



Module handbook

"Business Administration (B.A.)"

Status: May 2025



Module handbook

Bachelor of Business Administration

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BW1 Introduction to General Business Administration

Module No./ Code	BW1
Module title	Introduction to General Business Administration I
Semester/ Trimester	Semester
Duration of the module	1 semester
Type of course (compulsory, optional, etc.)	Compulsory, seminar-style teaching
Courses of the module* , if applicable	
Frequency of the module	1x per year, winter semester
Admission requirements	No specific requirements.
Applicability of the module for other modules and degree programs	None
Person responsible for the module	Prof. Dr. Carolin Fleischmann
Name of the professors	Prof. Dr. Carolin Fleischmann, Prof. Dr. Stephan List
Teaching language	German
Number of ECTS credits allocated	5
Total workload and its composition (e.g. self- study + contact time)	150 h total workload, of which 60 h attendance time and 90 h home preparation and follow-up work
SWS	4
Type of examination/ prerequisite for the awarding of credit points	Written exam (60-120 minutes)
Weighting of the grade in the overall grade	5 out of 190 ECTS = 2.63%
Learning outcomes of the module	<p>Professional competence - knowledge:</p> <ul style="list-style-type: none"> • Students are familiar with the basic concepts and theories of general business administration. • They understand the various functional areas of a company (e.g. production, marketing, finance, human resources) and their interrelationships. • They are able to correctly define and apply business terms and models. • They have a basic understanding of the framework conditions in which companies operate. <p>Professional competence - skills:</p> <ul style="list-style-type: none"> • Students can analyze business management problems and develop suitable solutions. • They are able to interpret business information and data.

	<ul style="list-style-type: none"> • They can understand and apply basic business planning and decision-making processes. • They are able to critically scrutinize business management models and apply them to specific issues. <p>Personal competence - social competence:</p> <ul style="list-style-type: none"> • Students are able to develop joint solutions for business management issues in a team. • You can communicate effectively and present business content. • They are able to give and receive constructive feedback. <p>Personal competence - independence:</p> <ul style="list-style-type: none"> • Students learn to work independently and to acquire business knowledge on their own. • They are able to organize themselves. • They develop an awareness of the need for lifelong learning in the field of business administration. • They can independently identify business management problems and develop possible solutions. • In addition to the subject-specific content, the skills acquired by students in this module also include the ability to independently formulate and structure complex scientific or application-oriented problems and to solve them in a well-founded and university-appropriate manner.
Contents of the module	<ul style="list-style-type: none"> • Introduction to business administration: basic concepts, typology of companies, interrelationships in business administration, framework conditions of companies • Corporate goals and structures: Goals, tasks and organization of companies • Fundamentals of corporate management: management processes, planning, organization, leadership and control • functional areas of a company: <ul style="list-style-type: none"> - Supply Chain Management - Marketing - Finances - Human Resources • Current developments and challenges in business administration
Teaching and learning methods of the module	<ul style="list-style-type: none"> • Teaching the subject matter in seminar-style lessons • Exercises for preparation and follow-up

	<ul style="list-style-type: none"> • Consolidation of the material using practical cases
Special features (e.g. online content, visits to practices, guest lectures, etc.)	Guest lectures from the field; online exercise units
Literature	<ul style="list-style-type: none"> • Thommen/ Achleitner et al: General Business Administration,, 9th ed. Wiesbaden 2020, ISBN: 978-3-658-27245-6 • Wöhe: Introduction to General Business Administration, 27th edition, Munich 2020, ISBN: 978-3-8006-6300-2

BW2 Business Mathematics

Module No./ Code	BW2
Module name	Business mathematics
Semester or trimester	Semester
Duration of the module	1 semester
Type of course (compulsory, optional, etc.)	Mandatory
If applicable, courses of the module	--
Frequency of the module	Winter semester
Admission requirements	No specific requirements
Applicability of the module for other degree programs	Teaching the basics in the above-mentioned subject areas for economics degree programs
Person responsible for the module	Prof. Dr. Valentin Schiefele
Name of the professors	LB Kopp
Teaching language	German
Number of ECTS credits allocated	5
Total workload and its composition (e.g. self-study + contact time)	150 h total workload, of which 60 h attendance time and 90 h home preparation and follow-up work
SWS	4
Type of examination/ prerequisite for the awarding of credit points	Written exams 90-120 min.
Weighting of the grade in the overall grade	5 out of 190 ECTS = 2.63%
Learning outcomes of the module:	<p>Professional competence - knowledge:</p> <p>Dealing with symbolic, formal and technical elements of mathematics (operations with mathematical objects such as numbers, variables, terms, equations, functions, matrices)</p> <p>Professional competence - skills:</p> <ul style="list-style-type: none"> Recognize and describe mathematical problems and their solution by using solution strategies/methods. Recording of real-life situations and their description in mathematical language, interpretation of the results. <p>Personal competence - social competence:</p>

