

Course Handbook Marketing Science Master

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Head of Studies	Prof. Dr. Tatjana König
Deputy Head of Studies	Prof. Dr. Frank Hälsig
Chairman of Examination	Prof. Dr. Ralf Rockenbauch
Deputy Chairman of Examination	Prof. Dr. Udo Venitz

Marketing Science Master - mandatory courses (overview)

Module name (EN)	Code	Semester	Hours per semester week / Teaching method	ECTS	Module coordinator
Customer Relationship Management	MAMS-130	1	4VF	6	Prof. Dr. Frank Hälsig
Decision Theory	MAMS-220	2	4V	6	Prof. Dr. Susan Pulham
Empirical Marketing Seminar	MAMS-240	2	2PA+2S	6	Prof. Dr. Tatjana König
International Buyer Behavior	MAMS-210	2	4F	6	Prof. Dr. Tatjana König
Market Research and Multivariate Analysis	MAMS-110	1	4VU	6	Prof. Dr. Tatjana König
Marketing/Consulting Project	MAMS-140	1	4PA	6	Prof. Dr. Nicole Schwarz
Master's Colloquium	MAMS-320	3	2S	2	Prof. Dr. Tatjana König
Master's Thesis	MAMS-310	3	-	22	Prof. Dr. Tatjana König
Sector Marketing	MAMS-230	2	4V	6	Prof. Dr. Frank Hälsig

(9 modules)

Marketing Science Master - optional courses (overview)

Module name (EN)	Code	Semester	Hours per semester week / Teaching method	ECTS	Module coordinator
Academic Communication	MAMS-510	-	4V	6	Prof. Dr. Thomas Tinnefeld
Applied Business Ethics	MAMS-540	-	4S	6	Prof. Dr. Christian Conrad
Business English II	MAMS-512	-	4V	6	Prof. Dr. Thomas Tinnefeld
Business French - Language and Intercultural Communication	MAMS-514	-	4V	6	Prof. Dr. Thomas Tinnefeld
Business Simulation Game	MAMS-582	-	4S	6	Prof. Dr. Jochen Pilhofer
Competition, Strategy & Innovation	MAMS-580	-	4V	6	Prof. Dr. Markus Münter
Digitization in Finance and Accounting	MAMS-574	-	4V	6	Prof. Dr. Christoph Freichel
European Spring Academy	MAMS-584	-	4SU	6	Prof. Dr. Stefanie Jensen
Financial Communication and Balance Sheet Analysis	MAMS-570	-	4V	6	Prof. Dr. Jochen Pilhofer
Managing a Company Correctly: Legal Management	MAMS-542	-	4V	6	Prof. Dr. Sybille Neumann
Marketing Controlling	MAMS-562	-	4V	6	Prof. Dr. Tatjana König
Practical Phase - Internship	MAMS-Z1	-	-	30	Studienleitung
Professional Personnel Selection and Self-Positioning for Specialists and Managers	MAMS-532	-	4S	6	Prof. Dr. Markku Klingelhöfer

Research Phase - Internship	MAMS-Z2	-	-	30	Studienleitung
Self-Management and Leadership	MAMS-530	-	4V	6	Prof. Dr. Wolfgang Appel
Simulation in Production and Logistics	MAMS-550	-	4V	6	Prof. Dr. Thomas Bousonville
Web-Based Knowledge Management	MAMS-520	-	4V	6	Prof. Dr. Stefan Georg

(17 modules)

Marketing Science Master - mandatory courses

Customer Relationship Management

Module name (EN): Customer Relationship Management
Degree programme: Marketing Science, Master, ASPO 01.04.2016
Module code: MAMS-130
Hours per semester week / Teaching method: 4VF (4 hours per week)
ECTS credits: 6
Semester: 1
Mandatory course: yes
Language of instruction: German
Assessment: Written exam (120 minutes / can be repeated semesterly) [updated 20.11.2019]
Curricular relevance: DFMM-MAMS-130 Management Sciences, Master, ASPO 01.10.2018, semester 1, mandatory course MAMS-130 Marketing Science, Master, ASPO 01.04.2016, semester 1, mandatory course
Workload: 60 class hours (= 45 clock hours) over a 15-week period. The total student study time is 180 hours (equivalent to 6 ECTS credits). There are therefore 135 hours available for class preparation and follow-up work and exam preparation.
Recommended prerequisites (modules): None.
Recommended as prerequisite for:
Module coordinator: Prof. Dr. Frank Hälsig
Lecturer: Prof. Dr. Frank Hälsig [updated 25.01.2016]

Learning outcomes:

After successfully completing this module students will:

- be familiar with the different scientific theories and be able to apply and evaluate them with regard to CRM.
- be able to reconstruct the customer lifecycle and classify customers or customer groups according to their value to a company.
- be able to operationalize customer satisfaction and analyze it in the business context.
- be able to develop target group-specific marketing campaigns for different industries and evaluate them with regard to their target achievement.
- be able to evaluate success using common measurement approaches
- be familiar with the most common CRM tools and software systems and be able to use them.

[updated 20.11.2019]

Module content:

1. Basics: importance, development, understanding & applications
2. Theoretical principles: overview of different explanatory approaches and their contributions
3. Conception and operationalization: life cycle concept, success chain & management processes
4. Analysis phase: situation analysis, target planning and customer segmentation
5. Strategic orientation: phase & business area-related decision options
6. Operational deployment: instruments for relationship management and support
7. Implementation: IT systems and current software solutions, corporate structures and culture
8. Controlling and measurement approaches: approaches and requirements for pre- & economic impact monitoring
9. Institutional particularities: approaches in different industries
10. Future perspectives and limits of CRM

[updated 20.11.2019]

Teaching methods/Media:

Lecture with exercises and case studies.

[updated 20.11.2019]

Recommended or required reading:

Bruhn, M.: Relationship Marketing: Das Management von Kundenbeziehungen, (latest edition), München.

Bruhn, M., Homburg, Ch.: Handbuch Kundenbindungsmanagement _ Strategien und Instrumente für ein erfolgreiches CRM, (latest edition), Wiesbaden.

Helmke, S., Uebel, M.F., Dangelmaier, W. (Hrsg.): Effektives Customer Relationship Management _ Instrumente, Einführungskonzepte, Organisation, (latest edition), Wiesbaden.

Hippner, H., Wilde, K. D. (Hrsg.): Grundlagen des CRM _ Konzepte und Gestaltung, (latest edition), Wiesbaden.

Homburg, Ch. (Hrsg.): Kundenzufriedenheit - Konzepte, Methoden, Erfahrungen, latest edition, Wiesbaden.

Homburg, Ch., Fürst, A. (2005): How complaint handling drives customer loyalty: an analysis of the mechanistic and the organic approach, Journal of Marketing, 69, 3, 95-114.

Homburg, Ch., Schäfer, H., Schneider, S.: Sales Excellence: Vertriebsmanagement mit System, latest edition, Wiesbaden.

Stauss, B., Seidel, W. (latest edition): Complaint Management: The Heart of CRM, Exeter, UK.

[updated 20.11.2019]

Decision Theory

Module name (EN): Decision Theory
Degree programme: Marketing Science, Master, ASPO 01.04.2016
Module code: MAMS-220
Hours per semester week / Teaching method: 4V (4 hours per week)
ECTS credits: 6
Semester: 2
Mandatory course: yes
Language of instruction: German
Assessment: Written exam (90 minutes / can be repeated semesterly) [updated 20.11.2019]
Curricular relevance: MAMS-220 Marketing Science, Master, ASPO 01.04.2016, semester 2, mandatory course
Workload: 60 class hours (= 45 clock hours) over a 15-week period. The total student study time is 180 hours (equivalent to 6 ECTS credits). There are therefore 135 hours available for class preparation and follow-up work and exam preparation.
Recommended prerequisites (modules): None.
Recommended as prerequisite for:
Module coordinator: Prof. Dr. Susan Pulham
Lecturer: Prof. Dr. Susan Pulham [updated 02.02.2016]
Learning outcomes: After successfully completing this module, students will: _ be able to characterize established decision models in prescriptive decision theory, _ be able to name and explain the most important findings of descriptive decision theory, _ be able to critically compare the two theories, _ be able to analyze real decision-making situations and assess and improve their own and external behavior, _ be able to identify their own wrong decisions in an experimental environment and discuss their mistakes. [updated 20.11.2019]

Module content:

Part A: Psychology

- Chapter 1: The Cognitive Limitations of Man
- Chapter 2: The Perception of New Information
- Chapter 3: Access to Available Information in the Head
- Chapter 4: Processing the Information
- Chapter 5: Motivation and Emotion
- Chapter 6: Groups and Masses

Part B: Relative Perception and Evaluation

- Chapter 1: On the Path to Rationality
- Chapter 2: Why People Evaluate Relatively and Why this is Often Unreasonable
- Chapter 3: Why Probabilities are also Evaluated Relatively
- Chapter 4: It is Possible Without an Irrational Relative Evaluation

Part C: Decision Analysis

- Chapter 1: Simple Decision Support without Modeling Preferences
- Chapter 2: Setting up a Preference Model
- Chapter 3: Probabilities
- Chapter 4: Expected Utility Theory
- Chapter 5: Solving Problems with Incomplete Information
- Chapter 6: Multi-Level Decision Problems

[updated 20.11.2019]

Teaching methods/Media:

- Lecture
- Exercises
- Experiments

[updated 20.11.2019]

Recommended or required reading:

- Eisenführ, F./ Weber, M./ Langer, T. (latest edition): Rationales Entscheiden, Wiesbaden (2010)
- Kahneman, D./ Slovic, P./ Tversky, A.: Judgment under Uncertainty: Heuristics and Biases, Cambridge (1982)
- Kahneman, D./ Tversky, A.: Choices, Values and Frames, Cambridge (2000)
- Von Nitzsch, R./ Goldberg, J. (latest edition): Behavioral Finance, München
- Von Nitzsch, R. (latest edition).: Entscheidungslehre - Wie Menschen entscheiden und wie sie entscheiden sollten, Stuttgart
- Von Nitzsch, R.: Entscheidungslehre (latest edition): Der Weg zur besseren Entscheidung, Aachen
- Zimmermann, H.-J. (latest edition): Operations Research, Wiesbaden

