HBC.
HOCHSCHULE
BIBERACH
UNIVERSITY
OF APPLIED SCIENCES

Business Administration (Focus Model)

Bachelor of Science

Biberach University of Applied Sciences

– Module Handbook –

SPO BWL from WS 21-22 PO4 (Amended statutes 29.02.2024)

(Last Update 17.02.2025)

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HBC. HOCHSCHULE BIBERACH UNIVERSITY OF APPLIED SCIENCES

BWL-Timetables

Timetable BWL

Timetable **Business Administration (BWL)**
Bachelor / B.Sc. **BASIC STUDY (BWL-GrSt)**

Modules / Courses		Semester / LP							SWS	Workload	Presence	Self-studi	Examination performance			Grade weighting	
Semester		1	2	3	4	5	6 Practical	7		30 Std. * ECTS	SWS * 15	Workl. minus Präsenz	Pr.V.	Art	Min.	EG	MG
Basic Study																	
Module 01	**Fundamentals of External Accounting**																
01.1	Fundamentals of External Accounting	5							4	150 Std.	60 Std.	90 Std.	-	K	90	-	**5**
Module 02	**Economics**																
02.1	Economics	5							4	150 Std.	60 Std.	90 Std.	-	K	90	-	**5**
Module 03	**Scientific Methods**																
03.1	Scientific Methods	5							4	150 Std.	60 Std.	90 Std.	-	St	-	-	**5**
Module 04	**Business Mathematics**																
04.1	Business Mathematics	5							4	150 Std.	60 Std.	90 Std.	-	m.Pr.	15	-	**5**
Module 05	**Basics of Civil Law**																
05.1	Basics of Civil Law	5							4	150 Std.	60 Std.	90 Std.	-	PA / K	- / 90	-	**5**
Module 06	**General Business Administration**																
06.1	General Business Administration 1	5							4	150 Std.	60 Std.	90 Std.	-	K	45	5	**10**
06.2	General Business Administration 2		5						4	150 Std.	60 Std.	90 Std.	-	K	45	5	
Module 07	**Accounting**																
07.1	Accounting		5						4	150 Std.	60 Std.	90 Std.	-	K	90	-	**5**
Module 08	**Cost and Activity Accounting**																
08.1	Cost and Activity Accounting		5						4	150 Std.	60 Std.	90 Std.	-	K	90	-	**5**
Module 09	**Economic Statistics**																
09.1	Economic Statistics		5						4	150 Std.	60 Std.	90 Std.	-	K	90	-	**5**
Module 10	**Corporate and Company Law**																
10.1	Corporate and Company Law		5						4	150 Std.	60 Std.	90 Std.	-	K	90	-	**5**
Module 11	**Fundamentals of Finance and Investment**																
11.1	Fundamentals of Finance and Investment		5						4	150 Std.	60 Std.	90 Std.	-	K	90	-	**5**
Module 12	**Fundamentals of Business Taxation**																
12.1	Fundamentals of Business Taxation			5					4	150 Std.	60 Std.	90 Std.	-	K	90	-	**5**
Module 13	**The Basics of Digital Transformation**																
13.1	Digital Transformation, Management, KI, Big Data, Data Protection			5					4	150 Std.	60 Std.	90 Std.		St	-	-	**5**
Module 14	**Investments**																
14.1	Investments			5					4	150 Std.	60 Std.	90 Std.	-	K	90	-	**5**
Module 15	**Marketing**																
15.1	Marketing			5					4	150 Std.	60 Std.	90 Std.	-	K	90	-	**5**
Module 16	**Organization and Human Research**																
16.1	Human Research			2					2	60 Std.	30 Std.	30 Std.	-	K	45	2	**5**
16.2	Organization			3					2	90 Std.	30 Std.	60 Std.		PA	-	3	
Module 17	**Soft Skills**																
17.1	Business English			3					2	90 Std.	30 Std.	60 Std.	-	m.Pr.	15	3	**3**
17.2	Studium Generale (SG)			2						60 Std.	0 Std.	60 Std.	-	TN	-	-	
Total	**LP** BWL-GrSt	30	30	30					**90**								
Total	**SWS** BWL-GrSt	24	24	22					**70**								
Total	**Workload (Std.)** BWL-GrSt	900	900	900					**2700**								
Total	**Presence (Std.)** BWL-GrSt	360	360	330					**1050**								
Total	**Selfstudy (Std.)** BWL-GrSt	540	540	570					**1650**								

EG	Individual weighting	WPM	Compulsory elective module	K	Exam
MG	Multiple weighting for the overall grade	TN	Proof(s) of attendance	m.Pr.	Oral examination
Std	Hours	T	Proof(s) of activity	PA	Project work(s) - term paper, presentation, essay, learning diary/portfolio and/or presentation
Pr	Examination	B	Report(s)	St	Student research project(s) - term paper, presentation, essay, learning diary/portfolio and/or presentation
LP	ECTS	SWS	Semester hours per week	Lab	Laboratory work
Pr.V.	Examination performance	LA	Learning Agreement	HA	Term paper
Tut	Tutorial	AE/Anerk	Recognition	Ref	Unit
		PS	Practical Semester	Präs	Presentation
		TH	Thesis		

* Cross-focus | colored background = cross-focus clarification

** Acceptance of the examination performance according to the Transcript of Records (TR)

HBC. HOCHSCHULE BIBERACH UNIVERSITY OF APPLIED SCIENCES

BWL-Timetables

Timetable
Bachelor / B.Sc.

Business Administration (BWL)
FOCUS - Construction and Real Estate (BWL-BI)