	<p>Students are able to discuss and explain problems, approaches and solutions or decision-making processes in a professional manner.</p> <p>Personal competence - independence:</p> <ul style="list-style-type: none"> • In the lectures and accompanying exercises, students acquire skills that enable them to independently structure scientific and, in particular, application-oriented problems in a logical and problem-oriented manner in order to determine or identify solutions in a manner appropriate to the university. • They are able to check, interpret and, if necessary, correct their results. • In addition to the subject-specific content, the skills acquired by students in this module also include the ability to independently formulate and structure complex scientific or application-oriented problems and to solve them in a well-founded and university-appropriate manner.
Contents of the module	<ol style="list-style-type: none"> 1. Analysis <ol style="list-style-type: none"> a) Differential calculus with economic applications b) Fundamentals of integral calculus with economic applications 2. Linear algebra <ol style="list-style-type: none"> a) Matrix calculation with economic applications b) Setting up and solving linear systems of equations in connection with economic issues c) Input-output analysis 3. Stochastics <ol style="list-style-type: none"> a) Probability distribution of random variables b) Testing hypotheses on the basis of samples 4. Financial mathematics <p>Selected financial mathematical issues are dealt with, in particular from the areas of interest calculation, repayment calculation, yield calculation and the mathematical foundations required in each case</p>
Teaching and learning methods of the module	<ul style="list-style-type: none"> • In the lectures, the module content is taught in seminar style/frontal teaching coupled with active involvement of the students (team/group

	<p>work, discussion and presentation) and learning support.</p> <ul style="list-style-type: none"> • In addition to the lecture content, there are exercises in which students can test their own knowledge and skills in tasks at different levels of competence. • Students are also involved as actively as possible here (presentation and discussion of proposed solutions).
Special features (e.g. online content, visits to practices, guest lectures, etc.)	No specific features
Recommended reading list (Teaching and learning materials, literature)	Script at university level. The script is tailored to the lectures/exercises. It will be made available via the LearningCampus successively and adapted to the respective status of the lecture.

BW3 Business Statistics

Module No./ Code	BW3
Module name	Economic statistics
Semester or trimester	Semester
Duration of the module	1 semester
Type of course (compulsory, optional, etc.)	Mandatory
If applicable, courses of the module	--
Frequency of the module	Winter semester
Admission requirements	No admission requirements. Recommended prior knowledge: Knowledge of mathematics
Applicability of the module for other degree programs	Teaching the basics in the above-mentioned subject areas for economics degree programs
Person responsible for the module	Prof. Dr. Valentin Schiefele
Name of the professors	Prof. Dr. Valentin Schiefele
Teaching language	German
Credit points	5 CP
Workload and its composition (e.g. self-study + contact time)	150 h in total, of which 60 h attendance time and 60 h home preparation and follow-up work 30 h exam preparation
SWS	4 SWS
Weighting of the grade in the overall grade	5 out of 190 ECTS = 2.63%
Type of examination/ prerequisite for the awarding of credit points	Written exams 90-120 min.
Intended learning objectives	Professional qualification goals: <ul style="list-style-type: none"> • Students know the basic concepts of statistics. • You will learn how to process and evaluate data. • They master important position parameters and scattering measures and their interpretation. • You will acquire the ability to recognize correlations in multi-dimensional data material using correlation measures and descriptive regression analysis. • The students know the central basic concepts of probability theory.

	<ul style="list-style-type: none"> • They acquire the ability to deal with random variables. • They acquire the ability to deal with discrete and continuous probability distributions. • They understand the law of large numbers and the central limit theorem. • You will develop an understanding of the methodology of point and interval estimation. • They understand why parameters and formulas are the way they are and can critically scrutinize statistical statements. • Students know the basic idea and distinction between decision theory and game theory <p>Interdisciplinary qualification goals:</p> <ul style="list-style-type: none"> • Students consolidate their logical and conceptual thinking and work. • You train an analytical and careful way of working. • They learn to present their thoughts and results precisely in writing and practise arguing. • You will be able to use specialist books and work on topics yourself. • In addition to the subject-specific content, the skills acquired by students in this module also include the ability to independently formulate and structure complex scientific or application-oriented problems and to solve them in a well-founded and university-appropriate manner
Contents of the module	<ul style="list-style-type: none"> • Basic concepts and tasks of statistics • One- and multidimensional frequency distributions • Regression analysis • Random processes and probabilities • Discrete and continuous random variables • Parameter estimation
Teaching and learning methods of the module	Lectures, seminar-based teaching
Special features (e.g. online content, visits to practices, guest lectures, etc.)	No specific features
Recommended literature	<ul style="list-style-type: none"> • Günter Bamberg, Franz Baur, Michael Krapp: Statistics, Oldenbourg, De Gruyter, 19th edition, 2022