[updated 20.11.2019]

Empirical Marketing Seminar

Module name (EN): Empirical Marketing Seminar
Degree programme: Marketing Science, Master, ASPO 01.04.2016
Module code: MAMS-240
Hours per semester week / Teaching method: 2PA+2S (4 hours per week)
ECTS credits: 6
Semester: 2
Mandatory course: yes
Language of instruction: German
Assessment: Term paper with presentation (Can be repeated annually) [updated 20.11.2019]
Curricular relevance: MAMS-240 Marketing Science, Master, ASPO 01.04.2016, semester 2, mandatory course
Workload: 60 class hours (= 45 clock hours) over a 15-week period. The total student study time is 180 hours (equivalent to 6 ECTS credits). There are therefore 135 hours available for class preparation and follow-up work and exam preparation.
Recommended prerequisites (modules): MAMS-110 Market Research and Multivariate Analysis [updated 25.01.2016]
Recommended as prerequisite for: MAMS-320 Master´s Colloquium [updated 25.01.2016]
Module coordinator: Prof. Dr. Tatjana König
Lecturer: Prof. Dr. Tatjana König [updated 25.01.2016]

Learning outcomes:

- After successfully completing this module, students will be able to, _
- _ independently research and critically examine English language scientific literature on a current marketing topic.
 - roughly understand and summarize research questions, procedures and results, in particular journal articles from the field of marketing.
 - set their own focus or question regarding a given topic and work on it in a structured manner within the framework of a term paper in compliance with scientific standards.
 -
 - be able to design resp. carry out and evaluate empirical studies within a group,
 - present their findings in the form of a presentation within a given timeframe and discuss them critically with their fellow students.
- In-depth aspects of a comprehensive marketing topic using an empirical database

[updated 20.11.2019]

Module content:

Examples of such topics:

- Trade marketing
- Generation marketing
- Social media
- Event management and sponsoring
- Sport marketing

[updated 20.11.2019]

Teaching methods/Media:

Seminar with data evaluation alone or in a group

[updated 20.11.2019]

Recommended or required reading:

Intensive literature research is an important part of the seminar. Introductory literature is usually provided.

Methodically-oriented literature:

- Backhaus, K., Erichson, B., Plinke, W., Weiber, R. (latest edition): Multivariate Analysemethoden _ Eine anwendungsorientierte Einführung, Hamburg.
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- Hair, J.F. (Jr.), Black, W., C., Babin, B.J., Anderson, R.E., Tatham, R.L. (latest edition): Multivariate Data Analysis, Upper Sadle River, New Jersey.
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- Homburg, Ch., Giering, A. (1996): Konzeptualisierung und Operationalisierung komplexer Konstrukte _ in Leitfaden für die Marketingforschung, Marketing _ Zeitschrift für Forschung und Praxis, 18 (1), 5-24.
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- Herrmann, A., Homburg, Ch., Klarmann, M. (Hrsg.): Handbuch Marktforschung _ Methoden, Anwendungen, Praxisbeispiele, latest edition, Wiesbaden.
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- Kuß, A. (latest edition): Marketing-Theorie, Wiesbaden.
- Rudolf, M., Müller, J. (latest edition): Multivariate Verfahren, Göttingen u.a.

[updated 20.11.2019]

International Buyer Behavior

Module name (EN): International Buyer Behavior
Degree programme: Marketing Science, Master, ASPO 01.04.2016
Module code: MAMS-210
Hours per semester week / Teaching method: 4F (4 hours per week)
ECTS credits: 6
Semester: 2
Mandatory course: yes
Language of instruction: German
Assessment: Written exam (90 minutes / can be repeated semesterly) and term paper with presentation (can be repeated annually) [updated 20.11.2019]
Curricular relevance: DFMM-MAMS-210 Management Sciences, Master, ASPO 01.10.2018, semester 1, mandatory course MAMS-210 Marketing Science, Master, ASPO 01.04.2016, semester 2, mandatory course
Workload: 60 class hours (= 45 clock hours) over a 15-week period. The total student study time is 180 hours (equivalent to 6 ECTS credits). There are therefore 135 hours available for class preparation and follow-up work and exam preparation.
Recommended prerequisites (modules): None.
Recommended as prerequisite for:
Module coordinator: Prof. Dr. Tatjana König
Lecturer: Prof. Dr. Tatjana König [updated 02.02.2016]

Learning outcomes:

After successfully completing this module students will:

- be able to evaluate different cultural studies with regard to their theoretical foundation, empirical basis, as well as their implementation relevance for an internationally active company.
- be able to present the influencing factors on purchasing behavior in a structured form and transfer them to an international context.
- be able to evaluate the approaches to market segmentation (national and international) based on the corresponding evaluation criteria and explain the dilemma of market segmentation.
- be able to adapt the design parameters in marketing to an international context.

[updated 20.11.2019]

Module content:

- Cultural studies and cultural differences, as well as their manifestations in various markets
 - Models and concepts of buyer behavior (significance, possibly measurement and influence on intercultural buying behavior)
 - Strategies for tapping into new markets, as well as approaches to international market segmentation, significance and treatment of ethnic minorities.
 - Effects of intercultural purchasing behavior on the design of international product, price, communication and sales policies.
 - Situation/problem analysis and development of solutions in a concrete international business context
- Lecture mit case studies

[updated 20.11.2019]

Recommended or required reading:

- Backhaus, K., Voeth, M. (latest edition): Internationales Marketing, Stuttgart.
- Freter, H. (latest edition): Markt- und Kundensegmentierung: Kundenorientierte Markterfassung und -bearbeitung, Stuttgart.
- Hofstede, G. (latest edition): Culture_s Consequences, New York.
- Hofstede, G. (latest edition): Cultures and Organizations _ Software of the Mind, New York.
- Hoyer, W.D., MacInnis, D.J. (latest edition): Consumer Behavior, Boston, New York.
- Kroeber-Riel, W., Groeppel-Klein, A. (latest edition): Konsumentenverhalten, München.
- Kutschker, M., Schmid, S. (latest edition): Internationales Management, München
- Müller, S., Gelbrich, K. (latest edition): Interkulturelles Marketing, München.
- Penaloza, L. N. (1989): Immigrant Consumer Acculturation, in: Advances in Consumer Research, 16, 110-118.
- Solomon, M. et al. (latest edition): Consumer Behavior: A European Perspective, Harlow u.a.
- Zentes, J., Swoboda, B., Schramm-Klein, H. (latest edition): Internationales Marketing, München.

[updated 20.11.2019]

Market Research and Multivariate Analysis

Module name (EN): Market Research and Multivariate Analysis
Degree programme: Marketing Science, Master, ASPO 01.04.2016
Module code: MAMS-110
Hours per semester week / Teaching method: 4VU (4 hours per week)
ECTS credits: 6
Semester: 1
Mandatory course: yes
Language of instruction: German
Assessment: Written exam (90 minutes / can be repeated semesterly) and project work (can be repeated annually) [updated 20.11.2019]
Curricular relevance: DFMM-MAMS-110 Management Sciences, Master, ASPO 01.10.2018, semester 1, mandatory course MAMS-110 Marketing Science, Master, ASPO 01.04.2016, semester 1, mandatory course
Workload: 60 class hours (= 45 clock hours) over a 15-week period. The total student study time is 180 hours (equivalent to 6 ECTS credits). There are therefore 135 hours available for class preparation and follow-up work and exam preparation.
Recommended prerequisites (modules): None.
Recommended as prerequisite for: MAMS-240 Empirical Marketing Seminar [updated 25.01.2016]
Module coordinator: Prof. Dr. Tatjana König
Lecturer: Prof. Dr. Tatjana König [updated 02.02.2016]

Learning outcomes:

After successfully completing this module students will:

- be able to design, carry out and evaluate empirical studies,
- be able to derive the appropriate multivariate method for a given problem,
- be able to evaluate the application and quality of different multivariate methods, as well as the quality of the construct measurement (1st generation) on the basis of the respective quality criteria,
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- be able to interpret the results of multivariate procedures,
- be able to process analysis results for information and present them clearly in a presentation,

[updated 20.11.2019]

Module content:

– Empirical survey procedure including questionnaire design (scales, scale levels), survey methods and hypothesis tests.

– Significance and overview of multivariate procedures, as well as the relevant procedure, special features of SPSS, benefits for marketing decisions in particular of:

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- t-test
- Regression analysis
- Analysis of variance
- Factor analysis
- Cluster analysis
- Conjoint analysis

[updated 20.11.2019]

Teaching methods/Media:

Lecture with tutorial and use of SPSS

[updated 20.11.2019]

Recommended or required reading:

- Bacher, J. (latest edition): Clusteranalyse, München.
- Backhaus, K., Erichson, B., Plinke, W., Weiber, R. (latest edition): Multivariate Analysemethoden: Eine anwendungsorientierte Einführung, Hamburg.
- Hair, J.F. (Jr.), Black, W., C., Babin, B.J., Anderson, R.E., Tatham, R.L. (latest edition): Multivariate Data Analysis, Upper Sadle River, New Jersey.
- Herrmann, A., Homburg, Ch., Klarmann, M. (Hrsg.): Handbuch Marktforschung _Methoden, Anwendungen, Praxisbeispiele, latest edition, Wiesbaden.
- Rudolf, M., Müller, J. (latest edition): Multivariate Verfahren, Göttingen u.a.

[updated 20.11.2019]

Marketing/Consulting Project

Module name (EN): Marketing/Consulting Project
Degree programme: Marketing Science, Master, ASPO 01.04.2016
Module code: MAMS-140
Hours per semester week / Teaching method: 4PA (4 hours per week)
ECTS credits: 6
Semester: 1
Mandatory course: yes
Language of instruction: German
Assessment: Term paper with presentation (Can be repeated annually) [updated 20.11.2019]
Curricular relevance: MAMS-140 Marketing Science, Master, ASPO 01.04.2016, semester 1, mandatory course
Workload: 60 class hours (= 45 clock hours) over a 15-week period. The total student study time is 180 hours (equivalent to 6 ECTS credits). There are therefore 135 hours available for class preparation and follow-up work and exam preparation.
Recommended prerequisites (modules): None.
Recommended as prerequisite for:
Module coordinator: Prof. Dr. Nicole Schwarz
Lecturer: Prof. Dr. Malte Beinhauer Prof. Dr. Nicole Schwarz [updated 25.01.2016]

Learning outcomes:

After successfully completing this course, students will:

- be able to identify and analyze the technical requirements of the topic in question, assess them critically and document them.