Modules / Courses		Semester / LP							SWS	Workload 30 Std. * ECTS	Presence SWS * 15	Self-studi Workl. minus Präsenz	Examination performance			Grade weighting	
Semester		1	2	3	4	5	6 Practical	7					Pr.V.	Art	Min.	EG	MG
Focus	Consruction and Real Estate																
Module BI-18	**Construction and Real Estate Markets**																
BI-18.1	Construction and Real Estate Markets				5				4	150 Std.	60 Std.	90 Std.	-	PA	-	-	**5**
Module BI-19	**Real Estate Investment and Real Estate Finance**																
BI-19.1	Real Estate Investment and Real Estate Finance				5				4	150 Std.	60 Std.	90 Std.	-	K	90	-	**5**
Module BI-20	**Basics of Construction**																
BI-20.1	Basics of Construction				5				4	150 Std.	60 Std.	90 Std.	-	St	-	-	**5**
Module BI-21	**Project Costs and Construction Prices**																
BI-21.1	Calculation of Construction Services				3				2	90 Std.	30 Std.	60 Std.	-	K	60	3	**5**
BI.21.2	Determination of Planning and Construction Costs				2				2	60 Std.	30 Std.	30 Std.	-	K	60	2	
Module BI-22	**Real Estate Law**																
BI-22.1	Real Estate Law				3				2	60 Std.	30 Std.	30 Std.	-	K	45	3	**5**
BI-22.2	Public Building Law				2				2	60 Std.	30 Std.	30 Std.	-	K	45	2	
Module BI-23	**Construction Law**																
BI-23.1	Construction Contract and Public Procurement Law				5				4	150 Std.	60 Std.	90 Std.	-	K	90	-	**5**
Module BI-24	**Digital Transformation and Sustainability in Construction and Real Estate Industry**																
BI-24.1	Digital Transform. and Sustain in Construction and Real Estate Industry					5			4	150 Std.	60 Std.	90 Std.	-	St	-	-	**5**
Module BI-25	**International Real Estate and Construction**																
BI-25.1	Real Estate Business					3			2	90 Std.	30 Std.	60 Std.	-	St	-	3	**5**
BI-25.2	Construction Management					2			2	60 Std.	30 Std.	30 Std.	-	St	-	2	
Module BI-26	**Project Work and Workshop on Construction and Real Estate Projects**																
BI-26.1	Project Work and Workshop on Construction and Reeal Estate Projects					5			4	150 Std.	60 Std.	90 Std.	-	PA	-	-	**5**
Module BI-27	**Project Management in the Construction and Real Estate Industry**																
BI-27.1	Project Management in the Construction and Real Estate Industry					5			4	150 Std.	60 Std.	90 Std.	-	K	90	-	**5**
Module BI-28	**Real Estate Management and Valuation**																
BI-28.1	Real Estate Management and Valuation					5			4	150 Std.	60 Std.	90 Std.	-	PA / K	- / 60	-	**5**
Module BI-29	**Interdisciplinary Compulsory Elective Module**																
BI-29.1	Interdisciplinary Elective Subject *					5				Std.	Std.	Std.	-	Anerk	-	-	**5**
Module BI-30	**Project Development ***																
BI-30.1	Fundamentals and Practical Studies Project Development							5	4	150 Std.	60 Std.	90 Std.	-	PA	-	5	**10**
BI-30.2	Law and Taxes in Project Development							5	4	150 Std.	60 Std.	90 Std.	-	K	90	5	
Module BI-31	**Corporate Management in Construction and Real Estate Industry**																
BI-31.1	Corporate Management in Construction and Real Estate Industry							5	4	150 Std.	60 Std.	90 Std.	-	PA	-	-	**5**
Module BI-32	**Financial Planning ***																
BI-32.1	Financial Planning *							3	2	90 Std.	30 Std.	60 Std.		PA	-	-	**3**
Modul BI-PS	**Practical Semester ***																
BI-PS.1	Block 1 Introduction to the practical semester *				2				2	60 Std.	30 Std.	30 Std.	-	TN	-	-	**-**
BI-PS.2	Internship						26			780 Std.	0 Std.	780 Std.	-	B / T	-	-	
BI-PS.3	Block 2 Practice Analysis *							2	2	60 Std.	30 Std.	30 Std.	-	TN	-	-	
Modul BI-TH	**Thesis**																
BI-TH	Bachelorthesis							12		360 Std.	0 Std.	360 Std.	-	St	-	-	**12**
Total	**LP** BWL-BI	30	30	30	32	30	26	32	**210**								
Total	**SWS** BWL-BI	24	24	22	26	20	0	16	**132**								
Total	**Workload (Std.)** BWL-BI	900	900	900	930	750	780	960	**6120**								
Total	**Presence (Std.)** BWL-BI	360	360	330	390	300	0	240	**1980**								
Total	**Selfstudy (Std.)** BWL-BI	540	540	570	540	450	780	720	**4140**								

EG	Individual weighting	WPM	Compulsory elective module	K	Exam
MG	Multiple weighting for the overall grade	TN	Proof(s) of attendance	m.Pr.	Oral examination
Std	Hours	T	Proof(s) of activity	PA	Project work(s) - term paper, presentation, essay, learning diary/portfolio and/or presentation
Pr	Examination	B	Report(s)	St	Student research project(s) - term paper, presentation, essay, learning diary/portfolio and/or presentation
LP	ECTS	SWS	Semester hours per week	Lab	Laboratory work
Pr.V.	Examination performance	LA	Learning Agreement	HA	Term paper
Tut	Tutorial	AE/Anerk	Recognition	Ref	Unit
		PS	Practical Semester	Präs	Presentation
		TH	Thesis		

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** Acceptance of the examination performance according to the Transcript of Records (TR)

HBC. HOCHSCHULE BIBERACH UNIVERSITY OF APPLIED SCIENCES

BWL-Timetables

Timetable
Bachelor / B.Sc.

Business Administration (BWL)
FOCUS - Energy Management (BWL-EK)

Modules / Courses		Semester / LP							SWS	Workload	Presence	Self-studi	Examination performance			Grade weighting	
Semester		1	2	3	4	5	6 Practical	7		30 Std. * ECTS	SWS * 15	Workl. minus Präsenz	Pr.V.	Art	Min.	EG	MG
Focus	Energy Management																
Module EK-18	**Fundamentals of Energy Management and Climate Protection**																
EK-18.1	Fundamentals of the Energy Industry				7				6	210 Std.	90 Std.	120 Std.	-	PA / mPr	- / 15	7	**10**
EK-18.2	Fundamentals of Climate Protection				3				2	90 Std.	30 Std.	60 Std.	-	PA / mPr	- / 15	3	
Module EK-19	**Energy Conversion Technologies**																
EK-19.1	Fundamentals of Energy Conversion Technologies				2				2	60 Std.	30 Std.	30 Std.	-	m.Pr.	15	2	**7**
EK-19.2	Renewable Energie Project				5				4	150 Std.	60 Std.	90 Std.	-	m.Pr.	15	5	
Module EK-20	**Project Management and Development**																
EK-20.1	Project Management				2				2	60 Std.	30 Std.	30 Std.	-	K	45	2	**5**
EK-20.2	Project Development				3				2	90 Std.	30 Std.	60 Std.	-	K	45	3	
Module EK-21	**Digital Applications in the Energy Industry**																
EK-21.1	Digital Applications in the Energy Industry 1				5				4	150 Std.	60 Std.	90 Std.	-	St	-	5	**10**
EK-21.2	Digital Applications in the Energy Industry 2					5			4	150 Std.	60 Std.	90 Std.	-	St	-	5	
Module EK-22	**Compulsory Elective Module**			*current pool of topics*													
EK-22.1	WPF 1.1 Current Topics				2				2	60 Std.	30 Std.	30 Std.	-	St	-	2	**8**
EK-22.2	WPF 1.2 Current Topics					2			2	60 Std.	30 Std.	30 Std.	-	St	-	2	
EK-22.3	WPF 1.3 Current Topics					2			2	60 Std.	30 Std.	30 Std.	-	St	-	2	
EK-22.4	WPF 1.4 Current Topics							2	2	60 Std.	30 Std.	30 Std.	-	St	-	2	
Module EK-23	**Market Participants in the Energy Business**																
EK-23.1	Business Models along the Energy Value Chain					2			2	60 Std.	30 Std.	30 Std.	-	K	45	2	**5**
EK-23.2	Energy Consumption & Climate Protection Pathways					3			2	90 Std.	30 Std.	60 Std.	-	St	-	3	
Module EK-24	**Grid Management**																
EK.24.1	Fundamentals of the Electricity, Gas and District Heating Grids					2			2	60 Std.	30 Std.	30 Std.	-	K	45	2	**5**
EK-24.2	Economic Efficiency of Grid Operation					3			2	90 Std.	30 Std.	60 Std.	-	K	45	3	
Module EK-25	**Energy Trading and Sales**																
EK-25.1	Energy Retail					2			2	60 Std.	30 Std.	30 Std.	-	St	-	2	**5**
EK-25.2	Energy Procurement and Trading					3			2	90 Std.	30 Std.	60 Std.	-	St	-	3	
Module EK-26	**Interdisciplinary Compulsory Elective Module**			*Students choose 1 option*													
EK-26.1	Interdisciplinary Elective Subject *					5				Std.	Std.	Std.	-	Anerk	-	-	**5**
EK-26.2	Student Consulting Project								4	150 Std.	60 Std.	90 Std.		PA	-	-	
Module EK-27	**Energy and Climate Protection Law**																
EK-27.1	Energy Law					2			2	60 Std.	30 Std.	30 Std.	-	K	45	2	**5**
EK-27.2	Climate Protection Law							3	2	90 Std.	30 Std.	60 Std.		K	45	3	
Module EK-28	**Smart Energy**																
EK-28.1	Smart Energy							5	4	150 Std.	60 Std.	90 Std.	-	St	-	-	**5**
Module EK-29	**Entrepreneurship ***																
EK-29.1	Design Thinking, Strategic Management, Business Planning *							8	6	240 Std.	90 Std.	150 Std.	-	PA	-	-	**8**
Modul EK-PS	**Practical Semester ***																
EK-PS.1	Block 1 Introduction to the practical semester *				2				2	60 Std.	30 Std.	30 Std.	-	TN	-	-	**-**
EK-PS.2	Internship						26			780 Std.	0 Std.	780 Std.	-	B / T	-	-	
EK-PS.3	Block 2 Practice Analysis *							2	2	60 Std.	30 Std.	30 Std.	-	TN	-	-	
Modul EK-TH	**Thesis**																
EK-TH	Bachelorthesis							12		360 Std.	0 Std.	360 Std.	-	St	-	-	**12**
Total	**LP** BWL-EW	30	30	30	31	31	26	32	**210**								
Total	**SWS** BWL-EW	24	24	22	26	26	0	16	**138**								
Total	**Workload (Std.)** BWL-EW	900	900	900	930	930	780	960	**6300**								
Total	**Presence (Std.)** BWL-EW	360	360	330	390	390	0	240	**2070**								
Total	**Selfstudy (Std.)** BWL-EW	540	540	570	540	540	780	720	**4230**								