BW4 Bookkeeping and Accounting / Accounting

Module No./ Code	BW4
Module title	Bookkeeping and accounting
Semester/ Trimester	Semester
Duration of the module	1 semester
Type of course (compulsory, optional, etc.)	Mandatory
Courses of the module* , if applicable	Bookkeeping and accounting
Frequency of the module	Once a year
Admission requirements	No specific requirements
Applicability of the module for other modules and degree programs	--
Person responsible for the module	Prof. Dr. Bernd Hacker
Name of the professors	Prof. Dr. Bernd Hacker
Language of instruction/teaching	German
Number of ECTS credits allocated	5
Total workload and its composition (e.g. self- study + contact time)	150 h total workload, of which 60 h attendance time 90 h home preparation and follow-up work
SWS	4
Type of examination/ prerequisite for the awarding of credit points	See submodules
Weighting of the grade in the overall grade	5 out of 190 ECTS = 2.63%
Learning outcomes of the course	<p>Professional competence - knowledge:</p> <ul style="list-style-type: none"> • Participants learn the legal basis and technical terms of bookkeeping and accounting. • Students know the distinction between internal accounting and the technical terms used in each case • They know the instruments of accounting policy and the basic principles of international accounting. <p>Professional competence - skills:</p> <ul style="list-style-type: none"> • Participants will be able to understand a balance sheet and post the main business transactions and closing entries. • Participants will be able to read, understand and analyze financial statements. <p>Personal competence -Social competence</p>

	<ul style="list-style-type: none"> • Students can discuss accounting issues with experts in a professional environment. • Students can discuss the given tasks in groups and work out a joint solution. <p>Personal competence -independence</p> <ul style="list-style-type: none"> • Participants will be able to identify and systematize topic-related issues and solve them independently using suitable tools. • Promoting the ability to work with legal texts. • In addition to the subject-specific content, the skills acquired by students in this module also include the ability to independently formulate and structure complex scientific or application-oriented problems and to solve them in a well-founded and university-appropriate manner.
Contents of the course	<ul style="list-style-type: none"> • Accounting and accounting principles • Recognition of significant business transactions • Annual financial statements • Accounting • Main features of IFRS
Teaching and learning methods	Seminar-based teaching as well as frontal teaching with exercises, case studies and tutorials
Special features (e.g. online content, visits to practices, guest speakers, etc.)	No specific features
Recommended reading list (Teaching and learning materials, literature)	<ul style="list-style-type: none"> • Coenenberg, Adolf G. / Haller, Axel / Schultze, Wolfgang: Annual financial statements and financial statement analysis, 26th edition, Stuttgart 2021 (EBook) (additional exercise book (EBook) available). • Döring, Ulrich/Buchholz, Rainer: Accounting and annual financial statements, 16th edition, Berlin 2021 • Current business laws / HGB

BW5 Fundamentals of Economics

Module No./ Code	BW5
Module title	Grundlagen der Volkswirtschaftslehre / Fundamentals of Economics
Semester/ Trimester	Semester
Duration of the module	1 semester
Type of course (compulsory, optional, etc.)	Mandatory
Courses of the module* , if applicable	Grundlagen der Volkswirtschaftslehre / Fundamentals of Economics
Frequency of the module	Once a year
Admission requirements	Technical none The alternatively offered course "Fundamentals of Economics" (identical in content) requires advanced knowledge of English as the language of instruction and examination.
Applicability of the module for other modules and degree programs	--
Person responsible for the module	Prof. Dr. Stephan O. Hornig
Name of the professors	Prof. Dr. Stephan O. Hornig
Language of instruction/teaching	German or English
Number of ECTS credits allocated	5
Total workload and its composition (e.g. self-study + contact time)	150 h total workload, of which 60 h attendance time and 90 h home preparation and follow-up work
SWS	4
Type of examination/ prerequisite for the awarding of credit points	A written examination lasting 90 minutes.
Weighting of the grade in the overall grade	5 out of 190 ECTS = 2.63%
Learning outcomes of the module	Professional competence Knowledge: <ul style="list-style-type: none"> • Students gain an overview of the basic principles and mechanisms of modern economics. • Students understand the basics of microeconomics. • Students understand the basics of macroeconomics.

	<p>Professional competence Skills:</p> <ul style="list-style-type: none"> • Students are able to apply the concepts they have learned to real issues and contribute to a well-founded economic discourse. <p>Personal competence Social competence:</p> <ul style="list-style-type: none"> • The students' discussion skills should be strengthened. • Acquisition of abstract-theoretical problem-solving skills with practical application <p>Personal competence Independence:</p> <ul style="list-style-type: none"> • The independent, pluralistic formation of opinions on socially relevant contexts should be practiced. • In addition to the subject-specific content, the skills acquired by students in this module also include the ability to independently formulate and structure complex scientific or application-oriented problems and to solve them in a well-founded and university-appropriate manner
Contents of the module	<p>Among other things, it deals with</p> <p>Part I: Microeconomics - or: How do markets work?</p> <ul style="list-style-type: none"> • Supply and demand • Price and volume regulations • Elasticities • Welfare analysis • Opportunity costs • The offer: An in-depth analysis • Demand: an in-depth analysis • Market forms, market power and equilibrium <p>Part II: Macroeconomics - or: How do economies work?</p> <ul style="list-style-type: none"> • An overview of macroeconomics • Quantitative recording of macroeconomic events • The economy in the long term • Overall economic supply and overall economic demand • Stabilization by the state: fiscal policy • Stabilization by the central bank: monetary policy • Inflation • Economic growth