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- be able to apply current scientific-theoretical findings to practical questions concerning a given marketing discipline and combine them effectively.

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- be able to select facts for scientific examination and develop them for these research questions.

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- be able to select and apply suitable empirical methods and analytical procedures to help answer their questions.

- be able to develop solutions independently and in a goal-oriented manner within a team and deepen their professional competence on a functional level.

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- be able to independently organize the division of tasks and coordinate within the team, as well as between project subgroups.

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- be able to interact and communicate with respective external project partners and thus, strengthen their ability to empathize, communicate, negotiate and discuss.

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- be able to adhere to deadlines.

- be able to scientifically document their results obtained.

- be able to present their project results in a target-group oriented manner and argue objectively in the defence of their results within the framework of a group discussion.

Current topics from the field of marketing with emphasis on international and other specific aspects and concrete studies on marketing in cooperation with external institutions or companies, including current marketing literature.

[updated 20.11.2019]

Module content:

[still undocumented]

Teaching methods/Media:

Project work in groups.

[updated 20.11.2019]

Recommended or required reading:

Basic literature will be compiled according to the respective topic. In-depth literature research is required and is an integral part of the course.

Literature examples (Marketing project in the field of e-commerce):

- Bodhani, A. (2013), New Ways to Pay, Engineering & Technology Journal 8 (7), pp. 32-35
 - Coskun, V., Ok, K., Ozdenizci, B. (2012), Near Field Communication (NFC): From Theory to Practice, Hoboken
 - Hegen, M. (2010), Mobile Tagging: Potenziale von QR-Codes im Mobile Business, Hamburg
 - Heinemann, G. (2012), Der neue Mobile-Commerce: Erfolgsfaktoren und Best Practices, Wiesbaden
 - Iliasa, A. (2013), Mobile Payment: Status Quo der konkurrierenden Systeme und mögliche Auswirkungen für den Handel, München-
 - Kreikemeier, N. (2013), Potenziale, Chance und Risiken der Near Field Communication in Verbindung mit Electronic Payment, Saarbrücken
 -
 - Lerner, T. (2013), Mobile Payment, Wiesbaden
 - Nysveen, H., Pedersen, P.E., Thorbjornsen, H. (2005), Intentions to Use Mobile Services: Antecedents and Cross-Service Comparisons, Journal of the Academy of Marketing Science, Vol. 33, No. 3.
 -
 - Sauter, M. (2013), Grundkurs Mobile Kommunikationssysteme, 5. Auflage, Berlin.
 - Scholz, H. et al. (2014), Mobile Couponing, Hamburg
 - Vossen, G., Haselmann, T., Hoeren, T. (2012), Cloud-Computing für Unternehmen: Technische, wirtschaftliche, rechtliche und organisatorische Aspekte, Heidelberg
 -
 - Weberschläger, M. (2013), Mobile Payment am Point of Sale: Maßnahmen und Erfolgsfaktoren für eine erfolgreiche Markteinführung, Hamburg
- Literature about project management:
- Andler, N.: Tools für Projektmanagement, Workshops und Consulting: Kompendium der wichtigsten Techniken und Methoden, Publicis, Erlangen, 2009.
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 - Verzuh, E. (latest edition): The Fast Forward MBA in Project Management, Wiley, Hoboken.

[updated 20.11.2019]

Master's Colloquium

Module name (EN): Master´s Colloquium
Degree programme: Marketing Science, Master, ASPO 01.04.2016
Module code: MAMS-320
Hours per semester week / Teaching method: 2S (2 hours per week)
ECTS credits: 2
Semester: 3
Mandatory course: yes
Language of instruction: German
Assessment: Term paper with presentation (can be repeated semesterly) [updated 20.11.2019]
Curricular relevance: MAMS-320 Marketing Science, Master, ASPO 01.04.2016, semester 3, mandatory course
Workload: 30 class hours (= 22.5 clock hours) over a 15-week period. The total student study time is 60 hours (equivalent to 2 ECTS credits). There are therefore 37.5 hours available for class preparation and follow-up work and exam preparation.
Recommended prerequisites (modules): MAMS-240 Empirical Marketing Seminar [updated 25.01.2016]
Recommended as prerequisite for:
Module coordinator: Prof. Dr. Tatjana König
Lecturer: Prof. Dr. Tatjana König [updated 25.01.2016]

Learning outcomes:

After successfully completing this module, students will:

- combine their findings from theory and practice in a solution-oriented way,
 - present the core elements of their Master´s thesis with special regard to their own individual contribution and be able to justify their approach and methodology to a critical audience,
 -
 - be able to critically discuss the results of their Master´s thesis,
 - be able to formulate the findings of their work with regard to its implications for companies and, if necessary, for further research,
 -
 - be able to formulate the key message of their thesis in German and English as an abstract,
 - be able to take part in professional, practice-oriented discussions about marketing,
- Within the framework of the Master´s Colloquium (block seminar), students will present the topic, the theoretical foundation, their approach and methodology, as well as the results - if available - of their Master´s thesis and discuss these critically, in particular with regard to the limits of their own work.

[updated 20.11.2019]

Module content:

[still undocumented]

Teaching methods/Media:

Oral presentation, expert discussions

[updated 20.11.2019]

Recommended or required reading:

Depends on the topic of the Master´s thesis.

[updated 20.11.2019]

Master's Thesis

Module name (EN): Master´s Thesis
Degree programme: Marketing Science, Master, ASPO 01.04.2016
Module code: MAMS-310
Hours per semester week / Teaching method: -
ECTS credits: 22
Semester: 3
Mandatory course: yes
Language of instruction: German
Assessment: Master´s thesis (can be repeated semesterly) [updated 20.11.2019]
Curricular relevance: MAMS-310 Marketing Science, Master, ASPO 01.04.2016, semester 3, mandatory course
Workload: The total student study time for this course is 660 hours.
Recommended prerequisites (modules): None.
Recommended as prerequisite for:
Module coordinator: Prof. Dr. Tatjana König
Lecturer: Dozenten des Studiengangs [updated 25.01.2016]

Learning outcomes:

After successfully completing this module, students will:

- be able to apply the knowledge and skills acquired during the first two semesters, in particular in the field of marketing analysis and empiricism, to a question/task with practical and/or research relevance in a scientific paper within a specified period of time.

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In doing so, they will be able to work on the problem in an abstract/generalizable form using the theoretical knowledge gained during their studies,

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as well as common marketing methods and, in particular, multivariate procedures.

- Students will be able to scientifically evaluate and reflect on well-known contributions on their topic,

- and develop working hypotheses and approaches to solutions from them.

- They will be able to develop a suitable empirical design for testing the hypotheses they make, and, if possible, carry out an empirical survey.

- Students will thus, be able to apply the theoretical, methodological and argumentative competence acquired during their studies,

- and present their results precisely, concisely and in compliance with scientific standards

- and thus, expand the current state of research.

[updated 20.11.2019]

Module content:

The Master's thesis must refer to relevant, subject-related questions that will be coordinated between the student and his/her supervisor. Thematically, it can refer to a practical problem (in cooperation with a company or public authority) or a theoretical problem (e.g. in cooperation with a research institution). If possible, a separate empirical study should be carried out. It is also possible to use company/project or research data if students have access to the data. Students have 20 weeks to write their thesis.

[updated 20.11.2019]

Teaching methods/Media:

Written thesis

[updated 20.11.2019]

Recommended or required reading:

Depends on the respective topic

[updated 20.11.2019]

Sector Marketing

Module name (EN): Sector Marketing
Degree programme: Marketing Science, Master, ASPO 01.04.2016
Module code: MAMS-230
Hours per semester week / Teaching method: 4V (4 hours per week)
ECTS credits: 6
Semester: 2
Mandatory course: yes
Language of instruction: German
Assessment: Written exam (120 minutes / can be repeated semesterly) [updated 20.11.2019]
Curricular relevance: DFMM-MAMS-230 Management Sciences, Master, ASPO 01.10.2018, semester 1, mandatory course MAMS-230 Marketing Science, Master, ASPO 01.04.2016, semester 2, mandatory course
Workload: 60 class hours (= 45 clock hours) over a 15-week period. The total student study time is 180 hours (equivalent to 6 ECTS credits). There are therefore 135 hours available for class preparation and follow-up work and exam preparation.
Recommended prerequisites (modules): None.
Recommended as prerequisite for:
Module coordinator: Prof. Dr. Frank Hälsig
Lecturer: Prof. Dr. Frank Hälsig Prof. Dr. Stefanie Jensen [updated 02.02.2016]

Learning outcomes:

After successfully completing this module, students will,

- be able to explain the significance and particularities of business-to-business marketing, service marketing and trade marketing.
- be able to adapt the design options in marketing for companies in various sectors.
- be able to analyze and evaluate marketing approaches for different business groups within the different sectors (business areas, service typologies).
- be able to explain market structures and particularities of purchasing and procurement behavior and illustrate them using specific company examples.
- Based on these examples, students will be able to make and justify implementation recommendations for management, market development and customer interaction.

Services marketing:

[updated 20.11.2019]

Module content:

- Measurement and management of service quality (GAP and SERVQUAL models)
- Strategic and instrumental features in service marketing

Trade marketing:

- Market structure and internationalization in trade
- Manufacturer-dealer relationships
- Functions of trading in particular against the background of transaction cost theory
- Options for designing instruments, in particular assortment policy, Multi-Channel Retailing

Business-to-business marketing:

- Significance, delimitation and special features of business-to-business goods marketing
- Organizational procurement behavior
- Marketing approaches according to business field typologies in business-to-business marketing

[updated 20.11.2019]

Teaching methods/Media:

Lecture with exercises and case studies.

