K./Csik, M. (2017): The Business Model Navigator: 55 Models That Will Revolutionise Your Business. Financial Times Prent., London. ▪ Osterwalder, A./Pigneur, Y./Bernarda, G./Smith, A. (2014): Value Proposition Design: How to Create Products and Services Customers Want. Wiley & Sons, Inc. Hoboken, New Jersey

Study Format Distance Learning

Study Format	Course Type
Distance Learning	Project

Information about the examination	
Examination Admission Requirements	**Online Tests:** no
Type of Exam	Written Assessment: Project Report

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

Instructional Methods	
Tutorial Support ☑ Course Feed ☑ Intensive Live Sessions/Learning Sprint ☑ Recorded Live Sessions	**Exam Preparation** ☑ Guideline

Project: Design Thinking

Module Code: DLBINGDT_E

Module Type	Admission Requirements	Study Level	ECTS Credits	Student Workload
see curriculum	none	BA	5	150 h

Semester / Term	Duration	Regularly offered in	Language of Instruction and Examination
see curriculum	Minimum 1 semester	WiSe/SoSe	English

Module Coordinator
Prof. Dr. Inga Schlömer (Project: Design Thinking)
Information about the Module Coordinator without guarantee

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**

Module Contents

Project: Design Thinking

- Basic Principles of Design Thinking
- The Design Thinking Micro Process
- 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

Learning Outcomes

Project: Design Thinking

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.

Links to other Modules within the Study Program	**Links to other Study Programs of the University**
This module is similar to other modules in the field of Design	All Bachelor Programs in the Design, Architecture & Construction field

Project: Design Thinking

Course Code: DLBINGDT01_E

Study Level	Language of Instruction and Examination	Contact Hours	ECTS Credits	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., & Kātz, 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	Course Type
Distance Learning	Project

Information about the examination	
Examination Admission Requirements	**Online Tests:** no
Type of Exam	Written Assessment: Project Report

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

Instructional Methods	
Tutorial Support ☑ Course Feed ☑ Intensive Live Sessions/Learning Sprint ☑ Recorded Live Sessions	**Exam Preparation** ☑ Guideline

Study Format myStudies

Study Format	Course Type
myStudies	Project

Information about the examination	
Examination Admission Requirements	**Online Tests:** no
Type of Exam	Written Assessment: Project Report

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

Instructional Methods	
Tutorial Support ☑ Course Feed ☑ Intensive Live Sessions/Learning Sprint ☑ Recorded Live Sessions	**Exam Preparation** ☑ Guideline

6. Semester

Ethics and Legal Aspects in AI

Module Code: DLBAIBEELAAI

Module Type	Admission Requirements	Study Level	ECTS Credits	Student Workload
see curriculum	none	BA	5	150 h

Semester / Term	Duration	Regularly offered in	Language of Instruction and Examination
see curriculum	Minimum 1 semester	WiSe/SoSe	English

Module Coordinator

Uma Santhosh Tumpala (Ethics and Legal Aspects in AI)

Information about the Module Coordinator without guarantee

Contributing Courses to Module

- Ethics and Legal Aspects in AI (DLBAIBEELAAI01)

Module Exam Type

Module Exam	Split Exam
Study Format: Distance Learning Exam, 90 Minutes	

Module Contents

Ethics and Legal Aspects in AI

- Ethical Considerations in AI
- AI Regulations and Compliance
- Responsible AI in Practice
- Privacy Protection in AI
- Societal Implications of AI Applications
- AI Explainability Methods

Learning Outcomes

Ethics and Legal Aspects in AI

On successful completion, students will be able to

- exercise a critical understanding of ethical considerations in AI development, facilitating informed, responsible decisions in the field.
- evaluate AI regulations in various global contexts, ensuring strategic compliance within diverse business settings.
- implement responsible AI practices in authentic scenarios, aiming to minimize biases and promote fairness in AI applications.
- design and enforce effective privacy protection measures in AI systems, safeguarding individual data rights.
- analyze ethical implications of AI applications, enhancing a nuanced understanding of the AI domain.
- originate effective use of current explainability methods, acknowledging their benefits and limitations.

Links to other Modules within the Study Program	Links to other Study Programs of the University
This module is similar to other modules in the field of Data Science & Artificial Intelligence	All Bachelor Programs in the IT & Technology field

Ethics and Legal Aspects in AI

Course Code: DLBAIBEELAAI01

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

Course Description

In the ever-evolving realm of Artificial Intelligence (AI), it has become pertinent to understand and navigate the intricate field of ethics and legality surrounding AI. Students gain knowledge about ethical considerations that are vital while developing and deploying AI. Additionally, they acquire comprehensive knowledge about AI regulations prevalent in diverse global business environments, thus ensuring compliance and knowledge on the complexity of AI implementations. Students not only learn about the significance of bias minimization, mitigation and fairness promotion in AI applications but also get hands-on experience in implementing them. They learn to design and enforce privacy protection measures, thereby securing individual data rights. Students are provided insights into the implications of various AI applications on a societal and individual level, including the data sources that are used to train AI models and how these can easily involve sensitive and private data. Moreover, a thorough overview and critical evaluations of AI's current explainability methods is provided.

Course Outcomes

On successful completion, students will be able to

- exercise a critical understanding of ethical considerations in AI development, facilitating informed, responsible decisions in the field.
- evaluate AI regulations in various global contexts, ensuring strategic compliance within diverse business settings.
- implement responsible AI practices in authentic scenarios, aiming to minimize biases and promote fairness in AI applications.
- design and enforce effective privacy protection measures in AI systems, safeguarding individual data rights.
- analyze ethical implications of AI applications, enhancing a nuanced understanding of the AI domain.
- originate effective use of current explainability methods, acknowledging their benefits and limitations.

Contents

1. Navigating the Ethical Landscape in AI
   - 1.1 Introduction to Ethical Considerations
   - 1.2 Exploring Ethical Dilemmas in AI
   - 1.3 Developing an Ethical Mindset

2. Decoding Regulations and Compliance in AI
   - 2.1 International AI Regulations Overview
   - 2.2 Roles and Responsibilities in Compliance
3. Responsible AI in Practice
   - 3.1 Bias Minimization and Mitigation Techniques
   - 3.2 Fairness in AI Applications
   - 3.3 Real-world Scenarios of Responsible AI
4. Safeguarding Privacy in AI Systems
   - 4.1 Privacy Protection Measures: Overview
   - 4.2 Implementing Security Controls
   - 4.3 Evolving Challenges and Advances in AI Privacy
5. The Ethical Implications of Diverse AI Applications
   - 5.1 Scrutinizing AI Applications
   - 5.2 Assessing Ethical and Socioeconomic Consequences
6. Understanding and Evaluating AI Explainability
   - 6.1 Defining AI Explainability and its Importance
   - 6.2 Understanding the Human Factor in Explainability
   - 6.3 Critical Evaluation of Current Explainability Methods

Literature

Compulsory Reading

Further Reading

- Adamyk, O., Chereshnyuk, O., Adamyk, B., & Rylieiev, S. (2023). Trustworthy AI: A Fuzzy-Multiple Method for Evaluating Ethical Principles in AI Regulations. 2023 13th International Conference on Advanced Computer Information Technologies (ACIT), Advanced Computer Information Technologies (ACIT), 2023 13th International Conference On, 608–613.
- Heck, P., & Schouten, G. (2023). Defining Quality Requirements for a Trustworthy AI Wildflower Monitoring Platform. 2023 IEEE/ACM 2nd International Conference on AI Engineering – Software Engineering for AI (CAIN), AI Engineering – Software Engineering for AI (CAIN), 2023 IEEE/ACM 2nd International Conference on, CAIN, 119–126.
- Liu, X. M., & Murphy, D. (2022). Applying a Trustworthy AI Framework to Mitigate Bias and Increase Workforce Gender Diversity. 2022 IEEE International Symposium on Technology and Society (ISTAS), Technology and Society (ISTAS), 2022 IEEE International Symposium On, 1, 1–5.

- Valdez, A. C., Heine, M., Franke, T., Jochems, N., Jetter, H.-C., & Schrills, T. (2024). The European Commitment to Human-Centered Technology: The Integral Role of HCI in the EU AI Act's Success.
- Vyhmeister, E., & Castane, G. G. (2024). TAI-PRM: trustworthy AI—project risk management framework towards Industry 5.0. AI and Ethics, 1–21
- Zanotti, G., Petrolo, M., Chiffi, D., & Schiaffonati, V. (2023). Keep trusting! A plea for the notion of Trustworthy AI. AI & SOCIETY: Journal of Knowledge, Culture and Communication, 1–12.
- Zicari, R. V., Brodersen, J., Brusseau, J., Dudder, B., Eichhorn, T., Ivanov, T., Kararigas, G., Kringen, P., McCullough, M., Moslein, F., Mushtaq, N., Roig, G., Sturtz, N., Tolle, K., Tithi, J. J., van Halem, I., & Westerlund, M. (2021). Z-Inspection®: A Process to Assess Trustworthy AI. IEEE Transactions on Technology and Society, Technology and Society, IEEE Transactions on, IEEE Trans. Technol. Soc, 2(2), 83–97.

Study Format Distance Learning

Study Format	Course Type
Distance Learning	Theory Course

Information about the examination	
Examination Admission Requirements	**Online Tests:** yes
Type of Exam	Exam, 90 Minutes

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

Instructional Methods		
Tutorial Support	**Learning Material**	**Exam Preparation**
☑ Course Feed	☑ Course Book	☑ Practice Exam
☑ Intensive Live Sessions/Learning Sprint	☑ Video	☑ Review Book
☑ Recorded Live Sessions		☑ Online Tests

Project: Generative AI in an Enterprise Context

Module Code: DLBFMPGKIU_E

Module Type	Admission Requirements	Study Level	ECTS Credits	Student Workload
see curriculum	none	BA	5	150 h

Semester / Term	Duration	Regularly offered in	Language of Instruction and Examination
see curriculum	Minimum 1 semester	WiSe/SoSe	English

Module Coordinator
N.N. (Project: Generative AI in an Enterprise Context)
Information about the Module Coordinator without guarantee

Contributing Courses to Module
▪ Project: Generative AI in an Enterprise Context (DLBFMPGKIU01_E)

Module Exam Type	
Module Exam Study Format: Distance Learning Portfolio	**Split Exam**

Module Contents

Project: Generative AI in an Enterprise Context

In this course, students gain in-depth knowledge on the fundamentals, development, and implementation of generative AI technologies. They learn to critically analyze the potential of generative AI, plan actionable AI projects, and understand the associated social and ethical implications. The practical implementation of their own AI projects promotes a thorough knowledge of the application possibilities of AI systems in both business and societal contexts.