Teaching and learning methods of the module	Seminar-based teaching as well as frontal teaching with exercises and case studies
Special features (e.g. online content, visits to practices, guest lectures, etc.)	No specific features
Recommended reading list (Teaching and learning materials, literature)	<ul style="list-style-type: none"> • Acemoglu, D., Liabson, D, List, J. (2018): Economics. 2nded. London: Pearson. • Acemoglu, D., Liabson, D, List, J., Belke, A. (2020): Economics. 2nd ed. Munich: Pearson. • Bofinger, P. (2020): Fundamentals of economics. An introduction to the science of markets. 5th ed. Munich: Pearson. • Bofinger, P. (2020): Fundamentals of economics. The exercise book. 4th ed. Munich: Pearson • Herrmann, M., John, S.L. (2023): Workbook on economics. 2nd ed. Stuttgart: Schäffer-Poeschel Verlag. • Krugman, P., Wells, R. (2018): Economics. 5th ed. New York: Worth Publishers. • Krugman, P., Wells, R. (2023): Economics. 3rd ed. Stuttgart: Schäffer-Poeschel Verlag. • Krugman, P. Wells, R., Graddy, K. (2007): Economics: European Edition. New York: Worth Publishers.

BW6 Business English

Module No./ Code	B6
Module title	Business English
Semester/ Trimester	Semester
Duration of the module	1 semester
Type of course (compulsory, optional, etc.)	Mandatory
Courses of the module* , if applicable	--
Frequency of the module	Once a year WS
Admission requirements	Fachabitur level (FOS) English
Applicability of the module for other modules and degree programs	--
Person responsible for the module	Prof. Dr. Carolin Fleischmann
Name of the professors	Dr. Mathias Arden and LB
Language of instruction/teaching	English
Number of ECTS credits allocated	5
Total workload and its composition (e.g. self- study + contact time)	150 h total workload, of which 60 h attendance time and 90 h preparation and follow-up work
SWS	4
Type of examination/ prerequisite for the awarding of credit points	SchP (90 min.) or PStA or portfolio; will be communicated at the beginning of the course.
Weighting of the grade in the overall grade	5 out of 190 ECTS = 2.63%
Learning outcomes of the module	<p>Professional competence - Knowledge</p> <ul style="list-style-type: none"> Students build up and expand their vocabulary in business terminology. You will gain an insight into the basic cultural and social structures of the English-speaking world and the communicative characteristics of the most important English-speaking countries. <p>Professional competence - Skills</p> <ul style="list-style-type: none"> Students develop sound written and oral communication skills in English. <p>Personal competence - Social competence</p>

	<ul style="list-style-type: none"> Students know how to involve non-native and native speakers alike in effective communication. <p>Personal competence - Independence</p> <ul style="list-style-type: none"> Students are able to find their own mistakes in their English. Students are able to find information independently and apply what they have learned to other contexts. In addition to the subject-specific content, the skills acquired by students in this module also include the ability to independently formulate and structure complex scientific or application-oriented problems and to solve them in a well-founded and university-appropriate manner.
Contents of the module	<p>Business communication in English in the following areas:</p> <ul style="list-style-type: none"> Written communication Negotiations Presentation techniques Linguistic conventions and business terminology Technical literature Commercial correspondence
Teaching and learning methods of the module	Seminar-based teaching
Special features (e.g. online content, visits to practices, guest lectures, etc.)	Practically relevant questions and case studies
Recommended reading list (Teaching and learning materials, literature)	<p>Will be announced in the course.</p> <p>Materials are provided in the course and in the Learning Campus.</p>

BW7 Cost and Performance Accounting

Module No./ Code	BW7
Module title	Cost and activity accounting
Semester/ Trimester	Semester
Duration of the module	1 semester
Type of course (compulsory, optional, etc.)	Mandatory
Courses of the module* , if applicable	
Frequency of the module	Once a year
Admission requirements	None
Applicability of the module for other modules and degree programs	--
Person responsible for the module	Prof. Dr. Eckhard Lachmann
Name of the professors	Prof. Dr. Eckhard Lachmann, Prof. Dr. Felix Rößle
Language of instruction/teaching	German
Number of ECTS credits allocated	5
Total workload and its composition (e.g. self- study + contact time)	150 h total workload, of which 60 h attendance time and 90 h home preparation and follow-up work
SWS	4
Type of examination/ prerequisite for the awarding of credit points	Written examination lasting 90 - 120 minutes.
Weighting of the grade in the overall grade	5 out of 190 ECTS = 2.63%
Learning outcomes of the module	<p>Professional competence - knowledge:</p> <ul style="list-style-type: none"> • After completing the module, students will be familiar with the differences between company accounting systems, know the objectives, tasks and structure of internal accounting, the components and methods of classic cost/revenue accounting and newer cost/revenue accounting methods. • They understand the interaction of the components of cost/revenue accounting and the strengths and weaknesses of different cost accounting systems. <p>Professional competence - skills:</p> <ul style="list-style-type: none"> • Students will be able to clearly differentiate between the key terms. They have the ability to