[updated 20.11.2019]

Recommended or required reading:

- Backhaus, K., Voeth, M.: Industriegütermarketing, latest edition, München.
- Bruhn, M., Meffert, H. (Hrsg.): Handbuch Dienstleistungsmanagement, (latest edition), Wiesbaden.
- Bruhn, M., Meffert, H. (latest edition): Dienstleistungsmarketing, Wiesbaden.
- Bruhn, M., Stauss, B. (Hrsg.): Dienstleistungsqualität: Konzepte, Methoden, Erfahrungen, (latest edition), Wiesbaden.
- Kleinaltenkamp M., Plinke W.: Strategisches Business-to-Business-Marketing, latest edition, Berlin.
- Parasuraman, A., Zeithaml, V.A., Berry, L.L. (1998): SERVQUAL: A Multiple-Item Scale for Measuring Consumer Perceptions of Service Quality, in: Journal of Retailing, 64 (1), 12-40.
- Pförtsch, W., Schmid, M. (latest edition): B2B-Markenmanagement: Konzepte _ Methoden _ Fallbeispiele, München.
- Zentes, J., Swoboda, B., Foscht, T. (latest edition): Handelsmanagement, Wiesbaden.
- Zentes, J. (Hrsg.): Handbuch Handel, (latest edition), Wiesbaden.

[updated 20.11.2019]

Marketing Science Master - optional courses

Academic Communication

Module name (EN): Academic Communication
Degree programme: Marketing Science, Master, ASPO 01.04.2016
Module code: MAMS-510
Hours per semester week / Teaching method: 4V (4 hours per week)
ECTS credits: 6
Semester: according to optional course list
Mandatory course: no
Language of instruction: German
Assessment: Written exam + term paper with presentation (90 minutes / Weighting 1:1 / Can be repeated semesterly) [updated 13.09.2018]
Curricular relevance: MAMS-510 Marketing Science, Master, ASPO 01.04.2016, optional course MARPF-510 Accounting and Finance, Master, ASPO 01.04.2016, optional course MASCN-510 Supply Chain Management, Master, ASPO 01.04.2016, optional course MASCN-510 Supply Chain Management, Master, ASPO 01.04.2017, optional course
Workload: 60 class hours (= 45 clock hours) over a 15-week period. The total student study time is 180 hours (equivalent to 6 ECTS credits). There are therefore 135 hours available for class preparation and follow-up work and exam preparation.
Recommended prerequisites (modules): None.
Recommended as prerequisite for:
Module coordinator: Prof. Dr. Thomas Tinnefeld
Lecturer: Prof. Dr. Thomas Tinnefeld [updated 28.02.2016]

Learning outcomes:

- After successfully completing this course, students will have improved their use of academically relevant decoding strategies and reading techniques.
- Students will be capable of reading and understanding study-relevant scientific literature.
- They will be able to produce short written scientific texts in a foreign language.
- Students will be able to understand English-language lectures on study-related topics.
- They will have perfected their use of presentation and argumentative techniques.
- In addition, they will be able to present specific scientific topics orally, while taking their audience into account.

[updated 13.09.2018]

Module content:

- (Short) introduction to working scientifically
- Development of vocabulary-based reading comprehension techniques (e.g. word families and word fields)
- Intratextual information research
- Scientific text types
- Strategies for textual planning
- Scientific citation methods
- Exercises for listening comprehension with an academic background
- Development of academic presentation techniques (including the necessary notation techniques)
- Academic discussions
- Multimedia language lab work
- Professionally relevant role playing and simulations

[updated 13.09.2018]

Teaching methods/Media:

- Use of free materials compiled by the lecturer (no textbooks)
- Listening comprehension texts (audio and/or video)
- Scientific texts (e.g. articles and excerpts from scientific monographs)
- Video material
- Internet resources
- Subject-related multimedia programs
- Supplementary materials on general and/or specialized vocabulary and grammar

[updated 13.09.2018]

Recommended or required reading:

[still undocumented]

Applied Business Ethics

Module name (EN): Applied Business Ethics
Degree programme: Marketing Science, Master, ASPO 01.04.2016
Module code: MAMS-540
Hours per semester week / Teaching method: 4S (4 hours per week)
ECTS credits: 6
Semester: according to optional course list
Mandatory course: no
Language of instruction: German
Assessment: Term paper with presentation, course participation, compulsory attendance [updated 13.09.2018]
Curricular relevance: MAMS-540 Marketing Science, Master, ASPO 01.04.2016, optional course MARPF-540 Accounting and Finance, Master, ASPO 01.04.2016, optional course MASCM-540 Supply Chain Management, Master, ASPO 01.04.2016, optional course MASCM-540 Supply Chain Management, Master, ASPO 01.04.2017, optional course
Workload: 60 class hours (= 45 clock hours) over a 15-week period. The total student study time is 180 hours (equivalent to 6 ECTS credits). There are therefore 135 hours available for class preparation and follow-up work and exam preparation.
Recommended prerequisites (modules): None.
Recommended as prerequisite for:
Module coordinator: Prof. Dr. Christian Conrad
Lecturer: Prof. Dr. Christian Conrad [updated 28.02.2016]

Learning outcomes:

The objective of this course is to enable students to recognize the productivity-enhancing effects of ethics in business and apply them in individual cases.

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

1. Apply ethical behavior in group and role-playing games
 2. Explain the importance of ethics for companies and the economy based on individual cases.
 3. Identify, analyze and evaluate ethical behavior in concrete economic situations.
 4. Work independently on ethical problems in business and develop and present productivity-enhancing concepts.
- A. Ethics in economics

[updated 05.12.2019]

Module content:

The importance of ethics for economic development, analyzed on the basis of current case studies.

B. Ethics in companies

The importance of ethics for corporate development, analyzed on the basis of current case studies.

[updated 13.09.2018]

Teaching methods/Media:

Lecture by lecturer (supplementary)
Feedback on results via discussions
Self-reflection and _presentation
Group work
Independent study with required literature
Term paper with presentations by the participants

[updated 13.09.2018]

Recommended or required reading:

Business Ethics

- Conrad, Christian A.: Wirtschaftsethik, latest edition
- Conrad, Christian A.: Business Ethics, latest edition
- Dietzfelbinger, Daniel: Praxisleitfaden Unternehmensethik, Wiesbaden, latest edition
- Göbel, Elisabeth: Unternehmensethik, Grundlagen und praktische Umsetzung, Stuttgart 2010

- Noll, Bernd: Grundriss der Wirtschaftsethik, Stuttgart latest edition

[updated 05.12.2019]

Business English II

Module name (EN): Business English II
Degree programme: Marketing Science, Master, ASPO 01.04.2016
Module code: MAMS-512
Hours per semester week / Teaching method: 4V (4 hours per week)
ECTS credits: 6
Semester: according to optional course list
Mandatory course: no
Language of instruction: German
Assessment: Written exam and term paper with presentation (90 minutes / weighting 1:1 / can be repeated semesterly) [updated 20.11.2019]
Curricular relevance: MAMS-512 Marketing Science, Master, ASPO 01.04.2016, optional course MARPF-512 Accounting and Finance, Master, ASPO 01.04.2016, optional course MASCN-512 Supply Chain Management, Master, ASPO 01.04.2016, optional course MASCN-512 Supply Chain Management, Master, ASPO 01.04.2017, optional course
Workload: 60 class hours (= 45 clock hours) over a 15-week period. The total student study time is 180 hours (equivalent to 6 ECTS credits). There are therefore 135 hours available for class preparation and follow-up work and exam preparation.
Recommended prerequisites (modules): None.
Recommended as prerequisite for:
Module coordinator: Prof. Dr. Thomas Tinnefeld
Lecturer: Prof. Dr. Thomas Tinnefeld [updated 28.02.2016]

Learning outcomes:

- After successfully completing this module, students will have perfected the four skills of language learning based on topics from their everyday life, studies and work environments.
-
- They will have developed their skills in technical/specialized English.
- Students will be aware of and sensitive to the problems and central issues in the politics and economics of the English-speaking world.
- They will have developed their intercultural communication skills and perfected their foreign language presentation skills.
- Students will have improved their foreign language teamwork and project skills.
-

[updated 05.12.2019]

Module content:

- Reading and listening comprehension texts for intermediate language skills
- Special types of written texts in the foreign language (e.g. commercial correspondence, e-mails, memos, curriculum vitae)
- Subject-related oral texts (e.g. telephone conversations, short reports, negotiations)
- Dealing with economic and legal issues based on subject-related, specialized events during the current the semester
- Vocabulary and grammar work
- Multimedia language lab
- Job-related role playing and simulations; case studies
- Creation of subject-related, specialized presentations
- Intercultural negotiation strategies

[updated 05.12.2019]

Teaching methods/Media:

- Presentations by the lecturer
- Plenary discussions
- Group discussions
- Partner work
- Group work phases where students tackle specific tasks
-
- Multimedia language lab
- Student presentations
- Short talks by the students
- Internet research

[updated 13.09.2018]

Recommended or required reading:

- Use of free materials compiled by the lecturer (no textbooks)
- Listening comprehension texts (audio and/or video)
- Newspaper and magazine articles from the English press (e.g. Time, Newsweek, The Times, The Guardian)
- Job-related English case studies;
- Internet resources
- Subject-related multimedia programs
- Supplementary materials on general and/or specialized vocabulary and grammar

[updated 13.09.2018]

Business French - Language and Intercultural Communication

Module name (EN): Business French - Language and Intercultural Communication
Degree programme: Marketing Science, Master, ASPO 01.04.2016
Module code: MAMS-514
Hours per semester week / Teaching method: 4V (4 hours per week)
ECTS credits: 6
Semester: according to optional course list
Mandatory course: no
Language of instruction: German
Assessment: Written exam (90 minutes), term paper and presentation (weighting 1:1) [updated 13.09.2018]
Curricular relevance: MAMS-514 Marketing Science, Master, ASPO 01.04.2016, optional course MARPF-514 Accounting and Finance, Master, ASPO 01.04.2016, optional course MASCM-514 Supply Chain Management, Master, ASPO 01.04.2016, optional course MASCM-514 Supply Chain Management, Master, ASPO 01.04.2017, optional course
Workload: 60 class hours (= 45 clock hours) over a 15-week period. The total student study time is 180 hours (equivalent to 6 ECTS credits). There are therefore 135 hours available for class preparation and follow-up work and exam preparation.
Recommended prerequisites (modules): None.
Recommended as prerequisite for:
Module coordinator: Prof. Dr. Thomas Tinnefeld
Lecturer: Prof. Dr. Thomas Tinnefeld [updated 28.02.2016]