Learning Outcomes

Project: Generative AI in an Enterprise Context

On successful completion, students will be able to

- understand and apply key concepts, algorithms, and tools used for generative AI applications to develop independent AI-based solutions.
- systematically identify the possibilities and potentials of generative AI in various business areas and company functions, and evaluate them for feasibility and strategic relevance.
- create a roadmap for the implementation of a generative AI solution, including resource planning, risk assessment, and milestones.
- develop criteria and methods for evaluating generative AI projects, including quantitative and qualitative KPIs and ROI analyses.
- recognize and address ethical, legal, and data privacy issues when dealing with generative AI technologies.

Links to other Modules within the Study Program	**Links to other Study Programs of the University**
This module is similar to other modules in the field of Methods	All Bachelor Programs in the Business field

Project: Generative AI in an Enterprise Context

Course Code: DLBFMPGKIU01_E

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

Course Description

The course places the transformative power of generative Artificial Intelligence (AI) in the landscape of modern businesses. It offers a strategic insight into the application of AI technologies to solve complex business challenges and create new business opportunities. At the same time, the course emphasizes the essential role generative AI can play in the context of societal responsibility and social welfare. Students gain insights into the dynamics between technological development and economic value, which is fundamental for future-oriented businesses.

The course agenda aims to enable students to act as frontrunners in the adoption of AI solutions and to sustainably anchor these in corporate structures. They recognize the significance of generative AI as a catalyst for innovation and efficiency increase and learn how to use this leverage profitably for business models and company processes.

Through working on practical case studies, students not only acquire valuable technical skills but also strategic competencies that are necessary for the evaluation and implementation of AI-driven business plans. The central element of the course is the creation of an AI prototype that consolidates the knowledge learned and provides forward-looking solutions for businesses

Course Outcomes

On successful completion, students will be able to

- understand and apply key concepts, algorithms, and tools used for generative AI applications to develop independent AI-based solutions.
- systematically identify the possibilities and potentials of generative AI in various business areas and company functions, and evaluate them for feasibility and strategic relevance.
- create a roadmap for the implementation of a generative AI solution, including resource planning, risk assessment, and milestones.
- develop criteria and methods for evaluating generative AI projects, including quantitative and qualitative KPIs and ROI analyses.
- recognize and address ethical, legal, and data privacy issues when dealing with generative AI technologies.

Contents

- In this course, students gain a deep understanding of generative AI technologies and their application in the business context. This allows them to independently develop appropriate solutions. Core areas enable participants to focus on identifying relevant algorithms, use tools and development environments efficiently, and grasp their strategic significance within individual business processes.
- Students are simultaneously encouraged to reflect on the societal impacts of their developments and understand generative AI as a tool for societal progress. Participants independently explore the possibilities that generative AI offers in areas such as financial management, marketing, and logistics, and investigate how these technologies can expand or redesign existing processes.
- Particular value is placed on independent assessment of feasibility, ethical considerations, and compliance with data protection regulations. The self-guided development of a roadmap for an AI project includes defining goals and milestones and setting up and monitoring performance indicators (KPIs).
- Students analyze what resources are needed, how risks can be managed, and how the success of the implemented AI solution can be measured and interpreted. Finally, participants create a prototype that implements the insights gained and supports the chosen business function through the use of generative AI.
- With a project-oriented approach, students develop an awareness that technological advances must always be in line with societal responsibility and ethical standards.

Literature

Compulsory Reading

Further Reading

- Dencik, J., Goehring, B., & Marshall, A. (2023). Managing the emerging role of generative AI in next-generation business. Strategy & Leadership, 51(6), 30–36.
- Hirsch, P. B. (2023). At the crossroads: generative AI and corporate risk management. Journal of Business Strategy, 44(6), 426–429.
- Humphreys, D., Koay, A., Desmond, D., & Mealy, E. (2024). AI hype as a cyber security risk: the moral responsibility of implementing generative AI in business. AI and Ethics, 1–14.
- Kulkarni, A., Shivananda, A., Kulkarni, A., & Gudivada, D. (2023). LLMs for Enterprise and LLMOps. Apress.
- Obrenovic, B., Gu, X., Wang, G., Godinic, D., & Jakhongirov, I. (2024). Generative AI and human–robot interaction: implications and future agenda for business, society and ethics. AI & SOCIETY: Journal of Knowledge, Culture and Communication, 1–14.

Study Format Distance Learning

Study Format	Course Type
Distance Learning	Project

Information about the examination	
Examination Admission Requirements	**Online Tests:** no
Type of Exam	Portfolio

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

Instructional Methods	
Tutorial Support ☑ Course Feed ☑ Intensive Live Sessions/Learning Sprint ☑ Recorded Live Sessions	**Exam Preparation** ☑ Guideline

Introduction to New Work

Module Code: DLBNWENW_E

Module Type	Admission Requirements	Study Level	ECTS Credits	Student Workload
see curriculum	none	BA	5	150 h

Semester / Term	Duration	Regularly offered in	Language of Instruction and Examination
see curriculum	Minimum 1 semester	WiSe/SoSe	English

Module Coordinator
Prof. Dr. Stefanie Rödel (Introduction to New Work)
Information about the Module Coordinator without guarantee

Contributing Courses to Module
▪ Introduction to New Work (DLBNWENW01_E)

Module Exam Type	
Module Exam Study Format: Distance Learning Exam, 90 Minutes Study Format: myStudies Exam, 90 Minutes	**Split Exam**

Module Contents

Introduction to New Work

- Working World of the Future
- Concept Development
- New Work as an Interdisciplinary Approach
- Megatrends
- Effects of Agile Organization Forms
- Leadership and Cooperation in New Work
- Empowerment
- Competence Development
- General Conditions

Learning Outcomes

Introduction to New Work

On successful completion, students will be able to

- identify and understand the challenges of technological and societal change.
- transfer the emerging challenges to human resources management and the leadership culture in companies.
- understand the concepts of agile and fluid organizations and the resulting consequences.
- identify solutions for complex environmental factors on leadership and human resources management.

Links to other Modules within the Study Program	Links to other Study Programs of the University
This module is similar to other modules in the field of Human Resources	All Bachelor Programs in the Human Resources field

Introduction to New Work

Course Code: DLBNWENW01_E

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

Course Description

More and more companies leave their bureaucratic systems and hierarchical structures behind and adopt an agile style of work. Knowledge is both increasing and outdated at an increasing rate. Autonomy and creativity become of greater importance in more and more companies. Increasingly, processes and departments are set up according to agile principles. Work experiences an increasing dissolution of boundaries with both positive and negative effects. The question of how structures and corporate culture adapt better and faster to shorter innovation cycles and environmental changes affects all companies and their human resources management. It is more important than ever for knowledge and qualifications to be state of the art; consequently continuous learning needs to take a more prominent role in the work place. In the context of social and demographic change, work and organizations are moving further and further away from Taylorism and towards integral, evolutionary organizations whose work is characterized by self-management, a holistic view and meaningful tasks. This is accompanied by a change in orientation, away from bureaucracy towards democratic structures and empowerment. This course provides an introduction to the complex and contemporary theme of the new working world and work structure. Starting with a classification of the topic, we will define social megatrends as essential factors influencing human resource management and organization. Building on this, we will discuss the dipole of rigid and agile organizational structures and the resulting effects on leadership, personnel management and employees. Further, we will look at the concepts of cooperation and leadership during the implementation of new work structures and methods as well as necessary competencies. Competence development addresses how learning, attitudes and abilities are set to interact to provide companies with agile processes. Finally, we will critically reflect upon the new work concept, looking at advantages and disadvantages for those involved, predominantly in the context of legal and social conditions.

Course Outcomes

On successful completion, students will be able to

- identify and understand the challenges of technological and societal change.
- transfer the emerging challenges to human resources management and the leadership culture in companies.
- understand the concepts of agile and fluid organizations and the resulting consequences.
- identify solutions for complex environmental factors on leadership and human resources management.

Contents

1. What is New Work?
   - 1.1 The World of Work of the Future
   - 1.2 Concept Development
   - 1.3 New Work as an Interdisciplinary Approach

2. Megatrends
   - 2.1 Globalization
   - 2.2 Digitalization and Connectivity
   - 2.3 Individualization and Changing Values
   - 2.4 Demographic Change and Diversity

3. Organization of New Work
   - 3.1 Fixed Organization Forms
   - 3.2 Agile Organization Forms
   - 3.3 Effects of Agile Organization Forms

4. Empowerment, Leadership, and Cooperation
   - 4.1 Empowerment
   - 4.2 Leadership
   - 4.3 New Forms of Agile Cooperation
   - 4.4 New Frameworks, Methods, and Tools for Cooperation

5. Competence Development
   - 5.1 Competencies
   - 5.2 Settings and Mindset
   - 5.3 Continuous Learning

6. General Conditions and Criticism
   - 6.1 General Conditions
   - 6.2 Critical Classification of New Work

Literature

Compulsory Reading

Further Reading

- Bergmann, F. (2019): New Work, New Culture: Work We Want and a Culture That Strengthens Us. Zero Books, Washington, S. 7–19.

- Bernstein, E. et al. (2016): Beyond the Holacracy Hype. Harvard Business Review, Harvard.
- Felin, T./Powell, T. C. (2016): Designing organizations for dynamic capabilities. In: California Management Review, Journal 58, Magazine 4, p. 78–96.
- Frithjof, B. (2019): New work, new culture: work we want and a culture that strengthens us, Winchester, UK ; Washington, USA: Zero Books.
- Haapakangas, A. et al. (2018): Self-rated productivity and employee well-being in activity based offices: the role of environmental perceptions and workspace use. Building and Environment, Heft 145, S. 115–124.
- Siangchokyoo, Nathapon; Klinger, Ryan L. (2022): Shared Leadership and Team Performance: The Joint Effect of Team Dispositional Composition and Collective Identification. In: Group & Organization Management. Feb2022, Vol. 47 Issue 1, p109-140. 32p.