EG	Individual weighting	WPM	Compulsory elective module	K	Exam
MG	Multiple weighting for the overall grade	TN	Proof(s) of attendance	m.Pr.	Oral examination
Std	Hours	T	Proof(s) of activity	PA	Project work(s) - term paper, presentation, essay, learning diary/portfolio and/or presentation
Pr	Examination	B	Report(s)	St	Student research project(s) - term paper, presentation, essay, learning diary/portfolio and/or presentation
LP	ECTS	SWS	Semester hours per week	Lab	Laboratory work
Pr.V.	Examination performance	LA	Learning Agreement	HA	Term paper
Tut	Tutorial	AE/Anerk	Recognition	Ref	Unit
		PS	Practical Semester	Präs	Presentation
		TH	Thesis		

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HBC. HOCHSCHULE BIBERACH UNIVERSITY OF APPLIED SCIENCES

BWL-Timetables

Timetable
Bachelor / B.Sc.

Business Administration (BWL)
FOCUS - Corporate Management (BWL-UF)

Modules / Courses		Semester / LP							SWS	Workload	Presence	Self-studi	Examination performance			Grade weighting	
Semester		1	2	3	4	5	6 practical	7		30 Std. * ECTS	SWS * 15	Workl. minus Präsenz	Pr.V.	Art	Min.	EG	MG
Focus	Corporate Management																
Module UF-18	**Business Management Seminar ***																
UF-18.1	Business Management Seminar *				5				4	150 Std.	60 Std.	90 Std.	-	PA	-	-	**5**
Module UF-19	**Operations Management, Production and Service Provision**																
UF-19.1	Operations Management and Supply Chain Management				5				4	150 Std.	60 Std.	90 Std.	-	K	90	-	**5**
Module UF-20	**Marketing and Sales**																
UF-20.1	B2B-Marketing *				3				2	90 Std.	30 Std.	60 Std.	-	PA	-	3	**5**
UF-20.2	Sales Management				2				2	60 Std.	30 Std.	30 Std.	-	K	45	2	
Module UF-21	**Data Science**																
UF-21.1	Mathematical and Empirical Methods, Forecasting				3				2	90 Std.	30 Std.	60 Std.	-	K	45	3	**5**
UF-21.2	Data Analysis and Big Data				2				2	60 Std.	30 Std.	30 Std.	-	K	45	2	
Module UF-22	**Managing Change**																
UF-22.1	Circular Economy				3				2	90 Std.	30 Std.	60 Std.	-	St	-	3	**5**
UF-22.2	Change Management				2				2	60 Std.	30 Std.	30 Std.	-	St	-	2	
Module UF-23	**Tax Planning und Tax Compliance**																
UF-23.1	Tax Planning und Tax Compliance				5				4	150 Std.	60 Std.	90 Std.	-	K	120	-	**5**
Module UF-24	**Industry 4.0 and Artificial Intelligence**																
UF-24.1	Industry 4.0 and Artificial Intelligence					5			4	150 Std.	60 Std.	90 Std.	-	PA	-	-	**5**
Module UF-25	**Digital Process Management & Digital Leadership ***																
UF-25.1	Digital Process Management & Digital Leadership *					5			4	150 Std.	60 Std.	90 Std.	-	PA	-	-	**5**
Module UF-26	**Entrepreneurship ***																
UF-26.1	Design Thinking, Strategic Management, Business Planning *					8			6	240 Std.	90 Std.	150 Std.	-	PA	-	-	**8**
Module UF-27	**Interdisciplinary Compulsory Elective Module**																
UF-27.1	Interdisciplinary Elective Subject *					5				Std.	Std.	Std.	-	Anerk	-	-	**5**
Module UF-28	**Risk Management and Controlling**																
UF-28.1	Controlling					5			4	150 Std.	60 Std.	90 Std.	-	K	90	5	**7**
UF-28.2	Risk Management							2	2	60 Std.	30 Std.	30 Std.	-	K	45	2	
Module UF-29	**Modern Approaches to Business Administration**																
UF-29.1	Business Psychology					2			2	60 Std.	30 Std.	30 Std.	-	PA	-	2	**5**
UF-29.2	Modern Management Methods							3	2	90 Std.	30 Std.	60 Std.	-	PA	-	3	
Module UF-30	**International Management ***																
UF-30.1	International Financial Management *							2	2	60 Std.	30 Std.	30 Std.	-	K	45	2	**5**
UF-30.2	International Sales and Marketing *							3	2	90 Std.	30 Std.	60 Std.	-	PA	-	3	
Module UF-31	**Business Simulation ***																
UF-31.1	Business Simulation *							5	4	150 Std.	60 Std.	90 Std.	-	PA	-	-	**5**
Module UF-32	**Financial Planning ***																
UF-32.1	Financial Planning *							3	2	90 Std.	30 Std.	60 Std.		PA	-	-	**3**
Modul UF-PS	**Practical Semester ***																
UF-PS.1	Block 1 Introduction to the practical semester *				2				2	60 Std.	30 Std.	30 Std.	-	TN	-	-	**-**
UF-PS.2	Internship						26			780 Std.	0 Std.	780 Std.	-	B / T	-	-	
UF-PS.3	Block 2 Practice Analysis *							2	2	60 Std.	30 Std.	30 Std.	-	TN	-	-	
Modul UF-TH	**Thesis**																
UF-TH	Bachelorthesis							12		360 Std.	0 Std.	360 Std.	-	St	-	-	**12**
Total	**LP** BWL-UF	30	30	30	32	30	26	32	**210**								
Total	**SWS** BWL-UF	24	24	22	26	20	0	16	**132**								
Total	**Workload (Std.)** BWL-UF	900	900	900	960	750	780	960	**6150**								
Total	**Presence (Std.)** BWL-UF	360	360	330	390	300	0	240	**1980**								
Total	**Sellstudy (Std.)** BWL-UF	540	540	570	570	450	780	720	**4170**								