	<p>apply the methods of classic cost/revenue accounting systems in a problem-solving manner.</p> <ul style="list-style-type: none"> • They can analyze and interpret the results of cost/revenue accounting and use them to prepare decisions. <p>Personal competence - social competence:</p> <ul style="list-style-type: none"> • Students can discuss the problems of cost/revenue accounting with experts in a professional environment and discuss their contribution to entrepreneurial decision-making. <p>Personal competence - independence:</p> <ul style="list-style-type: none"> • Students become aware of their own misinterpretations of results and correct them. • Students can control their learning process by reviewing their exercises and specific questions. They are able to obtain targeted feedback and integrate this into their learning process. • In this module, students acquire not only subject-specific content but also the ability to independently formulate and structure complex scientific or application-oriented problems and to solve them in a structured manner appropriate to the university.
Contents of the module	<ul style="list-style-type: none"> • Basics of cost and activity accounting • Cost element accounting • Cost center accounting • Cost unit accounting - Costing • Cost unit time accounting - Income statement • Contribution margin calculations • Standard costing • Basics of activity-based costing • Basics of cost management
Teaching and learning methods of the module	<ul style="list-style-type: none"> • Teaching the subject matter in seminar-style units and frontal teaching • Exercises for preparation and follow-up • Review questions

	<ul style="list-style-type: none"> • Consolidation of the material using practical cases
Special features (e.g. online content, visits to practices, guest lectures, etc.)	<ul style="list-style-type: none"> • Support for teaching units through e-learning elements of the Learning Campus • Guest lectures by practitioners and visits to companies/excursions
Recommended reading list (Teaching and learning materials, literature)	<p>Basic literature:</p> <ul style="list-style-type: none"> • Coenenberg, A.G. et al: Cost accounting and cost analysis, 10th edition, Stuttgart 2024 • Däumler K.-D., Grabe J.: Cost Accounting (Vol. 1,2,3), Herne/Berlin 2013/2014 • Fischbach, S.: Grundlagen der Kostenrechnung, 8th edition, Munich 2022. • Hommel M.: Kostenrechnung: learning by stories, 4th ed. Frankfurt/M. 2015 • Kudert S., Sorg P.: Cost accounting - made easy, Berlin 2019 <p>Optional in-depth literature:</p> <ul style="list-style-type: none"> • Friedl G., Hofmann C., Pedell B.: Cost Accounting. A decision-oriented introduction, 4th edition, Munich 2022 • References in particular to suitable exercises in the course

BW8 Value Chain and Supply Chain Management

Module No./ Code	BW8
Module title	Value creation and supply chain management
Semester/ Trimester	Semester
Duration of the module	1 semester
Type of course (compulsory, optional, etc.)	Mandatory
Courses of the module* , if applicable	--
Frequency of the module	Once or twice a year
Admission requirements	None
Applicability of the module for other modules and degree programs	--
Person responsible for the module	Prof. Dr. Kriechbaum
Name of the professors	Prof. Dr. Kriechbaum, LB Kamuf
Language of instruction/teaching	German or English
Number of ECTS credits allocated	5
Total workload and its composition (e.g. self-study + contact time)	150 h total workload, of which 60 h attendance time and 90 h home preparation and follow-up work
SWS	4
Type of examination/ prerequisite for the awarding of credit points	Written examination of 90 - 120 minutes each.
Weighting of the grade in the overall grade	5 out of 190 ECTS = 2.63%
Upon completion of the module, students acquire the following skills:	<p>Professional competence - knowledge:</p> <ul style="list-style-type: none"> On completion of this module, students will be able to deal with the fundamentals of value creation in administrative, service-oriented and productive value creation. Taking previous learning content into account, they can discuss current challenges and take a critical stance on them. On completion of this module, students will be able to explain the fundamentals of value creation and supply chains in value creation processes. They will also be able to establish and explain the relationship between different approaches and their effects.