Study Format Distance Learning

Study Format	Course Type
Distance Learning	Theory Course

Information about the examination	
Examination Admission Requirements	**Online Tests:** yes
Type of Exam	Exam, 90 Minutes

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

Instructional Methods		
Tutorial Support	**Learning Material**	**Exam Preparation**
☑ Course Feed	☑ Course Book	☑ Practice Exam
☑ Intensive Live Sessions/Learning Sprint	☑ Video	☑ Online Tests
☑ Recorded Live Sessions	☑ Audio	

Study Format myStudies

Study Format	Course Type
myStudies	Theory Course

Information about the examination	
Examination Admission Requirements	**Online Tests:** yes
Type of Exam	Exam, 90 Minutes

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

Instructional Methods		
Tutorial Support	**Learning Material**	**Exam Preparation**
☑ Course Feed	☑ Course Book	☑ Practice Exam
☑ Intensive Live Sessions/Learning Sprint	☑ Video	☑ Online Tests
☑ Recorded Live Sessions	☑ Audio	

Project: New Work

Module Code: DLBPEPNW_E

Module Type	Admission Requirements	Study Level	ECTS Credits	Student Workload
see curriculum	none	BA	5	150 h

Semester / Term	Duration	Regularly offered in	Language of Instruction and Examination
see curriculum	Minimum 1 semester	WiSe/SoSe	English

Module Coordinator
Simon Fischer (Project: New Work)
Information about the Module Coordinator without guarantee

Contributing Courses to Module
▪ Project: New Work (DLBPEPNW01_E)

Module Exam Type	
Module Exam Study Format: Distance Learning Portfolio	**Split Exam**

Module Contents

Project: New Work

The course deals with the managerial, organizational and workplace changes affecting companies as a result of megatrends.

Learning Outcomes

Project: New Work

On successful completion, students will be able to

- define and explain the term New Work.
- develop a grasp for changes in work, leadership and organization in the wake of important megatrends and their effects.
- explain the stages of change processes in the context of the New Work concept and to implement them in an example project.
- apply important methods and tools in change processes.
- reflect and document the most important lessons learned for change processes.

Links to other Modules within the Study Program	Links to other Study Programs of the University
This module is similar to other modules in the field of Human Resources	All Bachelor Programs in the Human Resources field

Project: New Work

Course Code: DLBPEPNW01_E

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

Course Description

The term New Work, as a collective term for all changes to work, leadership and organization, is the focus of this course and will be explored by the students using practical examples. On the basis of a project from company HR practice with a focus on New Work, a portfolio will be developed in which the students reflect and document their most important learning experiences. This will allow the students to further develop ttheir echnical, methodological, personal and social skills.

Course Outcomes

On successful completion, students will be able to

- define and explain the term New Work.
- develop a grasp for changes in work, leadership and organization in the wake of important megatrends and their effects.
- explain the stages of change processes in the context of the New Work concept and to implement them in an example project.
- apply important methods and tools in change processes.
- reflect and document the most important lessons learned for change processes.

Contents

- New Work deals with changes resulting from megatrends which in turn impact the work, leadership and organizational aspects. These megatrends can be digitalization, globalization, demographic trends or changing values. Possible contents of the course are: The process of change that accompanies the introduction of these new concepts is to be exemplified and the important learning experiences of the students reflected and documented.
  - new models for workplace design (e.g. Co-Working space)
  - new models of collaboration (e.g. virtual teams, mixed-age teams)
  - new models of leadership (e.g. shared leadership, agile leadership)
  - agile organization (e.g. Holocracy)
  - Effects on staff development (e.g. shifting the responsibility for lifelong learning to the employee)

Literature

Compulsory Reading

Further Reading

- Cameron, Esther & Green, Mike (2015) Making Sense of Change Management: A Complete Guide to the Models, Tools and Techniques of Organizational Change, 4th Ed., Kogan Page Limited, London, UK.
- Harteis C. (eds) The Impact of Digitalization in the Workplace.An Educational View. Springer, Cham.
- Keller, Scott, and Schaninger, Bill (2019) Beyond Performance 2.0: A Proven Approach to Leading large-Scale Change, McKinsey & Company, John Wiley and Sons.
- Kotter, John P. (2012) Leading Change, Harvard Business Review Press.
- On Change Management (2011), Harvard Business Review Press, Boston MA.
- Merlijn Venus, Daan Stam, and Daan van Knippenberg (2018) Research: To Get People to Embrace Change, Emphasize What Will Stay the Same, Harvard Business Review, August 15, 2018.
- Hatum, Andres (2013) The New Workforce Challenge - How Today's Leading Companies Are Adapting to the Future. PagraveMacmillan.

Study Format Distance Learning

Study Format	Course Type
Distance Learning	Project

Information about the examination	
Examination Admission Requirements	**Online Tests:** no
Type of Exam	Portfolio

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

Instructional Methods	
Tutorial Support ☑ Course Feed ☑ Intensive Live Sessions/Learning Sprint ☑ Recorded Live Sessions	**Exam Preparation** ☑ Guideline

Sustainability and Quality Management

Module Code: DLBLONQM1_E

Module Type	Admission Requirements	Study Level	ECTS Credits	Student Workload
see curriculum	none	BA	5	150 h

Semester / Term	Duration	Regularly offered in	Language of Instruction and Examination
see curriculum	Minimum 1 semester	WiSe/SoSe	English

Module Coordinator

Dr. Vera Schenkenberger (Sustainability and Quality Management)

Information about the Module Coordinator without guarantee

Contributing Courses to Module

- Sustainability and Quality Management (DLBLONQM01_E)

Module Exam Type

Module Exam	Split Exam
Study Format: Distance Learning Exam, 90 Minutes	

Module Contents

Sustainability and Quality Management

- Fundamentals of Sustainability
- Sustainability in three Dimensions
- Sustainability in Practice
- 4 Tools and Methods of Sustainability Management
- Quality of Products, Processes and Services
- Processes, Methods and Quality Tools
- Quality Management Systems

Learning Outcomes

Sustainability and Quality Management

On successful completion, students will be able to

- know the principles of sustainability and quality management and their significance for the company and society.
- know procedures and instruments and to implement sustainability and quality concepts in practice.
- scientifically classify the entire subject area, on the basis of the contents of the courses and with the help of supplementary scientific literature, and place it in relation to each other and evaluate it with regard to its significance for practice.
- reflect on the subject of sustainability and quality management against the background of corporate responsibility.
- know methods and applications for the realization of sustainability concepts under consideration of economic, ecological and social aspects and to apply them professionally in practice and to use them for the development of problem solutions based on sustainability criteria.
- apply quality management procedures and instruments in practice.
- present the developed solution approaches in an argumentatively well-founded and comprehensible way. Students are able to assess the role of sustainably operating companies and institutions, especially from a system perspective.
- know the legal and normative framework for sustainability and quality management.

Links to other Modules within the Study Program	**Links to other Study Programs of the University**
This module is similar to other modules in the field of Quality & Sustainability Management	All Bachelor Programs in the Management field

Sustainability and Quality Management

Course Code: DLBLONQM01_E

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

Course Description

The students learn the basics and the operational concepts of sustainability and quality management and can contribute to the implementation in practice. The importance of sustainability and quality as a corporate task is discussed from the perspective of personal, corporate and social responsibility, among other things. Methods and systems of implementation in companies are presented and critically examined.

Course Outcomes

On successful completion, students will be able to

- know the principles of sustainability and quality management and their significance for the company and society.
- know procedures and instruments and to implement sustainability and quality concepts in practice.
- scientifically classify the entire subject area, on the basis of the contents of the courses and with the help of supplementary scientific literature, and place it in relation to each other and evaluate it with regard to its significance for practice.
- reflect on the subject of sustainability and quality management against the background of corporate responsibility.
- know methods and applications for the realization of sustainability concepts under consideration of economic, ecological and social aspects and to apply them professionally in practice and to use them for the development of problem solutions based on sustainability criteria.
- apply quality management procedures and instruments in practice.
- present the developed solution approaches in an argumentatively well-founded and comprehensible way. Students are able to assess the role of sustainably operating companies and institutions, especially from a system perspective.
- know the legal and normative framework for sustainability and quality management.

Contents

1. Fundamentals of Sustainability
   - 1.1 Basic understanding and definitions
   - 1.2 Ethical aspects and social responsibility of companies
   - 1.3 Learning from nature: Role models for business processes

2. Sustainability in three Dimensions
   - 2.1 Historical developments
   - 2.2 Developments in the natural environment
   - 2.3 Economic trends
   - 2.4 Social developments and social environment

3. Sustainability in Practice
   - 3.1 Politics and State
   - 3.2 Companies
   - 3.3 Civil Society

4. Tools and Methods of Sustainability Management
   - 4.1 System Dynamics and Technology Assessment
   - 4.2 Environmental Law
   - 4.3 Sustainability and environmental management systems
   - 4.4 Life cycle assessment and CO2 footprint

5. Quality of Products, Processes and Services
   - 5.1 Definitions and terms
   - 5.2 Developments and trends
   - 5.3 Specifics of service quality
   - 5.4 Metrics and key figure systems

6. Processes, Methods and Quality Tools
   - 6.1 Continuous improvement
   - 6.2 Failure Mode and Effects Analysis (FMEA)
   - 6.3 7Q - the seven quality tools
   - 6.4 Audits and certifications

7. Quality Management Systems
   - 7.1 Quality management according to DIN EN ISO 9000ff.
   - 7.2 Total Quality Management

Literature
Compulsory Reading

Further Reading

- Crane, A./Matten, D. (2019): Business ethics. Managing corporate citizenship and sustainability in the age of globalization. 5th Edition, Oxford University Press, Oxford.
- Diran, D.R. (2016): Total Quality Management: Key Concepts and Case Studies. Butterworth-Heinemann, Amsterdam et al.
- Goetsch, D.L./Davis, S. (2016): Qualitiy Management for Organizational Excellence. Introduction to Total Quality. 8th Edition, Pearson, New Jersey.
- Meadows, D./Meadows, D./RANDERS, J. (2004): Limits to Growth: the 30-Year Update. White River Junction, VT Chelsea Green.
- Nassos, G. P./Avlonas, N. (2020): Practical Sustainability Strategies - How to Gain a Competitive Advantage. 2nd Edition. John Wiley & Sons, Hoboken.

Study Format Distance Learning

Study Format	Course Type
Distance Learning	Theory Course

Information about the examination	
Examination Admission Requirements	**Online Tests:** yes
Type of Exam	Exam, 90 Minutes

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

Instructional Methods		
Tutorial Support	**Learning Material**	**Exam Preparation**
☑ Course Feed	☑ Course Book	☑ Practice Exam
☑ Intensive Live Sessions/Learning Sprint	☑ Video	☑ Online Tests
☑ Recorded Live Sessions		

Ethics and Sustainability in IT

Module Code: DLBSEPENIT_E

Module Type	Admission Requirements	Study Level	ECTS Credits	Student Workload
see curriculum	none	BA	5	150 h

Semester / Term	Duration	Regularly offered in	Language of Instruction and Examination
see curriculum	Minimum 1 semester	WiSe/SoSe	English

Module Coordinator
Prof. Dr. Ahmed Taha (Ethics and Sustainability in IT)
Information about the Module Coordinator without guarantee

Contributing Courses to Module
▪ Ethics and Sustainability in IT (DLBSEPENIT01_E)

Module Exam Type	
Module Exam Study Format: Distance Learning Written Assessment: Case Study	**Split Exam**

Module Contents

Ethics and Sustainability in IT

- Introduction Ethics and Sustainability in IT
- Fundamentals of Ethics
- Establishment of Sustainable IT
- Social Sustainability
- Ecological Sustainability
- Ethical and Sustainable Issues in Case Studies

Learning Outcomes

Ethics and Sustainability in IT

On successful completion, students will be able to

- comprehend the motivation, solution approaches and challenges of sustainable information technology.
- understand the essential theories and concepts of building a sustainable information technology.
- understand the essential principles and methods for shaping the social and environmental dimensions of information technologies.
- comprehend the essential theories and concepts of ethics that are relevant to the critical reflection of ethical challenges needed in the context of information technologies including Artificial Intelligence.
- apply the knowledge acquired to analyze the social, environmental, and ethical challenges related to information technologies and develop responses to these.