EG	Individual weighting	WPM	Compulsory elective module	K	Exam
MG	Multiple weighting for the overall grade	TN	Proof(s) of attendance	m.Pr.	Oral examination
Std	Hours	T	Proof(s) of activity	PA	Project work(s) - term paper, presentation, essay, learning diary/portfolio and/or presentation
Pr	Examination	B	Report(s)	St	Student research project(s) - term paper, presentation, essay, learning diary/portfolio and/or presentation
LP	ECTS	SWS	Semester hours per week	Lab	Laboratory work
Pr.V.	Examination performance	LA	Learning Agreement	HA	Term paper
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		PS	Practical Semester	Präs	Presentation
		TH	Thesis		

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HBC. HOCHSCHULE BIBERACH UNIVERSITY OF APPLIED SCIENCES

BWL-Timetables

Timetable
Bachelor / B.Sc.

Business Administration (BWL)
FOCUS - International Management (BWL-IM)

NEW from SS 24 (start of study)

Modules / Courses		Semester / LP							SWS	Workload	Presence	Self-studi	Examination performance			Grade weighting	
Semester		1	2	3	4	5	6 Practical	7		30 Std. * ECTS	SWS * 15	Workl. minus Präsenz	Pr.V.	Art	Min.	EG	MG
Focus	International Management																
Module IM-18	**Business Managemt Seminar ***																
IM-18.1	Business Management Seminar *				5				4	150 Std.	60 Std.	90 Std.	-	PA	-	-	**5**
Module IM-19	**Marketing and Sales**																
IM-19.1	B2B-Marketing *				3				2	90 Std.	30 Std.	60 Std.	-	PA	-	3	**5**
IM-19.2	International Sales and Distribution				2				2	60 Std.	30 Std.	30 Std.	-	PA	-	2	
Module IM-20	**Intercultural Management**																
IM-20.1	Negotiation and Work Culture				3				2	90 Std.	30 Std.	60 Std.	-	PA	-	3	**5**
IM-20.2	Makers of Tomorrow				2				2	60 Std.	30 Std.	30 Std.	-	PA	-	2	
Module IM-21	**Intercultural Communication**																
IM-21.1	Teambuilding				2				2	90 Std.	30 Std.	60 Std.	-	PA	-	2	**5**
IM-21.2	Transdisciplinary Activities				3				2	90 Std.	30 Std.	60 Std.	-	PA	-	3	
Module IM-22	**Interdisciplinary Elective Module**																
IM-22.1	Interdisciplinary Elective Module *				5					Std.	Std.	Std.	-	Anerk	-	-	**5**
Module IM-23	**International Management ***																
IM-23.1	International Financial Management *				2				2	60 Std.	30 Std.	30 Std.	-	K	45	2	**5**
IM-23.2	International Sales and Marketing *				3				2	90 Std.	30 Std.	60 Std.	-	PA	-	3	
Module IM-24	**Semester abroad**																
IM-24.1	Business studies course according to Learning Agreement **					30				Std.	Std.	Std.	-	LA/AE	-	-	**30**
Module IM-25	**Digital Process Management & Digital Leadership ***																
IM-25.1	Digital Process Management & Digital Leadership *							5	4	150 Std.	60 Std.	90 Std.	-	PA	-	-	**5**
Module IM-26	**Entrepreneurship ***																
IM-26.1	Design Thinking, Strategisches Management, Business Planning *							8	6	240 Std.	90 Std.	150 Std.	-	PA	-	-	**8**
Module IM-27	**Business Simulation ***																
IM-27.1	Business Simulation *							5	4	150 Std.	60 Std.	90 Std.	-	PA	-	-	**5**
Modul IM-PS	**Practical Semester ***																
IM-PS.1	Block 1 Introduction to the practical semester *				2				2	60 Std.	30 Std.	30 Std.	-	TN	-	-	
IM-PS.2	Internship						26			780 Std.	0 Std.	780 Std.	-	B / T	-	-	-
IM-PS.3	Block 2 Practice Analysis *							2	2	60 Std.	30 Std.	30 Std.	-	TN	-	-	
Modul IM-TH	**Thesis**																
IM-TH	Bachelorthesis							12		360 Std.	0 Std.	360 Std.	-	St	-	-	
Total	**LP** BWL-IM	30	30	30	32	30	26	32	**210**								
Total	**SWS** BWL-IM	24	24	22	22	0	0	16	**108**								
Total	**Workload (Std.)** BWL-IM	900	900	900	840	0	780	960	**5280**								
Total	**Presence (Std.)** BWL-IM	360	360	330	330	0	0	240	**1620**								
Total	**Selfstudy (Std.)** BWL-IM	540	540	570	510	0	780	720	**3660**								

EG	Individual weighting	WPM	Compulsory elective module	K	Exam
MG	Multiple weighting for the overall grade	TN	Proof(s) of attendance	m.Pr.	Oral examination
Std	Hours	T	Proof(s) of activity	PA	Project work(s) - term paper, presentation, essay, learning diary/portfolio and/or presentation
Pr	Examination	B	Report(s)	St	Student research project(s) - term paper, presentation, essay, learning diary/portfolio and/or presentation
LP	ECTS	SWS	Semester hours per week	Lab	Laboratory work
Pr.V.	Examination performance	LA	Learning Agreement	HA	Term paper
Tut	Tutorial	AE/Anerk	Recognition	Ref	Unit
		PS	Practical Semester	Präs	Presentation
		TH	Thesis		

* Cross-focus | colored background = cross-focus clarification

** Acceptance of the examination performance according to the Transcript of Records (TR)

BWL-Basic Study

Basic Study

Module 01 – Fundamentals of External Accounting	
Course	**01.1 Fundamentals of External Accounting**

Module responsible:	Prof. Dr. Hebeler

Study section:	one	**Credit Points:**	5 LP
Curriculum semester:	1	**Semester hours per week:**	4 SWS
Module duration:	one semester	**Examination prerequisite:**	-
Status:	compulsory subject	**Examination duration:**	90 min.
Turn:	every semester	**Type of examination:**	written exam
Language of instruction:	German / English		

Hours in industry minutes; no time minutes. | The breakdown of the total workload can be found in the timetable.