Learning outcomes:

After successfully completing this module, students will:

- have attained language skills at the B1 intermediate level of the Common European Framework of Reference for Languages (CEFR),
- be able to understand basic and detailed information in intermediate general language and business French texts
-
- be able to follow intermediate-level conversations in their own area of expertise and deal with specific communicative experiences in French business life in a receptive manner,
-
- be able to communicate with native speakers using the linguistic means at their disposal in such a way that they can communicate successfully in general language and business-oriented conversations,
-
- be able to express themselves in writing on general language and selected specialized language topics in a largely comprehensible and communicative manner,
-
- be able to give professionally and technically-oriented presentations and create the corresponding written materials in a linguistically appropriate manner,
-
- have mastered the grammar relevant for the above skills, the basic general vocabulary, parts of the advanced French vocabulary and some French business vocabulary,
-
- be sensitive to the intercultural characteristics of countries belonging to the francophone world and thus, be able to successfully manage important communication situations in daily (business) life and
-
- be capable of embracing the intercultural differences of countries belonging to the francophone world and verbally interact there, to a large extent, successfully.
- Reading and listening comprehension texts at intermediate level

[updated 05.12.2019]

Module content:

- Texts for listening comprehension
- Production of relevant written French texts (e.g. business correspondence, e-mails, memos, curriculum vitae and letters of motivation)
- Production of relevant oral French texts (e.g. telephone conversations, short reports and negotiations with a relatively narrow thematic focus)
- Dealing with economic and business issues
- Vocabulary work and specialized grammar
- Multimedia language lab
- Role playing and simulations with reference to business life
- Creation of subject-related, specialized presentations
- Awareness of interculturally relevant contexts in the French-speaking world (both everyday life and work)
- Introduction to interculturally-oriented negotiation strategies

[updated 05.12.2019]

Teaching methods/Media:

- Presentations by the lecturer
- Plenary discussions
- Group discussions
- Partner work
- Group work phases where students tackle specific tasks
- Multimedia language lab

- Student presentations
- Short talks by the students
- Internet research

[updated 13.09.2018]

Recommended or required reading:

- Use of free materials compiled by the lecturer (no textbooks)
- Listening comprehension texts (audio and/or video)
- Internet resources
- Supplementary materials on general and/or specialized vocabulary and grammar

[updated 13.09.2018]

Business Simulation Game

Module name (EN): Business Simulation Game
Degree programme: Marketing Science, Master, ASPO 01.04.2016
Module code: MAMS-582
Hours per semester week / Teaching method: 4S (4 hours per week)
ECTS credits: 6
Semester: according to optional course list
Mandatory course: no
Language of instruction: German
Assessment: Term paper with presentation [updated 13.09.2018]
Curricular relevance: MAMS-582 Marketing Science, Master, ASPO 01.04.2016, optional course MARPF-582 Accounting and Finance, Master, ASPO 01.04.2016, optional course MASCM-582 Supply Chain Management, Master, ASPO 01.04.2016, optional course MASCM-582 Supply Chain Management, Master, ASPO 01.04.2017, optional course
Workload: 60 class hours (= 45 clock hours) over a 15-week period. The total student study time is 180 hours (equivalent to 6 ECTS credits). There are therefore 135 hours available for class preparation and follow-up work and exam preparation.
Recommended prerequisites (modules): None.
Recommended as prerequisite for:
Module coordinator: Prof. Dr. Jochen Pilhofer
Lecturer: Prof. Dr. Jochen Pilhofer [updated 28.02.2016]

Learning outcomes:

After successfully completing this module, students will have learned skills that are indispensable for an entrepreneur or entrepreneurial manager according to Thomson. This includes skills for risk/crisis management and decision making under pressure. In the first business simulation, students will create a business plan using market data and head-up a company in its start-up phase.

In the second business simulation, students will develop internationalization strategies for an established company.

Both business simulation games will be based on a computer-aided simulation.

Team participants must make their own market decisions in the periods between the mandatory sessions. In doing so, they will deepen their knowledge and practical skills with regard to decision theory.

[updated 05.12.2019]

Module content:

Part A: Topsim StartUp:

- _ Testing ideas: demand potential, target groups, positioning, competitive advantages, product life cycle
- _ Creating a business plan using a business plan wizard
- _ Founding a company and related constitutive decisions: borrowing money, purchasing/renting buildings, hiring and training staff
- _ Market entry: a real competitive situation, customer groups, product awareness, capacity utilization, cost and revenue structure
- _ Presentation for investors

Part B: Topsim Going Global

- _ Strategies and challenges for expansion into new markets worldwide
- _ Defending your own market
- _ Analyzing the potential of different economic regions
- _ Penetrating other markets: evaluating chances and risks
- _ Understanding and adapting to culture-specific customer requirements
- _ Global logistics: transport routes and costs
- _ Thinking in business alternatives
- _ Strategic sales and production alternatives
- _ Analysis and targeted use of market barriers

[updated 05.12.2019]

Teaching methods/Media:

Seminar (partly as a block course, partly during the semester)

Computer-based business simulation game, laptops will be provided. Presentations and company decisions will take place during periods of mandatory attendance. After the seminar, groups will cooperate to write a term paper.

[updated 13.09.2018]

Recommended or required reading:

Manuals and background information will be handed out to the participants before the course begins.

[updated 13.09.2018]

Competition, Strategy & Innovation

Module name (EN): Competition, Strategy & Innovation
Degree programme: Marketing Science, Master, ASPO 01.04.2016
Module code: MAMS-580
Hours per semester week / Teaching method: 4V (4 hours per week)
ECTS credits: 6
Semester: according to optional course list
Mandatory course: no
Language of instruction: German
Assessment: Term paper and presentation [updated 13.09.2018]
Curricular relevance: MAMS-580 Marketing Science, Master, ASPO 01.04.2016, optional course MARPF-580 Accounting and Finance, Master, ASPO 01.04.2016, optional course MASCM-580 Supply Chain Management, Master, ASPO 01.04.2016, optional course MASCM-580 Supply Chain Management, Master, ASPO 01.04.2017, optional course
Workload: 60 class hours (= 45 clock hours) over a 15-week period. The total student study time is 180 hours (equivalent to 6 ECTS credits). There are therefore 135 hours available for class preparation and follow-up work and exam preparation.
Recommended prerequisites (modules): None.
Recommended as prerequisite for:
Module coordinator: Prof. Dr. Markus Münter
Lecturer: Prof. Dr. Markus Münter [updated 28.02.2016]

Learning outcomes:

After successfully completing this module, students will:

- be able to describe the interplay of competition, strategy and innovation and, based on this, analyze case studies and evaluate and develop corporate strategies,
- be able to analyze the long-term development of industries, market structure in conjunction with innovation dynamics and business models in different industries,
- be able to evaluate behavioral strategy and the implications for strategy development,
- be able to explain strategic competition and the establishment of competitive advantages based on game theoretical considerations,
- be able to analyze the implications of M&A and corporate development on market structure and corporate success.

[updated 13.09.2018]

Module content:

- Industrial evolution and technological regimes
- Innovation dynamics, new business models and entrepreneurship
- Innovations and R&D strategies
- Company-specific skills and the development of the market structure
- Behavioral strategy and implications for developing strategies
- Review of game theory results based on experiments on strategy and competitive behavior
- Competition in network industries
- Game theory analysis of the effect of M&A on company success and market structure

[updated 13.09.2018]

Teaching methods/Media:

Lecture with focus on case studies, experiments, the development of frameworks.

[updated 13.09.2018]

Recommended or required reading:

- Besanko, D., Dranove, D., Shanley, M and Schaefer, S., Economics of strategy, New York 2013.
- Belleflamme, P. and Peitz, M., Industrial organization: market and strategies, Cambridge 2010.
- Tremblay, V.J. and Tremblay, C.H., New perspectives on industrial organization, New York 2012.
- Magretta, J., Why business models matter, Harvard Business Review, May 2002.
- Teece, D.J., Business models, business strategy and innovation, Long Range Planning, 43, 2010, 172-194.
- Armstrong, M. and Huck, S., Behavioral economics as applied to firms _ a primer, Competition Policy International, 6, 2010, 3-45.
- Garbuio, M. et al., Behavioral economics and strategic decision making, The Oxford Handbook of Managerial Economics, Boston-London, 2014.
- Powell, TC., Lovallo, D., and Fox, C.R., Behavioral strategy, Strategic Management Journal, 2011, 32, 1369-1386.

[updated 13.09.2018]

Digitization in Finance and Accounting

Module name (EN): Digitization in Finance and Accounting
Degree programme: Marketing Science, Master, ASPO 01.04.2016
Module code: MAMS-574
Hours per semester week / Teaching method: 4V (4 hours per week)
ECTS credits: 6
Semester: according to optional course list
Mandatory course: no
Language of instruction: German
Assessment: Written exam (90 minutes / can be repeated semesterly) [updated 20.11.2019]
Curricular relevance: MAMS-574 Marketing Science, Master, ASPO 01.04.2016, optional course MARPF-574 Accounting and Finance, Master, ASPO 01.04.2016, optional course MASCM-574 Supply Chain Management, Master, ASPO 01.04.2017, optional course
Workload: 60 class hours (= 45 clock hours) over a 15-week period. The total student study time is 180 hours (equivalent to 6 ECTS credits). There are therefore 135 hours available for class preparation and follow-up work and exam preparation.
Recommended prerequisites (modules): None.
Recommended as prerequisite for:
Module coordinator: Prof. Dr. Christoph Freichel
Lecturer: Prof. Dr. Christoph Freichel [updated 15.03.2019]

Learning outcomes:

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

- understand and use the term digitization, assess the relevant opportunities and risks and classify its significance for finance and accounting,
- explain current developments and trends with regard to applicable practice-relevant tools in finance and accounting,
- understand the GoBD (Grundsätze zur ordnungsmäßigen Führung und Aufbewahrung von Büchern, Aufzeichnungen und Unterlagen in elektronischer Form sowie zum Datenzugriff) and assess its relevance,
- deal with problems, e.g. susceptibility to fraud, using of digital tools,
- assess the influence of digital tools on the preparation of bookkeeping, as well as individual or consolidated financial statements and understand some of the software applications that can be used for this,
- recognize the influence digitization can have on an auditor's work and which IT-supported tools should be used for specific test fields,
- describe how mass data in finance and accounting is analyzed (final analysis and simulation) and can be used for data and risk analysis purposes,
- evaluate the benefits of using digital tools to provide decision-relevant information for management.