Links to other Modules within the Study Program	**Links to other Study Programs of the University**
This module is similar to other modules in the field of Computer Science & Software Development	All Bachelor Programs in the IT & Technology field

Ethics and Sustainability in IT

Course Code: DLBSEPENIT01_E

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

Course Description

Sustainable management is playing an increasingly important role in business and society. Information Technologies (IT) also face the challenge of integrating ecological, social and ethical requirements in the development and use of systems. In this lecture, the main theories and concepts for building sustainable IT will be presented. After the general introduction, social, ecological and ethical basics and current examples are dealt with in depth, which can be used to discuss current issues and challenges.

Course Outcomes

On successful completion, students will be able to

- comprehend the motivation, solution approaches and challenges of sustainable information technology.
- understand the essential theories and concepts of building a sustainable information technology.
- understand the essential principles and methods for shaping the social and environmental dimensions of information technologies.
- comprehend the essential theories and concepts of ethics that are relevant to the critical reflection of ethical challenges needed in the context of information technologies including Artificial Intelligence.
- apply the knowledge acquired to analyze the social, environmental, and ethical challenges related to information technologies and develop responses to these.

Contents

1. Introduction to Ethics and Sustainability in IT
   - 1.1 Motivation, History and the Concept of Sustainability
   - 1.2 IT as a Problem and Solution for Sustainability
   - 1.3 Ethics in IT (Robot Laws According to Asimov)
2. Fundamentals of Ethics
   - 2.1 Overview: Ethics, Morals, and Social Norms
   - 2.2 Introduction of Ethical Paradigms (Utilitarianism, Virtue and Duty Ethics)
   - 2.3 Ethics Relevance for IT

3. Establishment of Sustainable IT
   - 3.1 Basics and Features
   - 3.2 Impact Cycle
   - 3.3 Measures and Implementation at the Process Level
   - 3.4 Measures Catalog for Green IT and IS

4. Social Sustainability
   - 4.1 Introduction to Human Rights, Data Protection and Privacy, and the Social Consequences of Digitalization
   - 4.2 Basics of the Data Protection Regulation
   - 4.3 Anonymization of Data Using k-Anonymity
   - 4.4 Cybersecurity as Part of Sustainable Business Management

5. Ecological Sustainability
   - 5.1 Introduction to Green Computing (Power Management, Cloud, Energy Savings, and Virtualization)
   - 5.2 Ecological Footprint and Trends in Information Technology
   - 5.3 The Circular Economy of Information Technology: Production, Usage and Recycling

6. Ethical and Sustainable Issues in Case Studies
   - 6.1 EU Guidelines for Trustworthy AI
   - 6.2 Bitcoin Mining and its CO2 Emissions
   - 6.3 Man or Machine – The Use of Big Data and AI in the Workplace
   - 6.4 Moral Machine Experiment: Moral Decisions of Machines Using the Example of Autonomous Driving
   - 6.5 Care Robotics in Japan

Literature

Compulsory Reading

Further Reading

- Beever, J./ McDaniel, R./ Stanlick, N.A. (2019): Understanding Digital Ethics: Cases and Contexts. 1st edition, Routledge, London.
- Cappiello C., Fugini M., Pernici B., Plebani P. (2011): Green Information Systems for Sustainable IT. In: D'Atri A., Ferrara M., George J., Spagnoletti P. (eds) Information Technology and Innovation Trends in Organizations. Physica-Verlag HD.Newton, L. (2013): Ethical Decision Making: Introduction to Cases and Concepts in Ethics. Springer Verlag, Wiesbaden.
- Curry, E./ Donnellan, B. (2014): Implementing sustainable IT strategy: the case of Intel. J Info Technol Teach Cases 4, 41–48.

- Lange, S./ Pohl, J./ Santarius, T. (2020): “Digitalization and energy consumption. Does ICT reduce energy demand?” Ecological Economics 176, Elsevier, Amsterdam.

Study Format Distance Learning

Study Format	**Course Type**
Distance Learning	Theory Course

Information about the examination	
Examination Admission Requirements	**Online Tests:** yes
Type of Exam	Written Assessment: Case Study

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

Instructional Methods		
Tutorial Support	**Learning Material**	**Exam Preparation**
☑ Course Feed	☑ Course Book	☑ Online Tests
☑ Intensive Live Sessions/Learning Sprint	☑ Video	☑ Guideline
☑ Recorded Live Sessions	☑ Audio	

Search Engine Advertising - SEA

Module Code: DLBECSEA2_E

Module Type	Admission Requirements	Study Level	ECTS Credits	Student Workload
see curriculum	none	BA	5	150 h

Semester / Term	Duration	Regularly offered in	Language of Instruction and Examination
see curriculum	Minimum 1 semester	WiSe/SoSe	English

Module Coordinator

Dr. Cosmina Croitoru (Search Engine Advertising - SEA)

Information about the Module Coordinator without guarantee

Contributing Courses to Module

- Search Engine Advertising - SEA (DLBECSEA01_E)

Module Exam Type

Module Exam	Split Exam
Study Format: Distance Learning Written Assessment: Case Study	

Module Contents

Search Engine Advertising - SEA

- 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	Links to other Study Programs of the University
This module is similar to other modules in the field of Online & Social Media Marketing	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	ECTS Credits	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.
- Imtiazi, 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	Course Type
Distance Learning	Theory Course

Information about the examination	
Examination Admission Requirements	**Online Tests:** yes
Type of Exam	Written Assessment: Case Study

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

Instructional Methods

Tutorial Support	Learning Material	Exam Preparation
☑ Course Feed	☑ Course Book	☑ Online Tests
☑ Intensive Live Sessions/Learning Sprint	☑ Video	☑ Guideline
☑ Recorded Live Sessions		

Search Engine Optimization - SEO

Module Code: DLBECSEO1_E

Module Type	Admission Requirements	Study Level	ECTS Credits	Student Workload
see curriculum	none	BA	5	150 h

Semester / Term	Duration	Regularly offered in	Language of Instruction and Examination
see curriculum	Minimum 1 semester	WiSe/SoSe	English

Module Coordinator

Katrin Schütterle (Search Engine Optimization - SEO)

Information about the Module Coordinator without guarantee

Contributing Courses to Module

- Search Engine Optimization - SEO (DLBECSEO01_E)

Module Exam Type

Module Exam	Split Exam
Study Format: Distance Learning Written Assessment: Case Study	

Module Contents

Search Engine Optimization - SEO

- 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	Links to other Study Programs of the University
This module is similar to other modules in the field of Online & Social Media Marketing	All Bachelor Programs in the Marketing & Communication field

Search Engine Optimization - SEO

Course Code: DLBECSEO01_E

Study Level	Language of Instruction and Examination	Contact Hours	ECTS Credits	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 Penalties and Link Removal

5. SEO Special Topics
   - 5.1 Search Results and Vertical Search Today
   - 5.2 International SEO
   - 5.3 Local SEO
   - 5.4 Website Relaunch

6. Monitoring, Controlling and Tracking
   - 6.1 Basics
   - 6.2 Success Criteria
   - 6.3 SEO Analytics and Tracking Tools

7. Beyond SEO: Optimization for LLM-Based and Generative Search
   - 7.1 Content Strategies for Generative Search
   - 7.2 Tools and Metrics for AI-Driven Visibility

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	Course Type
Distance Learning	Theory Course

Information about the examination	
Examination Admission Requirements	**Online Tests:** yes
Type of Exam	Written Assessment: Case Study

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

Instructional Methods		
Tutorial Support	**Learning Material**	**Exam Preparation**
☑ Course Feed	☑ Course Book	☑ Online Tests
☑ Intensive Live Sessions/Learning Sprint	☑ Video	☑ Guideline
☑ Recorded Live Sessions		

Introduction to User Research

Module Code: DLBUXEUR_E

Module Type	Admission Requirements	Study Level	ECTS Credits	Student Workload
see curriculum	none	BA	5	150 h

Semester / Term	Duration	Regularly offered in	Language of Instruction and Examination
see curriculum	Minimum 1 semester	WiSe/SoSe	English

Module Coordinator
Tim Heiler (Introduction to User Research)
Information about the Module Coordinator without guarantee

Contributing Courses to Module
▪ Introduction to User Research (DLBUXEUR01_E)

Module Exam Type	
Module Exam Study Format: Distance Learning Exam, 90 Minutes	**Split Exam**

Module Contents

Introduction to User Research

- User Centered Design Approach
- User Research Methods to determine user requirements
- Questionnaire design and interview methods
- Observation techniques
- Methods and tools of Service Design

Learning Outcomes

Introduction to User Research

On successful completion, students will be able to

- understand the approach of User Centered Design and apply it independently
- understand the difference between different User Research methods to determine user requirements and to select project-specific methods.
- know and apply Service Design approaches to the determination and consolidation of user research results.

Links to other Modules within the Study Program	Links to other Study Programs of the University
This module is similar to other modules in the field of Methods	All Bachelor Programs in the Business field

Introduction to User Research

Course Code: DLBUXEUR01_E

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

Course Description

The goal is to teach user research techniques for the derivation of user requirements. For this purpose, the approach of User Centered Design is introduced to the students. Special attention is given to the planning of the context of use analysis.
The main focus of the course is on the teaching of user research methods, which students can select and apply on a project-specific basis after completing the course. Besides interview methods, observation techniques are taught. The design of questionnaires, observation protocols as well as the development of moderation guidelines for Focus Groups are also covered. The course concludes with the derivation and consolidation of qualitative and quantitative user requirements.
In addition, the approach to Service Design will be discussed and specific Service Design methods and tools are presented.

Course Outcomes

On successful completion, students will be able to

- understand the approach of User Centered Design and apply it independently
- understand the difference between different User Research methods to determine user requirements and to select project-specific methods.
- know and apply Service Design approaches to the determination and consolidation of user research results.