Prerequisites:

-

Qualification goals:

After successful completion of the module, students know and master the technique of double-entry bookkeeping. They can form the accounting records for important business transactions and describe the business effects on the profit and assets of the company.

Students are able to prepare, read and interpret a balance sheet according to the regulations of the HGB. They master recognition and valuation options and can describe and calculate their effects on profit and business assets.

Following this understanding, the module focuses primarily on the technique of recording current business cases through accounting and valuation within the framework of closing entries. Through the training of analytical thinking, the operational processes are understood as flows of goods and money in business management terms.

Teaching content:

- Introduction to managerial accounting
- Fundamentals of the annual financial statements
- Double-entry accounting system and technique
- Current entries (stock / profit, turnover, goods and private account)
- Sub-areas of accounting (performance process, financial, personnel and asset management)
- Preparatory closing entries

Teaching and learning forms / methods:	Course, exercises, case studies
	Study literature is provided on a semester-by-semester basis.
Lecture materials:	Script, case studies
Studyability for other degree programmes:	Since this is a basic course in business administration, it can basically be studied by any student from other degree programmes.

Module 02 – Economics	
Course	**02.1 Economics**

Module responsible:	Prof. Dr. Geiger

Study section:	one	**Credit Points:**	5 LP
Curriculum semester:	1	**Semester hours per week:**	4 SWS
Module duration:	one semester	**Examination prerequisite:**	-
Status:	compulsory subject	**Examination duration:**	90 min.
Turn:	every semester	**Type of examination:**	written exam
Language of instruction:	German		

Hours in industry minutes; no time minutes. | The breakdown of the total workload can be found in the timetable.

Prerequisites:

A prerequisite for understanding economic relationships is basic mathematical-quantitative knowledge in various areas, especially in the areas of curve discussion and differential calculus. In this respect, parts of module 04 "Economic Mathematics" form an important supplement to the module.
There is also a logical connection to Module 01 "Fundamentals of External Accounting" (in relation to national accounts) as well as to the course "General Business Administration 1" (Module 08 - here in particular production and cost theory).

Qualification goals:

The module provides an insight into the basic economic relationships between the main actors in an economy - producers, consumers, financial intermediaries, government, foreign countries.
Microeconomic interrelationships such as price formation on the goods and factor markets and the resulting consequences for competition policy or external effects and their internalisation, but also macroeconomic events such as recession and unemployment, the EU and euro crisis, globalisation and international competition between locations, climate change and its economic consequences influence our daily lives.
The causes and effects of these interdependencies and events are extremely complex and multicausal. Presenting these causes and effects from the perspective of different economic doctrines and elaborating their influence on current political decision-making processes is the central aim of this module.

Teaching content:

- The market economy order
- National accounts and macroeconomic development figures
- Price theory
- Competition policy
- Public goods and macroeconomic resources
- Market inefficiencies: externalities and environmental policy
- Business cycle policy Foreign trade theory and policy
- Germany and the European Union
- Globalisation and international location competition

Teaching and learning forms / methods:	Lectures, specialist lectures by guest lecturers with practical examples, group work on specific cases, guided self-study, excursions to administrative court proceedings and compulsory auction hearings
	Study literature is provided on a semester-by-semester basis.
Lecture materials:	Extensive lecture manuscripts online in ILIAS/Teams, script-accompanying exercises, case studies, evaluation and discussion of current media reporting on economic topics.
Studyability for other degree programmes:	The module is suitable or required for all undergraduate degree programmes in economics. It is considered for the degree programmes in civil engineering, project management and architecture, which should in particular know and understand the macroeconomic developments and interrelationships in the construction and real estate markets.

Module 03 – Scientific Methods	
Course	**03.1 Scientific Methods**

Module responsible:	Prof. Dr. Beyerle

Study section:	one	**Credit Points:**	5 LP
Curriculum semester:	1	**Semester hours per week:**	4 SWS
Module duration:	one semester	**Examination prerequisite:**	-
Status:	compulsory subject	**Examination duration:**	-
Turn:	every semester	**Type of examination:**	student research project
Language of instruction:	German		

Hours in industry minutes; no time minutes. | The breakdown of the total workload can be found in the timetable.

Prerequisites:

Compulsory for admission to the Bachelor's thesis.
The foundation in general business administration is laid in the joint basic studies. The module is one of the so-called interdisciplinary topics: Scientific work, research & presentation techniques.

Qualification goals:

The module forms the basis for the term papers and assignments to be written in the further course of the degree programme, as well as the final Bachelor's thesis.

The aim is to gain comprehensive knowledge of how to write papers using scientific principles. In addition to literature and source analysis and citation methods, primary empirical methods are also applied.
The professional presentation of the results in the form of presentations forms the conclusion of the content.

Avoid plagiarism when using external sources.

Teaching content:

- Literature research on the defined topic
- Research design - development of a scientific question (hypothesis formation)
- Determination of quantitative / qualitative methods
- Research method - development of a primary empirical analysis - (including survey, expert interviews, mapping, census).
- Field phase on the defined topic
- Final presentation (individual & group work)

Teaching and learning forms / methods:	Lecture, case studies following the thematic blocks, individual work in comparison with competitors (literature analysis), group identification and group work in the application of primary empirical analysis on the basis of BSP from the region
	Study literature is provided on a semester-by-semester basis.
Lecture materials:	Lecture notes
Studyability for other degree programmes:	Basically applicable.

Module 04 – Business Mathematics	
Course	**04-1 Business Mathematics**

Module responsible:	Prof. Dr. Winter

Study section:	one	**Credit Points:**	5 LP
Curriculum semester:	1	**Semester hours per week:**	4 SWS
Module duration:	one semester	**Examination prerequisite:**	-
Status:	compulsory subject	**Examination duration:**	15 min.
Turn:	every semester	**Type of examination:**	oral examination
Language of instruction:	German		

Hours in industry minutes; no time minutes. | The breakdown of the total workload can be found in the timetable.

Prerequisites:

-

Qualification goals:

The students deepen the basics acquired at school in the area of calculus and relate these to economic issues. The students should master interest and pension calculations and be able to apply them to practical questions and problems that a business economist encounters in his or her everyday work. The basis for this is not the "memorisation of formulas", but the understanding of the basic methodology and its application or specification for the respective problem. This enables them to understand, analyse and evaluate the complex relationships in the context of financial investment and financing. In addition to the model and methodology discussion, practical applications and issues are learned and understood independently or in groups by means of exercise tasks and case studies. The students should also be able to interpret results economically and critically question them or know the assumptions and limits of the models dealt with.