	<p>Professional competence - skills:</p> <ul style="list-style-type: none"> • Students are able to apply the fundamentals of value creation and supply chain management to procurement, logistics and merchandise management. • In particular, they are able to evaluate and interpret the effects of different approaches on quality, time and costs. • Students will be able to recognize, explain and improve differences and special features of logistics sub-areas, as well as recognize and reflect on various problems from the areas of logistics, production, administration and service. <p>Personal competence - social competence:</p> <ul style="list-style-type: none"> • Students can discuss problems of value creation and supply chain management with experts in their professional environment. They can discuss the contribution of the logistics chain to operational value creation. • Students can discuss given tasks in groups and develop a joint solution. <p>Personal competence - independence:</p> <ul style="list-style-type: none"> • Students become aware of their own misconceptions and correct them. • They can control their own learning process by checking their exercises and specific questions.
Contents of the module	<ol style="list-style-type: none"> 1. Value added management 2. Supply Chain Management 3. Supply chain management, in particular: Procurement logistics, warehouse logistics, production logistics, distribution logistics, transportation logistics
Teaching and learning methods of the module	<ul style="list-style-type: none"> • Teaching the subject matter in seminar-style units • Exercises for preparation and follow-up
Special features (e.g. online content, visits to practices, guest lectures, etc.)	Integration of guest speakers and excursions
Recommended reading list (Teaching and learning materials, literature)	<ul style="list-style-type: none"> • Beckmann, K.: "Logistics", Rinteln 2010 • Koether, R. (ed.): Taschenbuch der Logistik, Hanser, Leipzig 2008 • Womack, J., Jones, D., Roos, D. The Machine That Changed the World: The Story of Lean Production, Harper 1991

	<ul style="list-style-type: none">• Gudehus, T.: Logistics 2, Networks, Systems and Supply Chains, 3rd ed. Berlin / Heidelberg 2007, chap. 16-21
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BW9 Principles of Economic Policy

Module No./ Code	BW 9
Module title	Grundzüge angewandter Wirtschaftspolitik / Principles of Economic Policy
Semester/ Trimester	Semester
Duration of the module	1 semester
Type of course (compulsory, optional, etc.)	Mandatory
Courses of the module* , if applicable	Grundzüge angewandter Wirtschaftspolitik / Principles of Economic Policy
Frequency of the module	Once a year
Admission requirements	<p>Module B8 builds on the basic knowledge acquired in module B6 "Grundlagen der Volkswirtschaftslehre / Fundamentals of Economics".</p> <p>The alternative course "Principles of Economic Policy" (identical in content) requires advanced knowledge of English as the language of instruction and examination.</p>
Applicability of the module for other modules and degree programs	The courses of the module are recognizably application-oriented to questions and problems of current economic life. The academic specialization is interlinked with the other modules of the degree program.
Person responsible for the module	Prof. Dr. Stephan O. Hornig
Name of the professors	Prof. Dr. Stephan O. Hornig
Language of instruction/teaching	German or English
Number of ECTS credits allocated	5
Total workload and its composition (e.g. self-study + contact time)	150 h total workload, of which 60 h attendance time 90 h home preparation and follow-up work
SWS	4
Type of examination/ prerequisite for the awarding of credit points	A written examination lasting 90 minutes.
Weighting of the grade in the overall grade	5 out of 190 ECTS = 2.63 %
Learning outcomes of the module	<p>a) <i>Professional competence: Knowledge</i></p> <ul style="list-style-type: none"> Students gain an overview of the elementary principles and mechanisms of action of important current fields of economic policy.

	<ul style="list-style-type: none"> Students understand the differences between microeconomic and macroeconomic economic policy. <p><i>b) Professional competence: Skills</i></p> <ul style="list-style-type: none"> Students are able to apply the concepts they have learned to real issues and contribute to a well-founded economic policy discourse. <p><i>c) Personal competence: Social competence</i></p> <ul style="list-style-type: none"> The students' discussion skills should be strengthened. Acquisition of abstract-theoretical problem-solving skills with practical application The independent, pluralistic formation of opinions on current issues of complex economic policy should be practiced. <p><i>d) Personal competence: Independence</i></p> <ul style="list-style-type: none"> Students learn to assess the influence of overarching policy decisions on operational or microeconomic issues and to recognize and weigh up the consequences of possible options or counter-concepts. In addition to the subject-specific content, the skills acquired by students in this module also include the ability to independently formulate and structure complex scientific or application-oriented problems and to solve them in a well-founded and university-appropriate manner.
Contents of the module	<p>Among other things, it deals with</p> <ul style="list-style-type: none"> Fundamentals of economic policy Stabilization policy Labor market policy Environmental policy Tax policy Wealth and income distribution Public debt Demographic change, migration and economic policy Competition policy
Teaching and learning methods of the module	Seminar-based teaching as well as frontal teaching with exercises and case studies
Special features (e.g. online content, visits to practices, guest lectures, etc.)	No specific features