Contents

1. Basics and Definitions of Terms
   - 1.1 Definitions of User Research and User Requirements
   - 1.2 Goals and challenges of User Research
2. Basic Idea of the User Centered Design
   - 2.1 Understanding
   - 2.2 Design
   - 2.3 Envision
   - 2.4 Evaluate
   - 2.5 Iterative Design
   - 2.6 Implementation

3. Planning User Context Analysis
   - 3.1 Reason, goals and procedure of the user context analysis
   - 3.2 Select and recruit users for data collection
   - 3.3 Preparatory Desk Research
   - 3.4 Work products and roles in User Requirements Engineering

4. User Research Methods for the Determination of User Requirements
   - 4.1 Observation Methods
   - 4.2 Interview Methods
   - 4.3 Questionnaires
   - 4.4 Focus Groups
   - 4.5 Cultural Probes

5. From User Context Information to User Requirements
   - 5.1 Identify Requirements
   - 5.2 Qualitative and Quantitative User Requirements
   - 5.3 Derive and structure User Requirements
   - 5.4 Consolidate User Requirements

6. Service Design Methods
   - 6.1 Objectives and Approaches
   - 6.2 User Journeys and Service Blueprints
   - 6.3 System Maps
   - 6.4 Writing User Stories
   - 6.5 Writing Research Reports

Literature

Compulsory Reading

Further Reading

- Baxter, K., Courage, C., & Caine, K. (2015). Understanding your users (2nd ed.). Morgan Kaufmann.
- Goodman, E., Kuniavsky, M., & Moed, A. (2020). Observing the user experience (2nd ed.). MorganKaufmann.
- Marsh, S. (2018). User research: A practical guide to designing better products and services. KoganPage.
- Norman, D. (2013). The design of everyday things: Revised and expanded edition (2nd ed.). BasicBooks.
- Savarit, E. (2020). Practical user research. Springer.

Study Format Distance Learning

Study Format	Course Type
Distance Learning	Theory Course

Information about the examination	
Examination Admission Requirements	**Online Tests:** yes
Type of Exam	Exam, 90 Minutes

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

Instructional Methods		
Tutorial Support	**Learning Material**	**Exam Preparation**
☑ Course Feed	☑ Course Book	☑ Practice Exam
☑ Intensive Live Sessions/Learning Sprint	☑ Video	☑ Online Tests
☑ Recorded Live Sessions	☑ Audio	

UX Prototyping

Module Code: DLBUXUXP_E

Module Type	Admission Requirements	Study Level	ECTS Credits	Student Workload
see curriculum	none	BA	5	150 h

Semester / Term	Duration	Regularly offered in	Language of Instruction and Examination
see curriculum	Minimum 1 semester	WiSe/SoSe	English

Module Coordinator
Dr. Mathias Bauer (UX Prototyping)
Information about the Module Coordinator without guarantee

Contributing Courses to Module
▪ UX Prototyping (DLBUXUXP01_E)

Module Exam Type	
Module Exam Study Format: Distance Learning Exam, 90 Minutes	**Split Exam**

Module Contents

UX Prototyping

- Explanation of different Types of Prototypes
- Description of different Prototyping Techniques
- Procedure in Prototyping
- Prototyping of Service Processes and User Experiences
- Prototyping of digital and physical Products

Learning Outcomes

UX Prototyping

On successful completion, students will be able to

- know the goals and approaches in UX prototyping.
- understand the difference between different types of prototypes and to select suitable ones for a specific project.
- use different prototyping techniques.
- outline the procedure in the prototyping process and to apply it independently.
- explain the prototyping of service processes and to be able to apply Ideation methods.

Links to other Modules within the Study Program	**Links to other Study Programs of the University**
This module is similar to other modules in the field of Methods	All Bachelor Programs in the Business field

UX Prototyping

Course Code: DLBUXUXP01_E

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

Course Description

The goal is to give an overview of the possibilities and application goals of UX prototyping. First, different types of prototypes are differentiated, depending on the fidelity. The different types will be discussed depending on their respective objectives and purpose of use. The procedure and challenges of the prototyping process are also discussed.
The main focus is on the teaching of different prototyping methods. Different techniques are presented and an overview of common tools is given. In addition, the special features of prototyping of service design processes will be discussed.

Course Outcomes

On successful completion, students will be able to

- know the goals and approaches in UX prototyping.
- understand the difference between different types of prototypes and to select suitable ones for a specific project.
- use different prototyping techniques.
- outline the procedure in the prototyping process and to apply it independently.
- explain the prototyping of service processes and to be able to apply Ideation methods.

Contents

1. Basics and Definitions of Terms
   - 1.1 Definition of the term: What is a prototype?
   - 1.2 Goals and approaches in prototyping
2. Types of Prototypes
   - 2.1 low Fidelity
   - 2.2 Mid Fidelity
   - 2.3 High Fidelity
   - 2.4 Dimensions of Fidelity
3. Prototyping Techniques
   - 3.1 Scribbles
   - 3.2 Wireframes

3.3 Storyboards
3.4 Video prototypes
3.5 Wizard of Oz
3.6 Prototyping Tools

4. The Prototyping Process
   4.1 Application of prototypes
   4.2 Define the objective of the prototypes
   4.3 Set Fidelity
   4.4 Select Prototyping Technology

5. Prototyping of digital and physical Products
   5.1 Challenges in prototyping digital products
   5.2 Challenges in prototyping physical products

6. Prototyping in Service Design
   6.1 Procedure for idea generation
   6.2 Ideation methods
   6.3 Prototyping of service processes and experiences

Literature

Compulsory Reading

Further Reading

- Coleman, B./Goodwin, D. (2017): Designing UX Prototyping: Because Modern Design Is Never Static. O'Reilly UK Ltd.
- Greenberg, S./ Carpendale, S./Marquardt, N./Buxton, B. (2011): Sketching User Experiences: The Workbook. Morgan Kaufmann.
- McElroy, K. (2016): Prototyping for Designers: Developing the Best Digital and Physical Products. O'Reilly Media, Sebastopol.
- Stickdorn, M./Hormess, M./Lawrence, A./Schneider, J. (2018): This is Service Design Doing. O'Reilly Media, Sebastopol.
- Warfel, T.Z. (2009): Prototyping: A Practioner's Guide. Rosenfeld Media, New York.

Study Format Distance Learning

Study Format	Course Type
Distance Learning	Theory Course

Information about the examination	
Examination Admission Requirements	**Online Tests:** yes
Type of Exam	Exam, 90 Minutes

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

Instructional Methods

Tutorial Support	Learning Material	Exam Preparation
☑ Course Feed	☑ Course Book	☑ Practice Exam
☑ Intensive Live Sessions/Learning Sprint	☑ Video	☑ Online Tests
☑ Recorded Live Sessions	☑ Audio	

Conflict Management and Mediation

Module Code: DLBWPKUM_E

Module Type	Admission Requirements	Study Level	ECTS Credits	Student Workload
see curriculum	none	BA	5	150 h

Semester / Term	Duration	Regularly offered in	Language of Instruction and Examination
see curriculum	Minimum 1 semester	WiSe/SoSe	English

Module Coordinator
Prof. Dr. Hendrik Fenz (Conflict Management and Mediation)
Information about the Module Coordinator without guarantee

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**

Module Contents

Conflict Management and Mediation

- 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	Links to other Study Programs of the University
This module is similar to other modules in the field of Psychology	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	ECTS Credits	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	Course Type
Distance Learning	Theory Course

Information about the examination	
Examination Admission Requirements	**Online Tests:** yes
Type of Exam	Exam, 90 Minutes

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

Instructional Methods		
Tutorial Support	**Learning Material**	**Exam Preparation**
☑ Course Feed	☑ Course Book	☑ Practice Exam
☑ Intensive Live Sessions/Learning Sprint	☑ Video	☑ Online Tests
☑ Recorded Live Sessions		

Study Format myStudies

Study Format	Course Type
myStudies	Theory Course

Information about the examination	
Examination Admission Requirements	**Online Tests:** yes
Type of Exam	Exam, 90 Minutes

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

Instructional Methods		
Tutorial Support	**Learning Material**	**Exam Preparation**
☑ Course Feed	☑ Course Book	☑ Practice Exam
☑ Intensive Live Sessions/Learning Sprint	☑ Video	☑ Online Tests
☑ Recorded Live Sessions		

Personal Career Plan

Module Code: DLBKAENT1-01_E

Module Type	Admission Requirements	Study Level	ECTS Credits	Student Workload
see curriculum	none	BA	5	150 h

Semester / Term	Duration	Regularly offered in	Language of Instruction and Examination
see curriculum	Minimum 1 semester	WiSe/SoSe	English

Module Coordinator
Prof. Dr. Annette Strauß (Personal Career Plan)
Information about the Module Coordinator without guarantee

Contributing Courses to Module
▪ Personal Career Plan (DLBKAENT01-01_E)

Module Exam Type	
Module Exam Study Format: myStudies Written Assessment: Case Study Study Format: Distance Learning Written Assessment: Case Study Study Format: Duales myStudium Written Assessment: Case Study	**Split Exam**

Module Contents

Personal Career Plan

- 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 pictore 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	Links to other Study Programs of the University
This module is similar to other modules in the field of Human Resources	All Bachelor Programs in the Human Resources field

Personal Career Plan

Course Code: DLBKAENT01-01_E

Study Level	Language of Instruction and Examination	Contact Hours	ECTS Credits	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 maneauvering 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 steet 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 pictore 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.
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- 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 myStudies

Study Format	Course Type
myStudies	Theory Course

Information about the examination	
Examination Admission Requirements	**Online Tests:** yes
Type of Exam	Written Assessment: Case Study

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

Instructional Methods		
Tutorial Support	**Learning Material**	**Exam Preparation**
☑ Course Feed	☑ Course Book	☑ Online Tests
☑ Intensive Live Sessions/Learning Sprint	☑ Video	☑ Guideline
☑ Recorded Live Sessions		

Study Format Distance Learning

Study Format	**Course Type**
Distance Learning	Theory Course

Information about the examination	
Examination Admission Requirements	**Online Tests:** yes
Type of Exam	Written Assessment: Case Study

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

Instructional Methods		
Tutorial Support	**Learning Material**	**Exam Preparation**
☑ Course Feed	☑ Course Book	☑ Online Tests
☑ Intensive Live Sessions/Learning Sprint	☑ Video	☑ Guideline
☑ Recorded Live Sessions		

Study Format Duales myStudium

Study Format	Course Type
Duales myStudium	Theory Course

Information about the examination	
Examination Admission Requirements	**Online Tests:** yes
Type of Exam	Written Assessment: Case Study