Teaching content:

Function theory for one and several variables:
Concept of functions, differential and integral calculus, discussion of curves

Cost theory:
Types of costs, cost trends, marginal costs, in each case in connection with the basics from the theory of functions

Interest calculation:
Single- and multi-period interest calculation, interest payments during the year, consideration of inflation, yield curves

Pension bill:
Present value calculation, annuities in advance and in arrears, dynamic annuities, perpetual annuities, payment method during the year

Applications:
Investment calculation, redemption calculation, valuation of capital investments

Teaching and learning forms / methods:	inverted classroom with corresponding self-study, learning workshop and plenary session
	Study literature is provided on a semester-by-semester basis.
Lecture materials:	Video tutorials, tasks and quizzes, literature
Studyability for other degree programmes:	The module is a classic propaedeutic discipline of business administration and is thus compatible with all business degree programmes. It also imparts basic knowledge that could be interesting for students outside of business administration.

Module 05 – Basics of Civil Law	
Course	**05.1 Basics of Civil Law**

Module responsible:	Prof. Dr. Mattheis

Study section:	one	**Credit Points:**	5 LP
Curriculum semester:	1	**Semester hours per week:**	4 SWS
Module duration:	one semester	**Examination prerequisite:**	-
Status:	c Compulsory subject	**Examination duration:**	- / 90 min.
Turn:	every semester	**Type of examination:**	project work / written exam
Language of instruction:	German		

Hours in industry minutes; no time minutes. | The breakdown of the total workload can be found in the timetable.

Prerequisites:

The module "Fundamentals of Civil Law" is intended to teach the legal system as a framework for entrepreneurial activity as well as the basic functioning of the law and the fundamental principles of private commercial law.
Previous experience is not required.

Qualification goals:

After attending the course, the students know the most important framework conditions of private law for entrepreneurial activities. They are able to recognise and understand connections between business management and legal problem areas and tasks. Business activities always take place in a legal context. The students learn the rights and obligations in connection with business activities in contracting. They are enabled to grasp legal contexts and problems in the field of business life and to independently solve simpler cases in professional practice. In addition, the ability is to be developed to cooperate appropriately with the internal and external legal advisors of a company in more demanding legal cases (legal department, in-house lawyer). This includes the teaching of the ways of thinking of the legal expert opinion. The application of the legal method (expert opinion style, claim structure) leads to an increase in methodological competence. With an understanding of legal contexts, students gain greater confidence in assessing legal risks. All of this should result in an understanding of how the phenomenon of "law" functions as a whole.

Teaching content:

Students learn the basics of the legal system in the Federal Republic of Germany and acquire knowledge of the basic concepts and principles of private law, in particular contract law and the property system. They develop the ability to independently assess simple legal problems in business practice and gain an understanding of the legal method. They recognise the connections with special matters of private law.

Inhalte
- Basic structures of the legal system: classification of the legal framework, law enforcement
- Introduction to legal terminology and methodology, legal working techniques and scientific methods. Methods
- Basic concepts of private law
- Formation of contracts, defective contracts, representation, content of contracts
- Law of General Terms and Conditions Content of Obligations
- Defects in performance and warranty, compensation for damages
- Special law of obligations: Basic types of contracts
- Torts: Basic offences

Teaching and learning forms / methods:	Vorlesung mit integrierten praktischen Übungen und Fallstudien, Vor- und Nachbereitung, Selbststudium, begleitende Prüfungsvorbereitung
	Study literature is provided on a semester-by-semester basis.
Lecture materials:	Lecture notes, exercises, self-study materials, interactive cases
Studyability for other degree programmes:	Given

Module 06 – General Business Administration	
Course	**06.1 General Business Administration 1**

Module responsible:	Prof. Dr. Lewin

Study section:	one	**Credit Points:**	5 LP
Curriculum semester:	1	**Semester hours per week:**	4 SWS
Module duration:	two semesters	**Examination prerequisite:**	-
Status:	compulsory subject	**Examination duration:**	45 min.
Turn:	every semester	**Type of examination:**	written exam
Language of instruction:	German		

Hours in industry minutes; no time minutes. | The breakdown of the total workload can be found in the timetable.

Prerequisites:

The presupposed prior knowledge through the attainment of the higher education entrance qualification is sufficient.

Qualification goals:

The students should know the goals of business administration from the perspective of a company operating in the private sector and understand relevant key figures, approaches and tasks according to institutional business administration. The students learn to work on economic problems independently with the help of recognised scientific methods. They should understand that in companies, coordinated strategic (e.g. choice of legal form) and operative (e.g. production programme) decisions have to be made, which are uncertain due to a dynamic environment.

Teaching content:

The course is based on a classic production company in BWL 1 as well as in BWL 2.

- Introduction: Corporate purpose, economic principle, simplex algorithm, target systems
- Legal forms: Incorporation, partnerships and corporations, cooperatives, special forms
- Marketing: Marketing as a business concept (with orientation towards customer needs),approaches, investment and consumer goods marketing ; market segmentation, strategic marketing (experience curve, product life cycle, BCG portfolio theory), operational marketing (product, price, distribution and communication policy), trends B2B/B2C
- Procurement: procurement principles (make or buy), material disposition (optimal order quantity, disposition rules), award procedures (tender, negotiation procedure), contract design (purchase contract, contract for work and labour leasing), material requirement types (parts list resolution, Gozintograph)
- Production: organisational forms of production, production planning and production control (capacity balancing), production sequence (machine allocation, optimum batch size, network planning technique, order sequence success

Links of the module to other courses and modules:
Business Administration 1 creates a foundation for Module 15 "Marketing" and Module 16 "Human Resources and Organisation". Furthermore, it is fundamental for Module EK-18 "Fundamentals of Energy Management and Climate Protection" in the focus "Energy and Climate Protection".

Teaching and learning forms / methods:	Lecture with case studies, integrated exercises and optional press articles/videos
	Study literature is provided on a semester-by-semester basis.
Lecture materials:	-
Studyability for other degree programmes:	Given that the number of students attending the course allows for a personal exchange.

Module 06 – General Business Administration	
Course	**06.2 General Business Administration 2**

Module responsible:	Prof. Dr. Lewin

Study section:	one	**Credit Points:**	5 LP
Curriculum semester:	2	**Semester hours per week:**	4 SWS
Module duration:	two semester	**Examination prerequisite:**	-
Status:	compulsory subject	**Examination duration:**	45 min.
Turn:	every semester	**Type of examination:**	written exam
Language of instruction:	German		

Hours in industry minutes; no time minutes. | The breakdown of the total workload can be found in the timetable.

Prerequisites:

Previous successful participation in BWL1 recommended.

Qualification goals:

Students understand the enterprise as an organisation that usually employs personnel. They understand the nature of investments and are able to evaluate alternatives. They know methods developed for this purpose and can assess and apply them with regard to their respective advantages. They understand that, in addition to profitability goals, liquidity (solvency) must be ensured and equity capital must not be used up.