[updated 20.11.2019]

Module content:

- I. Introduction to digitization in finance and accounting
- II. Digitization approaches in bookkeeping and document management
- III. Digitization options for the preparation of annual financial statements
- IV. Final analyses with the help of digital tools (simulation)
- V. Mass data evaluation (BigData in finance and accounting) _ Data and risk analyses
- VI. Digitized annual audit
- VII. Digitization tendencies in consolidated accounting

[updated 20.11.2019]

Teaching methods/Media:

Lecture and exercises

[updated 20.11.2019]

Recommended or required reading:

Greulich, S./Riepolt, J.: Digitalisierung von Geschäftsprozessen im Rechnungswesen, Nürnberg, latest edition.

Kischporski, M.: Elektronischer Rechnungsdatenaustausch mit E-Invoicing, Köln, latest edition.

Mindermann, T./Brösel, G.: Buchführung und Jahresabschlusserstellung nach HGB, Berlin, latest edition.

Schildbach, T./Stobbe, T./Freichel, C./Hamacher, K.: Der handelsrechtliche Jahresabschluss, Sternenfels, latest edition.

Brösel, G./Freichel, C./Toll, M./Buchner, R.: wirtschaftliches Prüfungswesen, München, latest edition.

Küting, K./Weber, C.-P.: Der Konzernabschluss: Praxis der Konzernrechnungslegung nach HGB und IFRS, Stuttgart, latest edition.

Suden P.: Die elektronische Rechnung in Handels- und Steuerrecht, Wiesbaden, latest edition.

[updated 20.11.2019]

European Spring Academy

Module name (EN): European Spring Academy
Degree programme: Marketing Science, Master, ASPO 01.04.2016
Module code: MAMS-584
Hours per semester week / Teaching method: 4SU (4 hours per week)
ECTS credits: 6
Semester: according to optional course list
Mandatory course: no
Language of instruction: German
Assessment: Term paper with presentation [updated 13.09.2018]
Curricular relevance: DFMMS151 Management Sciences, Master, ASPO 01.10.2013, semester 1, optional course, management, course inactive since 04.11.2019 MKM-417 Cultural Management, Master, ASPO 01.10.2015, optional course, management MKM-417 Cultural Management, Master, ASPO 01.10.2016, semester 4, optional course, management MAMS-584 Marketing Science, Master, ASPO 01.04.2016, optional course, management MARPF-584 Accounting and Finance, Master, ASPO 01.04.2016, optional course, management MASCM-584 Supply Chain Management, Master, ASPO 01.04.2016, optional course, management MASCM-584 Supply Chain Management, Master, ASPO 01.04.2017, optional course, management WIMAScWPF-FÜ5 Industrial Engineering, Master, ASPO 01.10.2014, optional course, management, course inactive since 21.01.2020
Workload: 60 class hours (= 45 clock hours) over a 15-week period. The total student study time is 180 hours (equivalent to 6 ECTS credits). There are therefore 135 hours available for class preparation and follow-up work and exam preparation.
Recommended prerequisites (modules): None.
Recommended as prerequisite for:
Module coordinator: Prof. Dr. Stefanie Jensen
Lecturer: Prof. Dr. Stefanie Jensen [updated 18.03.2016]

Learning outcomes:

The European Union is one of the top players in the international economy in terms of economic strength, production, export and import volumes and population. European countries are transferring more and more competences to the EU in many important policy areas, from jurisdiction and economic policy to consumer and environmental protection. But how does the EU work? How do regulations come about and how are they implemented? What can the EU institutions do about national governments and their interests? These are only a few of the questions that this interactive workshop will provide an answer to. In it, htw students will work together with students from our partner university Westminster College in Salt Lake City/Utah, USA.

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

- understand the process from the foundation of the EU to the present day, reflect on the importance of the EU for the national governments of Europe and understand the work of central European institutions.
- understand and reflect on the EU´s position on selected topics such as the financial crisis, external and economic relations, energy and climate policy, legal issues and the difficulty of joint decision-making.
- understand the cultural diversity of Europe.
- work in mixed groups with American students.

[updated 13.09.2018]

Module content:

- Current European issues (e.g. debt crisis with a country perspective, economic policy, external economic relations (e.g. with the USA: TTIP), foreign policy, environmental policy, consumer protection, refugees)
- Workings and derivation of European integration and central European institutions
- Overview of European cultures
- Creation of a term paper and presentation in English on a specific topic
- Intercultural communication skills and their use when working in a team

[updated 13.09.2018]

Teaching methods/Media:

Lectures/talks, interactive workshops, group work, exchange with American students, sightseeing, term paper with presentation

[updated 13.09.2018]

Recommended or required reading:

To be announced.

[updated 13.09.2018]

Financial Communication and Balance Sheet Analysis

Module name (EN): Financial Communication and Balance Sheet Analysis
Degree programme: Marketing Science, Master, ASPO 01.04.2016
Module code: MAMS-570
Hours per semester week / Teaching method: 4V (4 hours per week)
ECTS credits: 6
Semester: according to optional course list
Mandatory course: no
Language of instruction: German
Assessment: Written exam (90 minutes / can be repeated semesterly) [updated 13.09.2018]
Curricular relevance: MAMS-570 Marketing Science, Master, ASPO 01.04.2016, optional course MARPF-570 Accounting and Finance, Master, ASPO 01.04.2016, optional course MASCM-570 Supply Chain Management, Master, ASPO 01.04.2016, optional course MASCM-570 Supply Chain Management, Master, ASPO 01.04.2017, optional course
Workload: 60 class hours (= 45 clock hours) over a 15-week period. The total student study time is 180 hours (equivalent to 6 ECTS credits). There are therefore 135 hours available for class preparation and follow-up work and exam preparation.
Recommended prerequisites (modules): None.
Recommended as prerequisite for:
Module coordinator: Prof. Dr. Jochen Pilhofer
Lecturer: Prof. Dr. Jochen Pilhofer [updated 28.02.2016]

Learning outcomes:

After successfully completing this module, students will:

- be familiar with the basic conceptual features of a qualified balance sheet analysis (HGB/IFRS) and understand the interrelationships between the balance sheet, income statement and cash flow statement;
- be able to independently analyze financial statements in accordance with International Financial Reporting Standards (IFRS) or national accounting law (HGB);
- be familiar with the essential instruments of (traditional) balance sheet analysis and financial communication and be able to apply these to practical problems;
- be familiar with different balance sheet policy design and discretionary options and can apply these to practice-related issues depending on management objectives;
- be able to apply their knowledge to practical problems, e.g. in the form of exercises and case studies;
- be able to deal with a given challenge or task in the fields of financial market communication and balance sheet analysis within a given period of time;
- be able to assess subject-relevant problems analytically and recognize complex interrelationships;
- be able to apply scientific-theoretical findings to practical questions.

Principles of financial communication

[updated 13.09.2018]

Module content:

Review and analysis of financial key figures typically important in financial communication (including _non-GAAP measures_, preparation measures, traditional key figure analysis, stakeholders, relevant parameters, balance sheet policy, covenants)

Cash flow statement

Annex/management report (inkl. segment reporting)

Case studies/practical examples

[updated 13.09.2018]

Teaching methods/Media:

Lecture and tutorial

[updated 13.09.2018]

Recommended or required reading:

Küting/Weber, Die Bilanzanalyse, Stuttgart (Schaeffer-Poeschel-Verlag)

Baetge/Kirsch/Thiele, Bilanzanalyse, Düsseldorf (IDW-Verlag)

Gräfer et al., Bilanzanalyse, Herne (NWB-Verlag)

Brösel, Bilanzanalyse, Berlin (Erich Schmidt Verlag)

(always the newest edition)

[*updated 13.09.2018*]

Managing a Company Correctly: Legal Management

Module name (EN): Managing a Company Correctly: Legal Management
Degree programme: Marketing Science, Master, ASPO 01.04.2016
Module code: MAMS-542
Hours per semester week / Teaching method: 4V (4 hours per week)
ECTS credits: 6
Semester: according to optional course list
Mandatory course: no
Language of instruction: German
Assessment: Oral examination [updated 13.09.2018]
Curricular relevance: MAMS-542 Marketing Science, Master, ASPO 01.04.2016, optional course MARPF-542 Accounting and Finance, Master, ASPO 01.04.2016, optional course MASCM-542 Supply Chain Management, Master, ASPO 01.04.2016, optional course MASCM-542 Supply Chain Management, Master, ASPO 01.04.2017, optional course
Workload: 60 class hours (= 45 clock hours) over a 15-week period. The total student study time is 180 hours (equivalent to 6 ECTS credits). There are therefore 135 hours available for class preparation and follow-up work and exam preparation.
Recommended prerequisites (modules): None.
Recommended as prerequisite for:
Module coordinator: Prof. Dr. Sybille Neumann
Lecturer: Dozenten des Studiengangs [updated 19.12.2019]

Learning outcomes:

After successfully completing this module, students will:

- * be familiar with the legal basis for the areas of responsibility of a company's executive board
- * understand the function and mechanisms of the main regulations relevant to the internal organization of a company, sales, financing and obligations in the event of (imminent) insolvency.
- * be able to handle these regulations independently and link them to the hierarchy of standards in compliance with EU legal requirements.
- * be able to analyze sample contracts and master the technique of drafting contracts.
- * be able structure checklists and flow charts with responsibility for contract conclusion and contract management alone or in a team.
- * understand the special responsibility management has towards compliance in critical areas and be able to design the cornerstones for an internal compliance program.
- * review their work results with regard to conflicting interests and the general principles of legal ethics.

[updated 13.09.2018]

Module content:

- Obligations of the GmbH managing director within the framework of corporate governance
- Principles of labor law with a sample employment contract (non-tariff employer with works council)
- Decision criteria for setting up a sales organization, sample contract with an independent auxiliary person, general terms and conditions of sale
- Bank loan agreements and loan securities with a sample loan agreement
- Basic compliance issues (corruption, tax evasion, antitrust law)
- Basic issues of insolvency law

[updated 05.12.2019]

Teaching methods/Media:

Lecture with accompanying case studies, court judgments and sample contracts; short presentations; exercises in negotiating and drafting contracts.