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

Instructional Methods		
Tutorial Support	**Learning Material**	**Exam Preparation**
☑ Course Feed	☑ Course Book	☑ Online Tests
☑ Intensive Live Sessions/Learning Sprint	☑ Video	☑ Guideline
☑ Recorded Live Sessions		

Personal Elevator Pitch

Module Code: DLBKAENT2_E

Module Type	Admission Requirements	Study Level	ECTS Credits	Student Workload
see curriculum	DLBKAENT01-01_E	BA	5	150 h

Semester / Term	Duration	Regularly offered in	Language of Instruction and Examination
see curriculum	Minimum 1 semester	WiSe/SoSe	English

Module Coordinator

Prof. Dr. Brigitte Huber (Personal Elevator Pitch)

Information about the Module Coordinator without guarantee

Contributing Courses to Module

- Personal Elevator Pitch (DLBKAENT02_E)

Module Exam Type

Module Exam	Split Exam
Study Format: myStudies Concept Presentation Study Format: Distance Learning Concept Presentation Study Format: Duales myStudium Concept Presentation	

Module Contents

Personal Elevator Pitch

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	**Links to other Study Programs of the University**
This module is similar to other modules in the field of Human Resources	All Bachelor Programs in the Human Resources field

Personal Elevator Pitch

Course Code: DLBKAENT02_E

Study Level	Language of Instruction and Examination	Contact Hours	ECTS Credits	Admission Requirements
BA	English		5	DLBKAENT01-01_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 myStudies

Study Format	Course Type
myStudies	Project

Information about the examination	
Examination Admission Requirements	**Online Tests:** no
Type of Exam	Concept Presentation

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

Instructional Methods	
Tutorial Support ☑ Course Feed ☑ Intensive Live Sessions/Learning Sprint ☑ Recorded Live Sessions	**Exam Preparation** ☑ Guideline

Study Format Distance Learning

Study Format	Course Type
Distance Learning	Project

Information about the examination	
Examination Admission Requirements	**Online Tests:** no
Type of Exam	Concept Presentation

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

Instructional Methods	
Tutorial Support ☑ Course Feed ☑ Intensive Live Sessions/Learning Sprint ☑ Recorded Live Sessions	**Exam Preparation** ☑ Guideline

Study Format Duales myStudium

Study Format	Course Type
Duales myStudium	Project

Information about the examination	
Examination Admission Requirements	**Online Tests:** no
Type of Exam	Concept Presentation

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

Instructional Methods	
Tutorial Support ☑ Course Feed ☑ Intensive Live Sessions/Learning Sprint ☑ Recorded Live Sessions	**Exam Preparation** ☑ Guideline

Studium Generale I

Module Code: DLBSG1_E

Module Type	Admission Requirements	Study Level	ECTS Credits	Student Workload
see curriculum	none	BA	5	0 h

Semester / Term	Duration	Regularly offered in	Language of Instruction and Examination
see curriculum	Minimum 1 semester	WiSe/SoSe	English

Module Coordinator
N.N. (Studium Generale I)
Information about the Module Coordinator without guarantee

Contributing Courses to Module
▪ Studium Generale I (DLBSG01_E)

Module Exam Type	
Module Exam Study Format: Distance Learning See Selected Course Study Format: myStudies See Selected Course	**Split Exam**

Module Contents

Studium Generale I

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	**Links to other Study Programs of the University**
It is a stand-alone offering with possible references to various required and elective modules	All IU Distance Learning Bachelor Programs

Studium Generale I

Course Code: DLBSG01_E

Study Level	Language of Instruction and Examination	Contact Hours	ECTS Credits	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 Distance Learning

Study Format	Course Type
Distance Learning	See Selected Course

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

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

Instructional Methods

Study Format myStudies

Study Format	Course Type
myStudies	See Selected Course

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

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

Instructional Methods

Studium Generale II

Module Code: DLBSG2_E

Module Type	Admission Requirements	Study Level	ECTS Credits	Student Workload
see curriculum	none	BA	5	0 h

Semester / Term	Duration	Regularly offered in	Language of Instruction and Examination
see curriculum	Minimum 1 semester	WiSe/SoSe	English

Module Coordinator
N.N. (Studium Generale II)
Information about the Module Coordinator without guarantee

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**

Module Contents

Studium Generale II

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	**Links to other Study Programs of the University**
It is a stand-alone offering with possible references to various required and elective modules	All IU Distance Learning Bachelor Programs

Studium Generale II

Course Code: DLBSG02_E

Study Level	Language of Instruction and Examination	Contact Hours	ECTS Credits	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	Course Type
Distance Learning	See Selected Course

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

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

Instructional Methods

Study Format myStudies

Study Format	Course Type
myStudies	See Selected Course

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

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

Instructional Methods

Project: Minimum Viable Product

Module Code: DLBEPPMVP_E

Module Type	Admission Requirements	Study Level	ECTS Credits	Student Workload
see curriculum	none	BA	5	150 h

Semester / Term	Duration	Regularly offered in	Language of Instruction and Examination
see curriculum	Minimum 1 semester	WiSe/SoSe	English

Module Coordinator
Diana Murtagh-Böhm (Project: Minimum Viable Product)
Information about the Module Coordinator without guarantee

Contributing Courses to Module
▪ Project: Minimum Viable Product (DLBEPPMVP01_E)

Module Exam Type	
Module Exam Study Format: Distance Learning Portfolio	**Split Exam**

Module Contents

Project: Minimum Viable Product

The students study the development of a marketable product or service and practically implement it by using the learned entrepreneurship methods as a "Minimum Viable Product". This includes the development and presentation of the product or service in form of a visual prototype plus a business plan for the first years of the start-up.

Learning Outcomes

Project: Minimum Viable Product

On successful completion, students will be able to

- develop a product or service as a Minium Viable Product of a start-up company and to present it as a prototype.
- develop the core elements of the start-up's range, such as the unique selling proposition towards the market and the competitors, the target customers, the business model including pricing and cost structure, and a financial plan for the first three commercial years of the start-up.
- prepare a financial plan as a business plan in spreadsheet form for a product or service idea and to calculate the financing requirements and key profitability indicators.
- develop and prepare the product and service idea as a business plan for a potential investor as the target audience.

Links to other Modules within the Study Program	Links to other Study Programs of the University
This module is similar to other modules in the field of Business Administration & Management	All Bachelor Programs in the Business field

Project: Minimum Viable Product

Course Code: DLBEPPMVP01_E

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

Course Description

In this course students learn how to develop a marketable product or service by creating a visual prototype as a minium viable product. In addition to conveying, guiding and critically reflecting on this process, they learn to develop a business plan as a three-year financial plan for a start-up.

Course Outcomes

On successful completion, students will be able to

- develop a product or service as a Minium Viable Product of a start-up company and to present it as a prototype.
- develop the core elements of the start-up's range, such as the unique selling proposition towards the market and the competitors, the target customers, the business model including pricing and cost structure, and a financial plan for the first three commercial years of the start-up.
- prepare a financial plan as a business plan in spreadsheet form for a product or service idea and to calculate the financing requirements and key profitability indicators.
- develop and prepare the product and service idea as a business plan for a potential investor as the target audience.

Contents

- The course conveys the methodological basics and procedures for the development of a Minimum Viable Product and especially the visualization as a Minimum Viable Product. The students get to know the relevant methods and tools for rapid prototyping and the creation of a business and apply them to their own product or service idea. The business plan consists at least of a financial plan for the next three financial years for the start-up that would offer the Minimum Viable Product. In addition to the business model including pricing, the business plan also includes a forecast of the potential turnover and the cost structure. If an external financing is necessary to start and run the start-up, it must be defined what type of investor (e.g. bank, business angel, public funding or participation, venture capital) is being sought and the business plan must be aligned with the requirements of such an investor. The Minimum Viable Product as a product or service can be purely digital, an analog or physical product, or even a hybrid form. The target group can be either the B2C or B2B market segment. The portfolio contains the procedure for developing the Minimum Viable

Product, the visualization of the self-developed product or service idea and the business plan in the form of financial planning for the first three years of the start-up's business operations. The Minimum Viable Product must refer to a self-developed idea.

Literature

Compulsory Reading

Further Reading

- Blank, S./Dorf. B. (2018): The Startup Owner's Manual: The Step-By-Step Guide for Building a Great Company, John Wiley & Sons Verlag, New Jersey.
- Gassmann, O./Frankenberger, K./Csik, M. (2017): The Business Model Navigator: 55 Models That Will Revolutionise Your Business, Financial Times Prent., London.
- Ries, E. (2011): The Lean Startup : How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses, Currency, New York.
- Osterwalder, A./Pigneur, Y. (2014): Value Proposition Design: How to Create Products and Services Customers Want, John Wiley & Sons Verlag, New Jersey.

Study Format Distance Learning

Study Format	Course Type
Distance Learning	Project

Information about the examination	
Examination Admission Requirements	**Online Tests:** no
Type of Exam	Portfolio

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

Instructional Methods	
Tutorial Support ☑ Course Feed ☑ Intensive Live Sessions/Learning Sprint ☑ Recorded Live Sessions	**Exam Preparation** ☑ Guideline

Internship: Business & Management

Module Code: DLBBWPWM_E

Module Type	Admission Requirements	Study Level	ECTS Credits	Student Workload
see curriculum	none	BA	30	900 h

Semester / Term	Duration	Regularly offered in	Language of Instruction and Examination
see curriculum	Minimum 1 semester	WiSe/SoSe	English

Module Coordinator

Magda Sylwestrowicz (Internship: Business & Management)

Information about the Module Coordinator without guarantee

Contributing Courses to Module

- Internship: Business & Management (DLBBWPWM01_E)

Module Exam Type

Module Exam	Split Exam
Study Format: Distance Learning Internship Reflection Paper (passed / not passed)	

Module Contents

Internship: Business & Management

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: Business & Management

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	**Links to other Study Programs of the University**
This module is similar to other modules in the field of Business Administration & Management	All Bachelor Programs in the Business field

Internship: Business & Management

Course Code: DLBBWPWM01_E

Study Level	Language of Instruction and Examination	Contact Hours	ECTS Credits	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 economics. 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.