Teaching content:

Human Resources
- Determining and recruiting personnel requirements, personnel deployment and development, personnel redundancy Social insurances, forms of work organisation, remuneration determination and forms, working time management

Organisation
- Organisational terms, organisational structure and process organisation
- statische und dynamische Investitionsrechenverfahren
- Organisational forms (functional, divisional, matrix organisation, organisational developments)

Investment calculation
- Goals, terms, types, investment phases
- Static and dynamic investment calculation methods
- Investment programme decisions

Funding
- Reasons for insolvency, rolling liquidity plan, finance plan, leverage effect, sources of financing (internal and external financing), in-depth study of the share and capital measure

Repetitions/supplements: Relevant from External Accounting (Fibu), Internal Accounting (KLR)

Teaching and learning forms / methods:	Lecture with case studies, integrated exercises and optional press articles/videos
	Study literature is provided on a semester-by-semester basis.
Lecture materials:	-
Studyability for other degree programmes:	Given that the number of students attending the course allows for a personal exchange.

Module 07 – Accounting	
Course	**07.1 Accounting**

Module responsible:	Prof. Dr. Girlich

Study section:	one	**Credit Points:**	5 LP
Curriculum semester:	2	**Semester hours per week:**	4 SWS
Module duration:	one semester	**Examination prerequisite:**	-
Status:	compulsory subject	**Examination duration:**	90 min.
Turn:	every semester	**Type of examination:**	written exam
Language of instruction:	German / English		

Hours in industry minutes; no time minutes. | The breakdown of the total workload can be found in the timetable.

Prerequisites:

A sound knowledge of the basics of external accounting and basic knowledge of internal accounting is required. Module I "Fundamentals of External Accounting" should therefore have been successfully completed.

Qualification goals:

After completing the module, students are able to handle assets, accruals and deferrals and debts correctly in the annual financial statement according to commercial law and to observe deviating special tax features.

Students will also learn the basics of international accounting (IAS/IFRS). The focus is on the differences between German commercial balance sheet law and international accounting regulations.

Teaching content:

- Components of the annual financial statements and publication and audit obligations.
- Year-end closing operations and postings.
- Selected balance sheet items on the assets and liabilities side with special consideration of construction contracts and provisions.
- Differences between accounting according to HGB and IAS/IFRS.
- Preparation of the tax balance sheet on the basis of the commercial balance sheet with a focus on the principle of proportionality and the tax accounting reservations.
- Influence of VAT on the determination of acquisition and production costs.
- Significance and determination of deferred taxes.
- Basic principles of group accounting.

Teaching and learning forms / methods:	Introductory lecture and consolidation through literature study; case study
	Study literature is provided on a semester-by-semester basis.
Lecture materials:	Powerpoint presentation; literature; case studies
Studyability for other degree programmes:	The module is suitable for all business administration and law degree programmes.

Module 08 – Cost and Activity Accounting	
Course	**08.1 Cost and Activity Accounting**

Module responsible:	Prof. Dr. Hebeler

Study section:	one	**Credit Points:**	5 LP
Curriculum semester:	2	**Semester hours per week:**	4 SWS
Module duration:	one semester	**Examination prerequisite:**	-
Status:	compulsory subject	**Examination duration:**	90 min.
Turn:	every semester	**Type of examination:**	written exam
Language of instruction:	German / English		

Hours in industry minutes; no time minutes. | The breakdown of the total workload can be found in the timetable.

Prerequisites:

-

Qualification goals:

The students learn the application possibilities and the most important basic concepts of cost and performance accounting (CCA) in business practice.
You will learn which types of information managers need for entrepreneurial decisions and which requirements have to be met when setting up a management accounting system.
They also learn to apply cost type, cost centre and cost unit accounting to operational issues, to critically assess traditional systems of cost and activity accounting and - in basic principles - to implement modern procedures and systems of cost and activity accounting.
The students are also familiar with the basics of controlling as well as its interaction with the KLR.

Teaching content:

- Classification of cost and activity accounting in the accounting system
- Basics of cost and activity accounting
- Cost type accounting, cost centre accounting, cost unit accounting
- Cost accounting systems and cost management
- Interaction of cost and activity accounting and controlling
- Manifestations of controlling in companies
- Breakdown of success, key figure analysis and result analysis
- Value-oriented controlling

Teaching and learning forms / methods:	Course, exercises, case studies
	Study literature is provided on a semester-by-semester basis.
Lecture materials:	Script, case studies
Studyability for other degree programmes:	Since this is a basic course in business administration, it can basically be studied by any student from other degree programmes.

Module 09 – Economic Statistics	
Course	**09.1 Economic Statistics**

Module responsible:	Prof. Dr. Winter

Study section:	one	**Credit Points:**	5 LP
Curriculum semester:	2	**Semester hours per week:**	4 SWS
Module duration:	one semester	**Examination prerequisite:**	-
Status:	compulsory subject	**Examination duration:**	90 min.
Turn:	every semester	**Type of examination:**	written exam
Language of instruction:	German		

Hours in industry minutes; no time minutes. | The breakdown of the total workload can be found in the timetable.

Prerequisites:

-

Qualification goals:

The students should understand methods and models of statistics and stochastics and be able to independently apply them to questions in their future everyday work. This includes being able to process, analyse and evaluate available observation and measurement data with the help of statistical methods and key figures. This requires both an understanding of the necessary models and methodologies and their practical application to examples and case studies with the help of a calculator or PC. They can then critically evaluate results and key figures and make recommendations for decisions. The students are also able to describe random events, model them and evaluate them quantitatively with key figures. They know the common probability distributions and can apply them confidently in a practical context. They are able to critically question and appreciate models and results of probability calculation.

Teaching content:

Descriptive statistics

- Data collection
- Frequency distribution
- Mean values
- Measures of dispersion
- Correlation
- Regression
- Index figures

Probability calculation

- Random events
- Random variables
- Probabilities
- Expected value
- Dispersion ratios
- Distributions
- Limit sets

Teaching and learning forms / methods:	Courses with integrated exercises and case studies as well as self-study
	Study literature is provided on a semester-by-semester basis.
Lecture materials:	Script, exercises, case studies, video tutorials, literature
Studyability for other degree programmes:	The module is a classic propaedeutic discipline of business administration and is thus compatible with all business degree programmes. It also imparts basic knowledge that could be interesting for students outside of business administration.

Module 10 – Corporate and Company Law	
Course	**10.1 Corporate and Company Law**

Module responsible:	Prof. Dr. Mattheis

Study section:	one	**Credit Points:**	5 LP
Curriculum semester:	2	**Semester hours per week:**	4 SWS
Module duration:	one semester	**Examination prerequisite:**	-
Status:	compulsory subject	**Examination duration:**	90 min.
Turn:	every semester	**Type of examination:**	written exam
Language of instruction:	German		

Hours in industry minutes; no time minutes. | The breakdown of the total workload can be found in the timetable.

Prerequisites:

The module Corporate and Company Law is intended to teach selected topics that are of particular practical importance in business life, such as questions of credit protection, labour law as well as commercial and company law issues. The course builds on the previous knowledge of the course "Fundamentals of Civil Law".