<p>Recommended reading list</p> <p>(Teaching and learning materials, literature)</p>	<ul style="list-style-type: none"> • Bofinger, P. (2019): Fundamentals of economics. An introduction to the science of markets. 5th ed. Munich: Pearson. • Bofinger, P., Mayer, E. (2019): Grundzüge der Volkswirtschaftslehre - Das Übungsbuch. 4th ed. Munich: Pearson. • Herrmann, M., John, S.L. (2023): Workbook on economics. 2nd ed. Stuttgart: Schäffer-Poeschel Verlag. • Klump, R. (2020): Economic policy. Instruments, goals and institutions. 4th ed. Munich: Pearson. • Krugman, P., Wells, R. (2024): Economics. 7th ed. New York: Worth Publishers • Krugman, P., Wells, R. (2023): Economics. 3rd ed. Stuttgart: Schäffer-Poeschel Verlag. • Krugman, P. Wells, R., Graddy, K. (2007): Economics: European Edition. New York: Worth Publishers.
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BW10 Business Law I

Module No./ Code	BW10
Module title	Business Law I
Semester/ Trimester	Semester
Duration of the module	1 semester
Type of course (compulsory, optional, etc.)	Mandatory
Courses of the module* , if applicable	--
Frequency of the module	Once a year
Admission requirements	No specific requirements
Applicability of the module for other modules and degree programs	The module is also aimed at students of related courses such as Management in the Healthcare Industry or Business Informatics, insofar as basic legal principles are to be taught as part of a foundation course.
Person responsible for the module	Prof. Dr. Andreas Kupsch
Name of the professors	Prof. Dr. Andreas Kupsch
Language of instruction/teaching	German
Number of ECTS credits allocated	5
Total workload and its composition (e.g. self-study + contact time)	150 h total workload, of which 60 h attendance time and 90 h home preparation and follow-up work
SWS	4
Type of examination/ prerequisite for the awarding of credit points	Written examination lasting 90 - 120 minutes.
Weighting of the grade in the overall grade	5 out of 190 ECTS = 2.63%
Learning outcomes of the module	Professional competence - knowledge: <ul style="list-style-type: none"> • Participants will have an overview of the main regulatory areas of private commercial law • Participants have basic knowledge of contract law and understand the difference between contractual and statutory obligations • The participants have acquired a basic understanding of the system of the BGB

	<p>Professional competence - Skills</p> <ul style="list-style-type: none"> • Participants can read and understand basic provisions of the German Civil Code (BGB) • Participants can solve simple cases from the field of contract law • Participants are able to examine typical life situations from business life with regard to their legal relevance <p>Personal competence - Social competence</p> <ul style="list-style-type: none"> • Participants will be able to discuss simple legal problems and the underlying value judgments of the legislator with each other and with legal experts <p>Personal competence - Independence</p> <ul style="list-style-type: none"> • Participants control their learning process and optimize their learning outcomes by reviewing exercises • Participants acquire the ability to independently prepare legal problems in a university-appropriate manner and develop their own proposals for solutions by consulting specialist literature and conducting their own research
Contents of the module	<ol style="list-style-type: none"> 1. Introduction to civil law 2. Basics of contract law 3. Selected special types of contract (purchase contract, contract for work and services, service contract, loan agreement) 4. General Terms and Conditions 5. Basic principles of tort law
Teaching and learning methods of the module	Seminar-based teaching with exercises
Special features (e.g. online content, visits to practices, guest lectures, etc.)	<ul style="list-style-type: none"> • Possibly guest lectures by practitioners
Recommended reading list (Teaching and learning materials, literature)	<ul style="list-style-type: none"> • Müssig, Wirtschaftsprivatrecht, 24th edition, 2024, C.F. Müller • Güllemann, Tonner et al, Wirtschaftsprivatrecht, 7th edition, 2023, Verlag Franz Vahlen • Führich, Werdan, Wirtschaftsprivatrecht in Fällen und Fragen, 9th edition, 2023, Verlag Franz Vahlen

BW11 Investment and Financing

Module No./ Code	BW11
Module title	Investment and financing
Semester/ Trimester	Semester
Duration of the module	1 semester
Type of course (compulsory, optional, etc.)	Mandatory
Courses of the module* , if applicable	Investment and financing
Frequency of the module	Once a year
Admission requirements	No specific requirements
Applicability of the module for other modules and degree programs	--
Person responsible for the module	Professor Dr. Valentin Schiefele
Name of the professors	Professor Dr. Valentin Schiefele, LB Kathrin Müller
Language of instruction/teaching	German
Number of ECTS credits allocated	5
Total workload and its composition (e.g. self- study + contact time)	150 h total workload, of which 60 h attendance time and 90 h home preparation and follow-up work
SWS	4
Type of examination/ prerequisite for the awarding of credit points	Written examination lasting between 90 and 120 minutes.
Weighting of the grade in the overall grade	5 out of 190 ECTS = 2.63%
Learning outcomes of the module	<p>Professional qualification goals:</p> <ul style="list-style-type: none"> • Building on their basic knowledge, students learn the methods of assessing financing behavior, financial planning and the planning management of financial risks. • Students should understand the importance of operational investments. • Understanding of important financial relationships, such as risk, return, value and their mathematical derivation using recognized models, e.g. CAPM, β-factor <p>Interdisciplinary qualification goals:</p> <ul style="list-style-type: none"> • Students are able to identify and systematize topic-related issues and solve them using suitable instruments.