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	Course Type
Distance Learning	Practical Project

Information about the examination	
Examination Admission Requirements	**Online Tests:** no
Type of Exam	Internship Reflection Paper (passed / not passed)

Student Workload					
Self Study	**Contact Hours**	**Tutorial/Tutorial Support**	**Self Test**	**Independent Study**	**Hours Total**
0 h	0 h	0 h	0 h	900 h	900 h

Instructional Methods
Tutorial Support ☑ Course Feed ☑ Intensive Live Sessions/Learning Sprint ☑ Recorded Live Sessions

Collaborative Work

Module Code: DLBCSCW

Module Type	Admission Requirements	Study Level	ECTS Credits	Student Workload
see curriculum	none	BA	5	150 h

Semester / Term	Duration	Regularly offered in	Language of Instruction and Examination
see curriculum	Minimum 1 semester	WiSe/SoSe	English

Module Coordinator
Prof. Dr. Karin Halbritter (Collaborative Work)
Information about the Module Coordinator without guarantee

Contributing Courses to Module
▪ Collaborative Work (DLBCSCW01)

Module Exam Type	
Module Exam Study Format: Duales myStudium Oral Assignment Study Format: Distance Learning Oral Assignment Study Format: myStudies Oral Assignment	**Split Exam**

Module Contents

Collaborative Work

- 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	Links to other Study Programs of the University
This module is similar to other modules in the field of Business Administration & Management	All Bachelor Programs in the Business field

Collaborative Work

Course Code: DLBCSCW01

Study Level	Language of Instruction and Examination	Contact Hours	ECTS Credits	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
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   - 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
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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 Duales myStudium

Study Format	Course Type
Duales myStudium	Theory Course

Information about the examination	
Examination Admission Requirements	**Online Tests:** yes
Type of Exam	Oral Assignment

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

Instructional Methods		
Tutorial Support	**Learning Material**	**Exam Preparation**
☑ Course Feed	☑ Course Book	☑ Online Tests
☑ Intensive Live Sessions/Learning Sprint	☑ Video	☑ Guideline
☑ Recorded Live Sessions		

Study Format Distance Learning

Study Format	Course Type
Distance Learning	Theory Course

Information about the examination	
Examination Admission Requirements	**Online Tests:** yes
Type of Exam	Oral Assignment

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

Instructional Methods

Tutorial Support
☑ Course Feed
☑ Intensive Live Sessions/Learning Sprint
☑ Recorded Live Sessions

Learning Material
☑ Course Book
☑ Video

Exam Preparation
☑ Online Tests
☑ Guideline

Study Format myStudies

Study Format	Course Type
myStudies	Theory Course

Information about the examination	
Examination Admission Requirements	**Online Tests:** yes
Type of Exam	Oral Assignment

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

Instructional Methods

Tutorial Support
- ☑ Course Feed
- ☑ Intensive Live Sessions/Learning Sprint
- ☑ Recorded Live Sessions

Learning Material
- ☑ Course Book
- ☑ Video

Exam Preparation
- ☑ Online Tests
- ☑ Guideline

Intercultural and Ethical Decision-Making

Module Code: DLBCSIDM

Module Type	Admission Requirements	Study Level	ECTS Credits	Student Workload
see curriculum	none	BA	5	150 h

Semester / Term	Duration	Regularly offered in	Language of Instruction and Examination
see curriculum	Minimum 1 semester	WiSe/SoSe	English

Module Coordinator
Prof. Dr. Zeljko Sevic (Intercultural and Ethical Decision-Making)
Information about the Module Coordinator without guarantee

Contributing Courses to Module
▪ Intercultural and Ethical Decision-Making (DLBCSIDM01)

Module Exam Type	
Module Exam Study Format: Duales myStudium Written Assessment: Case Study Study Format: Distance Learning Written Assessment: Case Study Study Format: myStudies Written Assessment: Case Study	**Split Exam**

Module Contents

Intercultural and Ethical Decision-Making

- 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	Links to other Study Programs of the University
This module is similar to other modules in the field of Business Administration & Management	All Bachelor Programs in the Business field

Intercultural and Ethical Decision-Making

Course Code: DLBCSIDM01

Study Level	Language of Instruction and Examination	Contact Hours	ECTS Credits	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 Hofstedes 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.
- Berrones-Flemmig, N., Contreras, F., & Dornberger, U. (2022). Business in the 21st century: A sustainable approach (1st ed.). Emerald Publishing Limited.
- Rossouw, J., & Van Vuuren, L. (2017). Business ethics (6th ed.). Oxford University Press Southern Africa.

Study Format Duales myStudium

Study Format	Course Type
Duales myStudium	Theory Course

Information about the examination	
Examination Admission Requirements	**Online Tests:** yes
Type of Exam	Written Assessment: Case Study

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

Instructional Methods		
Tutorial Support	**Learning Material**	**Exam Preparation**
☑ Course Feed	☑ Course Book	☑ Online Tests
☑ Intensive Live Sessions/Learning Sprint	☑ Video	☑ Guideline
☑ Recorded Live Sessions		

Study Format Distance Learning

Study Format	Course Type
Distance Learning	Theory Course

Information about the examination	
Examination Admission Requirements	**Online Tests:** yes
Type of Exam	Written Assessment: Case Study

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

Instructional Methods		
Tutorial Support	**Learning Material**	**Exam Preparation**
☑ Course Feed	☑ Course Book	☑ Online Tests
☑ Intensive Live Sessions/Learning Sprint	☑ Video	☑ Guideline
☑ Recorded Live Sessions		

Study Format myStudies

Study Format	Course Type
myStudies	Theory Course

Information about the examination	
Examination Admission Requirements	**Online Tests:** yes
Type of Exam	Written Assessment: Case Study

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

Instructional Methods		
Tutorial Support	**Learning Material**	**Exam Preparation**
☑ Course Feed	☑ Course Book	☑ Online Tests
☑ Intensive Live Sessions/Learning Sprint	☑ Video	☑ Guideline
☑ Recorded Live Sessions		

Leadership 4.0

Module Code: DLBWPLS_E

Module Type	Admission Requirements	Study Level	ECTS Credits	Student Workload
see curriculum	none	BA	5	150 h

Semester / Term	Duration	Regularly offered in	Language of Instruction and Examination
see curriculum	Minimum 1 semester	WiSe/SoSe	English

Module Coordinator
Prof. Dr. Dominique-Pascal Groß (Leadership 4.0)
Information about the Module Coordinator without guarantee

Contributing Courses to Module
▪ Leadership 4.0 (DLBWPLS01_E)

Module Exam Type	
Module Exam Study Format: Duales myStudium Exam, 90 Minutes Study Format: Distance Learning Exam, 90 Minutes Study Format: myStudies Exam, 90 Minutes	**Split Exam**

Module Contents

Leadership 4.0

- Conventional understanding of leadership
- Management tools
- Leadership versus management
- Integral concept of humankind as future-oriented model
- Characteristics and competencies of leaders
- Leadership models
- Agile Leadership instruments

Learning Outcomes

Leadership 4.0

On successful completion, students will be able to

- understand the classical theories of leadership and new leadership models.
- distinguish between the terms leadership and management.
- reflect on the understanding of successful leadership models against the background of economic changes.
- develop an understanding of the need for alternative forms of organizational directing.
- implement appropriate leadership methods according to a company's level of complexity.
- draw upon a sound theoretical understanding that they can practice in applied research.

Links to other Modules within the Study Program	Links to other Study Programs of the University
This module is similar to other modules in the fields of Business Administration & Management	All Bachelor Programmes in the Business field

Leadership 4.0

Course Code: DLBWPLS01_E

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

Course Description

Today, competitiveness depends more than ever on continuous innovation. This puts new demands on the management of companies. The task of successful leaders in innovation and business is no longer to offer direction and solutions, but to create a framework in which others develop innovations. This change, which is currently taking place with full force in companies, requires further developments on classic leadership concepts and its principles.
Against the background of digital change and the advance of artificial intelligence, established business models are constantly being put to the test. On the one hand, it is important to work on several projects simultaneously and to adapt flexibly to changing conditions at any time; on the other hand, employees want to be integrated into the work process in a different way. Consideration and flexibility for their personal and family situation play an increasing role. Innovation and business leaders can only meet all these diverse challenges with Leadership by inspiring others to think ahead and act inter-divisionally, in other words, to be visionary. This course tries to convey knowledge, understanding and tools for this challenging field of work.

Course Outcomes

On successful completion, students will be able to

- understand the classical theories of leadership and new leadership models.
- distinguish between the terms leadership and management.
- reflect on the understanding of successful leadership models against the background of economic changes.
- develop an understanding of the need for alternative forms of organizational directing.
- implement appropriate leadership methods according to a company's level of complexity.
- draw upon a sound theoretical understanding that they can practice in applied research.

Contents

1. Basics of the Leadership Concept
   - 1.1 Definition of the Leadership Concept and Leadership Actions
   - 1.2 Development of the Understanding of Leadership
   - 1.3 The Role of Communication in Leadership
   - 1.4 New Challenges for Leadership
2. Leadership Versus Management

2.1 Distinctions between these Concepts
2.2 Relevance of Leadership in the Context of Technological Change
2.3 New Forms of Work as a Challenge for Leadership 4.0

3. Organizational Prerequisites for Successful Leadership
3.1 Launching Corporate Governance Initiatives
3.2 From Process to Project Management
3.3 Managing Limited Resources

4. Personal Factors for Successful Leadership
4.1 Personal Characteristics
4.2 Technological Know-how
4.3 Policy and Compliance

5. Management Tools
5.1 Definition, Differentiation and Challenges
5.2 Use of Direct Management Tools
5.3 Use of Indirect Management Tools

6. Leadership 4.0 Models
6.1 Transformational Leadership
6.2 Leadership as an Agile Role
6.3 Authentic Leadership

7. Leadership 4.0 Case Studies
7.1 Allsafe Jungfalk
7.2 Automattic

Literature

Compulsory Reading

Further Reading

- Seliger, R (2022): Positive Leadership. The Management revolution, Schäffer-Poeschel, Freiburg
- Luthans, F. (2021): Organizational Behavior: An Evidence-Based Approach, 14th Edition. Charlotte, NC : Information Age Publishing.
- Helmod, M. (2021): New Work, Transformational and Virtual Leadership: Lessons from Covid-19 and other crisis, Springer, Wiesbaden.