[updated 13.09.2018]

Recommended or required reading:

[still undocumented]

Marketing Controlling

Module name (EN): Marketing Controlling
Degree programme: Marketing Science, Master, ASPO 01.04.2016
Module code: MAMS-562
Hours per semester week / Teaching method: 4V (4 hours per week)
ECTS credits: 6
Semester: according to optional course list
Mandatory course: no
Language of instruction: German
Assessment: Written exam (can be repeated semesterly, 90 min.) and term paper with presentation (can be repeated annually) [updated 05.12.2019]
Curricular relevance: DFMM-MAMS-562 Management Sciences, Master, ASPO 01.10.2018, semester 1, mandatory course MAMS-562 Marketing Science, Master, ASPO 01.04.2016, optional course MARPF-562 Accounting and Finance, Master, ASPO 01.04.2016, optional course MASCSCM-562 Supply Chain Management, Master, ASPO 01.04.2016, optional course MASCSCM-562 Supply Chain Management, Master, ASPO 01.04.2017, optional course
Workload: 60 class hours (= 45 clock hours) over a 15-week period. The total student study time is 180 hours (equivalent to 6 ECTS credits). There are therefore 135 hours available for class preparation and follow-up work and exam preparation.
Recommended prerequisites (modules): None.
Recommended as prerequisite for:
Module coordinator: Prof. Dr. Tatjana König
Lecturer: Prof. Dr. Daniel Stenger [updated 09.03.2016]

Learning outcomes:

After successfully completing this module, students will:

- understand the interface function of marketing controlling.
- be familiar with the relevant instruments of strategic and operative marketing controlling and be able to apply them to real cases.
- be able to calculate and evaluate the impact and profitability of marketing measures.
- understand and be able to apply complex performance measurement systems.
- be able to process analysis results for marketing controlling and present them clearly in a presentation

[updated 05.12.2019]

Module content:

- Classification of marketing controlling
 - o Functions and tasks
 - o Organizational integration and interfaces
- Strategic marketing controlling
 - o Market and customer analysis
 - o Employee analysis
 - o Brand controlling
 - o Marketing target systems
- Operative marketing controlling
 - o Product and service controlling
 - o Price controlling
 - o Communication and sales promotion controlling
 - o Sales controlling
- Innovative approaches in marketing controlling

[updated 13.09.2018]

Teaching methods/Media:

Lecture with exercises and case studies

[updated 13.09.2018]

Recommended or required reading:

- Reinecke, Sven/ Eberharter, Jasmin (2010): *Marketingcontrolling 2010: Einsatz von Methoden und Verfahren des Marketingcontrollings in der Praxis*, in: *Controlling – Zeitschrift für Erfolgsorientierte Unternehmenssteuerung*, 22. Jg., Nr. 8/9, pp. 438-447.
- Reinecke, Sven/ Janz, Simone (2007): *Marketingcontrolling: Sicherstellen von Marketingeffektivität und Effizienz*. Stuttgart: Kohlhammer Verlag.
- Reinecke, Sven/ Tomczak, Torsten (Hrsg.) (2006): *Handbuch Marketingcontrolling: Effektivität und Effizienz einer marktorientierten Unternehmensführung*, Wiesbaden: Gabler.
- Ziehe, Nicola (2013): *Marketing-Controlling*. Köln: Johanna-Verlag.

[updated 05.12.2019]

Practical Phase - Internship

Module name (EN): Practical Phase - Internship
Degree programme: Marketing Science, Master, ASPO 01.04.2016
Module code: MAMS-Z1
Hours per semester week / Teaching method: -
ECTS credits: 30
Semester: according to optional course list
Mandatory course: no
Language of instruction: German
Assessment: Paper with presentation, certificate confirming practical experience [updated 13.09.2018]
Curricular relevance: MAMS-Z1 Marketing Science, Master, ASPO 01.04.2016, optional course MARPF-Z1 Accounting and Finance, Master, ASPO 01.04.2016, optional course MASCN-Z1 Supply Chain Management, Master, ASPO 01.04.2016, optional course MASCN-Z1 Supply Chain Management, Master, ASPO 01.04.2017, optional course
Workload: The total student study time for this course is 900 hours.
Recommended prerequisites (modules): None.
Recommended as prerequisite for:
Module coordinator: Studienleitung
Lecturer: Prof. Dr. Tatjana König [updated 25.01.2016]

Learning outcomes:

After successfully completing this module, students will have developed the following skills:

- Technical skills (know-how, linking theoretical knowledge with practical experience)
- Personal instrumental skills (using tools, techniques, methods that enable knowledge to be generated and/or planned and applied in a targeted manner)
(e.g. information management, time management, presentation techniques, computer applications)
- Systemic skills (e.g. skills such as creativity, adaptability, flexibility in implementing concepts, etc., which are necessary to understand one's own work as part of an extensive system and be able to carry it out efficiently)
(introducing innovations, initiating, planning and implementing change processes, networked thinking)
- Communication skills (teamwork, designing internal coordination processes and the presentation of results within and outside the company)
- Ability to critically reflect one's own (technical, systemic, communicative and instrumental) skills and competences and compare them in a target-performance profile

This module consists of a supervised practical phase in a company or institution with a total duration of 24 weeks. It is however, also possible to split the practical phase up into two shorter phases.

[updated 05.12.2019]

Module content:

Students will take on tasks and projects in the field of marketing (product/brand management, strategy, market research, CRM, sales, e-business, public relations, etc.). Students must sign a study contract with the company at the beginning of their practical phase. Before concluding the contract, both the office responsible for internships, as well as the admissions committee must approve the internship.

Within the framework of a paper with a presentation, students will present a suitable project or task from their internship in detail with the respective problems/challenges and approaches. In doing so, students should reflect upon the skills acquired/developed during their internship.

The paper should also contain a technical and interdisciplinary skill profile in the form of a comparison between target and actual skills and a definition of the resulting fields of action.

The paper must be submitted no later than 4 weeks after completion of the practical phase.

[updated 20.11.2019]

Teaching methods/Media:

Practical experience

[updated 13.09.2018]

Recommended or required reading:

[still undocumented]

Professional Personnel Selection and Self-Positioning for Specialists and Managers

Module name (EN): Professional Personnel Selection and Self-Positioning for Specialists and Managers
Degree programme: Marketing Science, Master, ASPO 01.04.2016
Module code: MAMS-532
Hours per semester week / Teaching method: 4S (4 hours per week)
ECTS credits: 6
Semester: according to optional course list
Mandatory course: no
Language of instruction: German
Assessment: Term paper and/or oral examination (type of exam will be announced at the beginning of the course) / can be repeated annually [updated 13.09.2018]
Curricular relevance: MAMS-532 Marketing Science, Master, ASPO 01.04.2016, optional course MARPF-532 Accounting and Finance, Master, ASPO 01.04.2016, optional course MASCN-532 Supply Chain Management, Master, ASPO 01.04.2016, optional course MASCN-532 Supply Chain Management, Master, ASPO 01.04.2017, optional course
Workload: 60 class hours (= 45 clock hours) over a 15-week period. The total student study time is 180 hours (equivalent to 6 ECTS credits). There are therefore 135 hours available for class preparation and follow-up work and exam preparation.
Recommended prerequisites (modules): None.
Recommended as prerequisite for:
Module coordinator: Prof. Dr. Markku Klingelhöfer
Lecturer: Prof. Dr. Markku Klingelhöfer [updated 28.02.2016]

Learning outcomes:

After successfully completing this module, students will:

- _ know the essential methods and techniques of professional personnel selection.
- _ know how to optimize key success factors in order to position themselves successfully in organizations.
- _ have learned to independently apply selection techniques and scenarios.
- _ be familiar with the effectiveness of various selection instruments.

[updated 13.09.2018]

Module content:

- Principles of personnel selection
- Personnel selection methods
- Critical success factors for optimized self-positioning
- Professional interview techniques
- Exercises on techniques, methods and teaching content

[updated 13.09.2018]

Teaching methods/Media:

Lecture, exercises

[updated 13.09.2018]

Recommended or required reading:

- Achouri, Cyrus: Recruiting und Placement, 2. Auflage, Wiesbaden 2010 (1st edition from 2007 also available as an e-book in OPAC)
- Kanning, Uwe Peter: Standards der Personaldiagnostik
- Gabrisch, Jochen: Die Besten entdecken
- Hesse; Schrader: Assessmentcenter für Hochschulabsolventen
- Lucas, Michael: Effiziente Personalauswahl durch professionelle Interviewführung
- Manke, Thomas: Personalauswahlverfahren unter der Lupe
- Püttjer; Schnierda: Assessment-Center-Training für Führungskräfte Stotz; Wedel: Employer Branding

[updated 20.11.2019]

Research Phase - Internship

Module name (EN): Research Phase - Internship
Degree programme: Marketing Science, Master, ASPO 01.04.2016
Module code: MAMS-Z2
Hours per semester week / Teaching method: -
ECTS credits: 30
Semester: according to optional course list
Mandatory course: no
Language of instruction: German
Assessment: Paper with presentation, qualified certificate, if applicable, verification of research work in the form of research proposals and publications (can be repeated semesterly) [updated 13.09.2018]
Curricular relevance: MAMS-Z2 Marketing Science, Master, ASPO 01.04.2016, optional course MARPF-Z2 Accounting and Finance, Master, ASPO 01.04.2016, optional course MASCSCM-Z2 Supply Chain Management, Master, ASPO 01.04.2016, optional course MASCSCM-Z2 Supply Chain Management, Master, ASPO 01.04.2017, optional course
Workload: The total student study time for this course is 900 hours.
Recommended prerequisites (modules): None.
Recommended as prerequisite for:
Module coordinator: Studienleitung
Lecturer: Prof. Dr. Tatjana König [updated 25.01.2016]

Learning outcomes:

After successfully completing this module, students will have developed the following skills:

- Technical skills (know-how, linking theoretical knowledge with current research practice)
- Methodological skills (scientific methods, techniques and procedures, for example in the context of empirical research)
- - Personal instrumental skills (using tools, techniques, methods, databases that enable knowledge to be generated and/or planned and applied in a targeted manner)
(e.g. information management, time management, presentation techniques, computer applications, databases

for literature research)
- Scientific skills (precision in citation, formatting scientific texts, definition of research gaps or goals)
- Systemic skills (e.g. skills such as creativity, adaptability, flexibility in implementing concepts, etc. that are necessary to understand one's own work as part of an extensive system and be able to carry it out efficiently)
(introducing innovations, initiating, planning and implementing change processes, networked thinking)
- Communication skills (teamwork, designing internal coordination processes and the presentation of research findings within and outside the institute)
- Ability to critically reflect one's own
(technical, systemic, communicative and instrumental) skills

[updated 05.12.2019]

Module content:

This module consists of a supervised research phase in, for example, an institute over a total duration of 24 weeks. It is however, also possible to split the research phase up into two shorter phases. Students will take on tasks within the framework of scientific research projects or the supervision of a research project (e.g. communication within the research team or with external project partners, preparation of project plans, cooperation in scientific concept development, support in the preparation of research proposals, support in the evaluation and preparation of research documentation, outcome reports and scientific or practice-oriented articles).