	<ul style="list-style-type: none"> • In addition to the subject-specific content, the skills acquired by students in this module also include the ability to independently formulate and structure complex scientific or application-oriented problems and to solve them in a well-founded and university-appropriate manner.
Contents of the module	<ul style="list-style-type: none"> • Financial management • Financial planning (classification of financial planning, objectives, financial status, financial plan, capital commitment plan) • Financial analysis and financing measures • Investment (fundamentals)
Teaching and learning methods of the module	Seminar-based teaching, exercises
Special features (e.g. online content, visits to practices, guest lectures, etc.)	No specific features
Recommended reading list (Teaching and learning materials, literature)	<ul style="list-style-type: none"> • Coenenberg: Annual financial statements and financial statement analysis, 27th edition, Landsberg/Lech 2024 • Perridon/Steiner/Rathgeber: Finanzwirtschaft der Unternehmung, 18th edition, Munich 2022

BW12 Marketing Fundamentals

Module No./ Code	BW12
Module title	Marketing basics
Semester/ Trimester	Summer semester/winter semester
Duration of the module	1 semester
Type of course (compulsory, optional, etc.)	Mandatory
Courses of the module* , if applicable	None
Frequency of the module	Every semester
Admission requirements	None
Applicability of the module for other modules and degree programs	Prerequisite for the compulsory elective modules with a marketing focus
Person responsible for the module	Prof. Dr. Janett Höllmüller
Name of the professors	Prof. Dr. Janett Höllmüller
Language of instruction/teaching	German
Number of ECTS credits allocated	5
Total workload and its composition (e.g. self-study + contact time)	150 h total workload, of which 60 h attendance time and 90 h home preparation and follow-up work
SWS	4
Type of examination/ prerequisite for the awarding of credit points	Written examination lasting 60-120 minutes.
Learning outcomes of the course	<p>Upon completion of the module, students are able to reflect the following knowledge and apply the following skills and abilities for further studies and professional practice:</p> <p>Professional competence</p> <ul style="list-style-type: none"> Students know the concept, meaning and tasks of marketing and understand the relevance of marketing for the competitiveness of companies. You will learn methods for the structured analysis of companies and their environment. Students can systematically formulate marketing objectives and understand basic marketing strategies.

	<ul style="list-style-type: none"> • They are familiar with the concepts of brand, brand identity and brand image and can explain the central principles of brand management. • Students are familiar with the main marketing instruments and understand the key decisions that need to be made in the context of marketing instruments and their relevance to brand strategy. • Students know how a marketing concept can be developed in terms of brand strategy. • You know the basics of market research. <p>Professional skills</p> <ul style="list-style-type: none"> • Students are introduced to systematic problem analysis and conceptual work. They acquire initial practice-oriented problem-solving skills • Students acquire the professional competence to critically assess the use of marketing instruments in terms of brand strategy. <p>Social competence</p> <ul style="list-style-type: none"> • Students will be able to discuss marketing problems in a practice-oriented and professional manner. • Students develop the ability to explain their own ideas and solutions freely in front of larger groups and to discuss them constructively, as well as to ask specific questions and receive feedback. <p>Independence</p> <ul style="list-style-type: none"> • By transferring the lecture content to an individual business idea in order to independently develop a marketing concept for this business idea, students control their own learning process.
Contents of the course	<ul style="list-style-type: none"> • Basic concepts and marketing objectives • Environment and company analysis and marketing strategy development • Brand and fundamentals of brand management • Marketing instruments: <ul style="list-style-type: none"> – Product management

	<ul style="list-style-type: none"> – Price management – Distribution – Communication management • Market research basics
Teaching and learning methods	<ul style="list-style-type: none"> • Seminar-based teaching of the course content in thematic units • Exercises in small groups • Interactive discussion of transfer tasks to develop critical thinking and a practical understanding of marketing • Workshop elements to introduce conceptual work • Lectures by speakers from the field
Special features (e.g. online content, visits to practices, guest speakers, etc.)	<ul style="list-style-type: none"> • Individual transfer of marketing content to a business idea to be developed at the beginning • Interactive discussion of transfer tasks to develop critical thinking and practical problem-solving skills. • Workshop elements to introduce conceptual work • Involvement of specialist speakers to discuss the teaching content using practical examples
Recommended reading list (teaching and learning materials, literature)	<ul style="list-style-type: none"> • Meffert, H.; Burmann, C.; Kirchgeorg, M.; Eisenbeiß, M. (2024) Marketing: Fundamentals of market-oriented corporate management - concepts - instruments - practical examples, Springer Gabler • Kreutzer, R., T., (2017), Praxisorientiertes Marketing: Grundlagen - Instrumente - Fallbeispiele (German), Springer Gabler