Study Format Duales myStudium

Study Format	Course Type
Duales myStudium	Theory Course

Information about the examination	
Examination Admission Requirements	**Online Tests:** yes
Type of Exam	Exam, 90 Minutes

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

Instructional Methods		
Tutorial Support	**Learning Material**	**Exam Preparation**
☑ Course Feed	☑ Course Book	☑ Practice Exam
☑ Intensive Live Sessions/Learning Sprint	☑ Video	☑ Online Tests
☑ Recorded Live Sessions	☑ Audio	

Study Format Distance Learning

Study Format	Course Type
Distance Learning	Theory Course

Information about the examination	
Examination Admission Requirements	**Online Tests:** yes
Type of Exam	Exam, 90 Minutes

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

Instructional Methods		
Tutorial Support	**Learning Material**	**Exam Preparation**
☑ Course Feed	☑ Course Book	☑ Practice Exam
☑ Intensive Live Sessions/Learning Sprint	☑ Video	☑ Online Tests
☑ Recorded Live Sessions	☑ Audio	

Study Format myStudies

Study Format	Course Type
myStudies	Theory Course

Information about the examination	
Examination Admission Requirements	**Online Tests:** yes
Type of Exam	Exam, 90 Minutes

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

Instructional Methods

Tutorial Support	Learning Material	Exam Preparation
☑ Course Feed	☑ Course Book	☑ Practice Exam
☑ Intensive Live Sessions/Learning Sprint	☑ Video	☑ Online Tests
☑ Recorded Live Sessions	☑ Audio	

Interaction and Communication in Organizations

Module Code: DLBKPSIKO_E

Module Type	Admission Requirements	Study Level	ECTS Credits	Student Workload
see curriculum	none	BA	5	150 h

Semester / Term	Duration	Regularly offered in	Language of Instruction and Examination
see curriculum	Minimum 1 semester	WiSe/SoSe	English

Module Coordinator
N.N. (Interaction and Communication in Organizations)
Information about the Module Coordinator without guarantee

Contributing Courses to Module
▪ Interaction and Communication in Organizations (DLBKPSIKO01_E)

Module Exam Type	
Module Exam Study Format: Distance Learning Exam, 90 Minutes	**Split Exam**

Module Contents

Interaction and Communication in Organizations

- 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 Organizations

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	Links to other Study Programs of the University
This module is similar to other modules in the field of Psychology	All Bachelor Programs in the Social Sciences field

Interaction and Communication in Organizations

Course Code: DLBKPSIKO01_E

Study Level	Language of Instruction and Examination	Contact Hours	ECTS Credits	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 Corporate Communication and Interaction
   - 1.2 History of Corporate Communication
2. Structural Aspects of Corporate Communication
   - 2.1 Flow of Communication
   - 2.2 Structural Configuration
   - 2.3 Power and Culture
   - 2.4 Strategy
   - 2.5 Technique and Media Use
   - 2.6 Emotional and Psychological Dynamics of Communication

2.7 Applying an Interdisciplinary Perspective to Organizational Communication

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.
- Lauring, 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	Course Type
Distance Learning	Theory Course

Information about the examination	
Examination Admission Requirements	**Online Tests:** yes
Type of Exam	Exam, 90 Minutes

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

Instructional Methods		
Tutorial Support	**Learning Material**	**Exam Preparation**
☑ Course Feed	☑ Course Book	☑ Practice Exam
☑ Intensive Live Sessions/Learning Sprint	☑ Video	☑ Online Tests
☑ Recorded Live Sessions		

Organizational Behavior

Module Code: DLBBWOB_E

Module Type	Admission Requirements	Study Level	ECTS Credits	Student Workload
see curriculum	none	BA	5	150 h

Semester / Term	Duration	Regularly offered in	Language of Instruction and Examination
see curriculum	Minimum 1 semester	WiSe/SoSe	English

Module Coordinator
Prof. Dr. Katharina-Maria Rehfeld (Organizational Behavior)
Information about the Module Coordinator without guarantee

Contributing Courses to Module
▪ Organizational Behavior (DLBBWOB01_E)

Module Exam Type	
Module Exam Study Format: Distance Learning Written Assessment: Case Study Study Format: myStudies Written Assessment: Case Study	**Split Exam**

Module Contents

Organizational Behavior

- Relevance and Importance of Organizational Behavior
- Job Performance
- Commitment
- Organisational Mechanisms
- Group-Related Mechanisms
- Individual Mechanisms
- Individual Characteristics

Learning Outcomes

Organizational Behavior

On successful completion, students will be able to

- establish commitment and performance as the critical dependent variables.
- explain organizational, group-related and individual mechanisms in Organizational Behavior and describe their relation to commitment and performance.
- explain the influence of individual characteristics on individual mechanisms (such as satisfaction, stress, motivation, trust and decision-making).

Links to other Modules within the Study Program	Links to other Study Programs of the University
This module is similar to other modules in the field of Human Resources	All Bachelor Programmes in the Human Resources field

Organizational Behavior

Course Code: DLBBWOB01_E

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

Course Description

Many decisions are not made solely on the basis of financial or revenue-based considerations, but due to personal agendas, personal preferences or internal competition. This course consequently aims to provide an accessible, theory-driven comprehension of behaviour, interactions and conflicts in organisations. The course deals intensively with the psychological, sociological and anthropological foundations and dynamics in organizations. Starting from the two most critical behavioral variables in the work context, performance and commitment, units and settings that have a significant influence on them are discussed. In detail, organizational, group-related and individual mechanisms as well as individual characteristics are explored as explanatory objects. The course continues with a discussion on corporate culture and organisational structure within the framework of the organisational mechanisms. In the context of group-related mechanisms, the course aims to identify aspects of leadership styles, power structures, negotiation strategies, group dynamics and heterogeneity. Individual mechanisms include job satisfaction, stress, motivation, fairness, trust and decision-making. The individual characteristics (abilities and personality) in turn have an effect on these aforementioned elements.

Course Outcomes

On successful completion, students will be able to

- establish commitment and performance as the critical dependent variables.
- explain organizational, group-related and individual mechanisms in Organizational Behavior and describe their relation to commitment and performance.
- explain the influence of individual characteristics on individual mechanisms (such as satisfaction, stress, motivation, trust and decision-making).

Contents

1. Introduction to Organizational Behavior
   - 1.1 Attitudes and Behavior as Determinants of Performance and Commitment
   - 1.2 Organizational Mechanisms
   - 1.3 Group-related Mechanisms
   - 1.4 Individual Characteristics
   - 1.5 Individual Mechanisms
2. Target Figures: Performance and Commitment

2.1 Performance
2.2 Commitment

3. Organizational Mechanisms
   3.1 Corporate Structure
   3.2 Corporate Culture

4. Group-Related Mechanisms
   4.1 Management Styles
   4.2 Power Structures
   4.3 Negotiation Strategies
   4.4 Team Dynamics
   4.5 Diversity

5. Individual Characteristics
   5.1 Skill and Intellect
   5.2 Personality

6. Individual Mechanisms
   6.1 Job Satisfaction
   6.2 Stress
   6.3 Motivation
   6.4 Trust
   6.5 Integrity
   6.6 Learning and Decision-Making

Literature

Compulsory Reading

Further Reading

- Colquitt, J., Lepine, J. A., & Wesson, M. J. (2018). Organizational behavior: Improving performance and commitment in the workplace (6th ed.). McGraw-Hill Irwin.
- Cross, C., & Carbery, R. (2016). Organizational behavior: An introduction. Macmillan Education.
- Luthans, F., Luthans, B. C., & Luthans, K. W. (2015). Organizational behavior: An evidence-based approach (13th ed.). Information Age Publishing.
- Robins, S. P., & Judge, T. A. (2016). Organizational behavior. Prentice Hall International.

Study Format Distance Learning

Study Format	Course Type
Distance Learning	Theory Course

Information about the examination	
Examination Admission Requirements	**Online Tests:** yes
Type of Exam	Written Assessment: Case Study

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

Instructional Methods		
Tutorial Support	**Learning Material**	**Exam Preparation**
☑ Course Feed	☑ Course Book	☑ Online Tests
☑ Intensive Live Sessions/Learning Sprint	☑ Video	☑ Guideline
☑ Recorded Live Sessions		

Study Format myStudies

Study Format	Course Type
myStudies	Theory Course

Information about the examination	
Examination Admission Requirements	**Online Tests:** yes
Type of Exam	Written Assessment: Case Study

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

Instructional Methods

Tutorial Support
☑ Course Feed
☑ Intensive Live Sessions/Learning Sprint
☑ Recorded Live Sessions

Learning Material
☑ Course Book
☑ Video

Exam Preparation
☑ Online Tests
☑ Guideline

Bachelor Thesis

Module Code: DLBBT

Module Type	Admission Requirements	Study Level	ECTS Credits	Student Workload
see curriculum	none	BA	10	300 h

Semester / Term	Duration	Regularly offered in	Language of Instruction and Examination
see curriculum	Minimum 1 semester	WiSe/SoSe	English

Module Coordinator
Degree Program Advisor (SGL) (Colloquium) / Degree Program Advisor (SGL) (Bachelor Thesis)
Information about the Module Coordinator without guarantee

Contributing Courses to Module
▪ Bachelor Thesis (DLBBT01) ▪ Colloquium (DLBBT02)

Module Exam Type	
Module Exam	**Split Exam** Bachelor Thesis • Study Format "Distance Learning": Bachelor Thesis • Study Format "myStudies": Bachelor Thesis Colloquium • Study Format "Distance Learning": Colloquium • Study Format "myStudies": Colloquium

Module Contents

Colloquium

Colloquium on the bachelor's thesis

Bachelor Thesis

- Bachelor's thesis
- Colloquium on the bachelor's thesis

Learning Outcomes

Colloquium

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).

Bachelor Thesis

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.

Links to other Modules within the Study Program	Links to other Study Programs of the University
All modules in the Bachelor program	All Bachelor Programs in distance learning

Bachelor Thesis

Course Code: DLBBT01

Study Level	Language of Instruction and Examination	Contact Hours	ECTS Credits	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 Distance Learning

Study Format	Course Type
Distance Learning	Thesis Course

Information about the examination	
Examination Admission Requirements	**Online Tests:** no
Type of Exam	Bachelor Thesis

Student Workload					
Self Study	**Contact Hours**	**Tutorial/Tutorial Support**	**Self Test**	**Independent Study**	**Hours Total**
270 h	0 h	0 h	0 h	0 h	270 h

Instructional Methods

Study Format myStudies

Study Format	Course Type
myStudies	Thesis Course

Information about the examination	
Examination Admission Requirements	**Online Tests:** no
Type of Exam	Bachelor Thesis

Student Workload					
Self Study	**Contact Hours**	**Tutorial/Tutorial Support**	**Self Test**	**Independent Study**	**Hours Total**
270 h	0 h	0 h	0 h	0 h	270 h

Instructional Methods

Colloquium

Course Code: DLBBT02

Study Level	Language of Instruction and Examination	Contact Hours	ECTS Credits	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 Distance Learning

Study Format	Course Type
Distance Learning	Thesis Course

Information about the examination	
Examination Admission Requirements	**Online Tests:** no
Type of Exam	Colloquium

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

Instructional Methods

Study Format myStudies

Study Format	Course Type
myStudies	Thesis Course

Information about the examination	
Examination Admission Requirements	**Online Tests:** no
Type of Exam	Colloquium

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

Instructional Methods