Within the framework of a paper with a presentation, students will present a suitable project or task from their research project in detail with the respective problems/challenges and approaches. In doing so, students should reflect upon the skills they acquired/developed during their internship.

The paper should also contain a technical and interdisciplinary skill profile in the form of a comparison between target and actual skills and a definition of the resulting fields of action. The paper must be submitted no later than 4 weeks after completion of the research phase.

[updated 13.09.2018]

Teaching methods/Media:

Research experience

[updated 13.09.2018]

Recommended or required reading:

[still undocumented]

Self-Management and Leadership

Module name (EN): Self-Management and Leadership
Degree programme: Marketing Science, Master, ASPO 01.04.2016
Module code: MAMS-530
Hours per semester week / Teaching method: 4V (4 hours per week)
ECTS credits: 6
Semester: according to optional course list
Mandatory course: no
Language of instruction: German
Assessment: Term paper and presentation [updated 13.09.2018]
Curricular relevance: MAMS-530 Marketing Science, Master, ASPO 01.04.2016, optional course MARPF-530 Accounting and Finance, Master, ASPO 01.04.2016, optional course MASCM-530 Supply Chain Management, Master, ASPO 01.04.2016, optional course MASCM-530 Supply Chain Management, Master, ASPO 01.04.2017, optional course, course inactive since 15.07.2021
Workload: 60 class hours (= 45 clock hours) over a 15-week period. The total student study time is 180 hours (equivalent to 6 ECTS credits). There are therefore 135 hours available for class preparation and follow-up work and exam preparation.
Recommended prerequisites (modules): None.
Recommended as prerequisite for:
Module coordinator: Prof. Dr. Wolfgang Appel
Lecturer: Prof. Dr. Wolfgang Appel [updated 28.02.2016]

Learning outcomes:

After successfully completing this module, students will:

- be able to identify their strengths and weaknesses using a competency model
- be able to present their strengths in written documents and interviews and document these strengths with life events
-
- be able to apply self-management methods (in particular for setting goals and reviewing goal achievement).
- By the end of the course, students will have developed an action plan with ideas on how to compensate for their identified weaknesses.

Introduction to personality analysis methods using the DISG scheme:

[updated 05.12.2019]

Module content:

Introduction to the methodology and use of the analysis sheet. Discussion of results within the group _ Application to the student's own way of working and living. Reflection on personal beliefs and formative leitmotifs, most of which are acquired within the family. Critical review and, if necessary, positive reorientation of beliefs. Application to professional situations _ especially for the upcoming application phase. Presenting oneself positively in written documents (and social networks) and oral self-presentations.

[updated 05.12.2019]

Teaching methods/Media:

- Use of the DISG analysis tool with questionnaire and self-evaluation
- Feedback on results through group exercises
- Self-reflection and presentation
- Independent study with required literature
- Term papers and presentations by the participants

[updated 13.09.2018]

Recommended or required reading:

- Gay, Friedbert: Das persolog-Persönlichkeitsprofil, 38. Auflage, Remchingen 2009 or more recent edition).
- Preisendörfer, Pamela: Glaubenssätze, Überzeugungen & Co., Oberstdorf 2009.

[updated 05.12.2019]

Simulation in Production and Logistics

Module name (EN): Simulation in Production and Logistics
Degree programme: Marketing Science, Master, ASPO 01.04.2016
Module code: MAMS-550
Hours per semester week / Teaching method: 4V (4 hours per week)
ECTS credits: 6
Semester: according to optional course list
Mandatory course: no
Language of instruction: German
Assessment: Term paper with presentation [updated 13.09.2018]
Curricular relevance: MAMS-550 Marketing Science, Master, ASPO 01.04.2016, optional course MARPF-550 Accounting and Finance, Master, ASPO 01.04.2016, optional course MASCM-550 Supply Chain Management, Master, ASPO 01.04.2016, optional course MASCM-550 Supply Chain Management, Master, ASPO 01.04.2017, optional course
Workload: 60 class hours (= 45 clock hours) over a 15-week period. The total student study time is 180 hours (equivalent to 6 ECTS credits). There are therefore 135 hours available for class preparation and follow-up work and exam preparation.
Recommended prerequisites (modules): None.
Recommended as prerequisite for:
Module coordinator: Prof. Dr. Thomas Bousonville
Lecturer: Prof. Dr. Thomas Bousonville [updated 28.02.2016]
Learning outcomes: After successfully completing this module, students will be able to: <ul style="list-style-type: none">- explain the possible applications of simulation for planning logistic systems,- independently map tasks from production and logistics in simulation models with the simulation software "Plant Simulation"- validate and analyze the generated models and evaluate the results with regard to their task,- transfer the acquired knowledge to a realistic case study. [updated 05.12.2019]

Module content:

1. Introduction to simulation
2. Modeling and simulating material flows with "Plant Simulation"
 - 2.1. Predefined components
 - 2.2. Using the internal programming language SimTalk
3. Principles of stochastic simulation
4. Procedure model for conducting a simulation study
5. Case study on consumption-oriented material supply

[updated 13.09.2018]

Teaching methods/Media:

Lecture, exercises on the PC, group work, presentation

[updated 13.09.2018]

Recommended or required reading:

- Bangsow, S.: Fertigungssimulationen mit Plant Simulation und SimTalk, München 2008
- Rabe, M., Spiekermann, S., Wenzel, S.: Verifikation und Validierung für die Simulation in Produktion und Logistik, Berlin-Heidelberg 2008
- Wenzel, S., Weiß, M., Collisi-Böhmer, S., Pitsch H., Rose, O.: Qualitätskriterien für die Simulation in Produktion und Logistik, Berlin Heidelberg 2008
- Kuhn, A., Rabe, M.: Simulation in Produktion und Logistik. Fallbeispielsammlung, Springer, 2002

[updated 20.11.2019]

Web-Based Knowledge Management

Module name (EN): Web-Based Knowledge Management
Degree programme: Marketing Science, Master, ASPO 01.04.2016
Module code: MAMS-520
Hours per semester week / Teaching method: 4V (4 hours per week)
ECTS credits: 6
Semester: according to optional course list
Mandatory course: no
Language of instruction: German
Assessment: Project (creation of a website) [updated 13.09.2018]
Curricular relevance: MAMS-520 Marketing Science, Master, ASPO 01.04.2016, optional course MARPF-520 Accounting and Finance, Master, ASPO 01.04.2016, optional course MASCM-520 Supply Chain Management, Master, ASPO 01.04.2016, optional course MASCM-520 Supply Chain Management, Master, ASPO 01.04.2017, optional course WIMAScWPF-FÜ8 Industrial Engineering, Master, ASPO 01.10.2014, semester 3, optional course, general subject
Workload: 60 class hours (= 45 clock hours) over a 15-week period. The total student study time is 180 hours (equivalent to 6 ECTS credits). There are therefore 135 hours available for class preparation and follow-up work and exam preparation.
Recommended prerequisites (modules): None.
Recommended as prerequisite for:
Module coordinator: Prof. Dr. Stefan Georg
Lecturer: Prof. Dr. Stefan Georg [updated 28.02.2016]

Learning outcomes:

After successfully completing this module, students will be able to describe the structure of a knowledge management system.

In addition, they will be able to name the design elements of knowledge management and put them into practice.

Students will be familiar with the tasks of a content management system for creating websites.

They will be able to actively use the content management system Joomla.

Students will be able to add templates, plug-ins and modules to Joomla and use the system to create a knowledge management-based website.

[updated 13.09.2018]

Module content:**1. Principles of Knowledge Management**

- 1.1 Basic understanding of knowledge management
- 1.2 Introducing knowledge management in companies
- 1.3 Terms and basic concepts

2. Content Management Systems (CMS)

- 2.1 Principles of content management systems
- 2.2 The CMS "Joomla!"
- 2.3 Joomla! extensions

3. Planning a knowledge management-based website

- 3.1 Developing a suitable website theme
- 3.2 The basic structure of a website
- 3.3 Developing knowledge-based content
- 3.4 Implementing the website

[updated 13.09.2018]

Teaching methods/Media:

Course content will be conveyed in a lecture.

Group project work: lectures will be held regularly with individual group work outside the lecture and ongoing assistance/support for the project groups.

[updated 13.09.2018]

Recommended or required reading:

- Altmeyer, D./Georg, S.: Die Bedeutung von Wissensmanagement für Unternehmen, 1. Auflage 2002
- Hanke, J.K.: Content Management mit Joomla! 2.5 für Kids, 1. Auflage 2012
- Jardin, D.: Joomla! 2.5: Professionelle Webentwicklung, 1. Auflage 2012
- North, K.: Wissensorientierte Unternehmensführung: Wertschöpfung durch Wissen, 5. Auflage 2011
- Probst, J./Raub, S./Romhardt, K.: Wissen managen. Wie Unternehmen ihre wertvollste Ressource nutzbar machen, 6. Auflage 2010
- Schüppel, J.: Wissensmanagement _ Organisatorisches Lernen im Spannungsfeld von Wissens- und Lernbarrieren, 1. Auflage 1999

[updated 13.09.2018]