Qualification goals:

In the module Corporate and Company Law, the basic features of credit security and property law are dealt with. In addition, the basic features of labour law are presented and selected types of debt relationships that have particular practical significance in business life are dealt with. This also includes the special rules of commercial law applicable to merchants and basic features of company law. The students learn to assess the rights and obligations in connection with business and commercial activities themselves. Special emphasis is placed on the students recognising and learning how legal contexts and problems in the area of business life can be designed and solved in a precautionary manner. The students acquire the following key qualifications:

- Basic expertise regarding labour law, commercial law and company law
- Methodological competence: Competence to recognise corresponding legal problems in economic practice at an early stage and to include them in the planning of business management options,
- Decision-making competence to answer the question whether simple legal problems can be solved without the involvement of professional legal help or whether such help is needed,
- Communication skills with lawyers or legal departments and thereby social competence to be able to argue in interdisciplinary groups and contexts,
- By learning the techniques for case management, the individual himself acquires competences to design his own work processes in a defined and reflective way.

Teaching content:

In the module Corporate and Company Law, the basic features of credit security and property law are dealt with. In addition, the basic features of labour law are presented as well as selected types of debt relationships that have particular practical significance in business life. This also includes the special rules of commercial law applicable to merchants and basic features of company law.

Content: Main feature s of loan collateral / Property law: ownership, security interests / Labour law in general / Commercial and company law.

Teaching and learning forms / methods:	Lecture with integrated practical exercises and case studies, preparation and follow-up, self-study, accompanying exam preparation, consolidation using sample contracts and case studies.
	Study literature is provided on a semester-by-semester basis.
Lecture materials:	Lecture notes, exercises, self-study materials, interactive cases
Studyability for other degree programmes:	Given

Module 11 – Fundamentals of Finance and Investment	
Course	**11.1 Fundamentals of Finance and Investment**

Module responsible:	Prof. Dr. Lassen

Study section:	one	**Credit Points:**	5 LP
Curriculum semester:	2	**Semester hours per week:**	4 SWS
Module duration:	one semester	**Examination prerequisite:**	-
Status:	compulsory subject	**Examination duration:**	90 min.
Turn:	every semester	**Type of examination:**	written exam
Language of instruction:	German		

Hours in industry minutes; no time minutes. | The breakdown of the total workload can be found in the timetable.

Prerequisites:

The students have basic knowledge of business and economic contexts as taught in modules 01-06 in the first semester. This includes the mathematical and legal knowledge also taught. The students know about the nature of different markets and can distinguish between different types of contracts.

Qualification goals:

An understanding of the basic connections between financing and investment has been developed after attending the course: Essential financing instruments, causes of financing and forms of financing are known and can be differentiated. Financing resources can be quantitatively recorded, calculated and compared. The students can obtain and interpret market data, also in English, on individual financing instruments. Different financing cultures in Germany and in Anglo-American countries are known. Financing alternatives can be developed, presented and justified and defended in discussions.

Teaching content:

- Balance sheet basics and financial management terms
- Interest and risk: rating, scoring, risk/return profiles
- Money Circulation: Credit Industry and Credit Institutions in Germany
- Institutions and regulatory frameworks in the banking industry
  - Money and capital markets, stock exchanges
  - Supervisory Bodies, Deposit Guarantee and Savers' Protection
  - Supranational regimes, Basel III/IV
- Internal financing
  - Profitability, liquidity and surplus turnover
  - Debt service capability and EBIT concepts
- External financing
  - Equity financing, equity markets and stock exchanges
  - Debt financing via credit institutions and capital markets
  - Basic examples of mezzanine capital instruments
  - Repayment invoices, securities loans, book and supplier credits
- Analysis of financial creditworthiness: ratios and ratio systems
- Off balance sheet transactions (examples: leasing, factoring, basic ABS)

Teaching and learning forms / methods:	Teaching discussion, presentation and discussion of practical cases, exemplary case studies and exercises on the case studies, inverted classroom with corresponding self-study and plenary session
	Study literature is provided on a semester-by-semester basis.
Lecture materials:	Teaching discussion, presentation and discussion of practical cases, exemplary case studies and exercises on the case studies
Studyability for other degree programmes:	The module is a classic discipline of business administration. It is therefore compatible with all business administration and industrial engineering degree programmes within the university as well as at other universities.

Module 12 – Fundamentals of Business Taxation	
Course	**12.1 Fundamentals of Business Taxation**

Module responsible:	Prof. Dr. Girlich

Study section:	one	**Credit Points:**	5 LP
Curriculum semester:	3	**Semester hours per week:**	4 SWS
Module duration:	one semester	**Examination prerequisite:**	-
Status:	compulsory subject	**Examination duration:**	90 min.
Turn:	every semester	**Type of examination:**	written exam
Language of instruction:	German / English		

Hours in industry minutes; no time minutes. | The breakdown of the total workload can be found in the timetable.

Prerequisites:

A sound knowledge of accounting as well as basic knowledge of company and civil law is required. Module 07 "Accounting" should therefore have been successfully completed.

Qualification goals:

Through case studies, students will be able to understand the main tax implications of setting up, operating and terminating entrepreneurial activities, as well as finding cost-optimal solutions.

Teaching content:

First, the main features of income tax law (income tax, corporate tax, trade tax) and turnover tax law as well as tax procedural law are presented. The focus is then on the tax assessments of an entrepreneurial activity and the comparison of tax burdens between the individual legal forms.

- Forms of profit determination
- Taxation of commercial sole proprietorships and differentiation from freelance activity and pure asset management
- Taxation of corporations with a focus on the relationship between shareholder and company (including hidden contributions, hidden profit distributions) and the treatment of distributions by the shareholders.
- Taxation of partnerships with special regard to the transparency principle
- Basic features of the corporate tax option model
- Treatment of cross-border business activities
- Tax consequences of the termination of business activities (inter alia, sale of business, liquidation of a corporation)

Teaching and learning forms / methods:	Introductory lecture and consolidation through literature study; case study
	Study literature is provided on a semester-by-semester basis.
Lecture materials:	Powerpoint presentation; literature; case studies
Studyability for other degree programmes:	The module is suitable for all business administration and law degree programmes.

Module 13 – The Basics of Digital Transformation	
Course	**13.1 Digital Transformation, Management, KI, Big Data, Data Protection**

Module responsible:	Prof. Dr. Wamsler

Study section:	one	**Credit Points:**	5 LP
Curriculum semester:	3	**Semester hours per week:**	4 SWS
Module duration:	one semester	**Examination prerequisite:**	-
Status:	compulsory subject	**Examination duration:**	-
Turn:	every semester	**Type of examination:**	student research project
Language of instruction:	German / English		

Hours in industry minutes; no time minutes. | The breakdown of the total workload can be found in the timetable.

Prerequisites:

-

Qualification goals:

Students will learn the basics of digital transformation and be able to understand basic concepts of networking and analyse them in relation to business areas. Furthermore, they should be familiar with newer technologies (e.g. Big Data, AI, Cloud and Augmented Reality).
The students are familiar with the changes from traditional organisational forms that are associated with a digital transformation. They understand that the competence requirements for employees in the world of work are changing as a result. They are aware of the importance of corporate culture in this context and that employee management in a digitally networked world is subject to other design requirements. They know the changed communication patterns across hierarchical levels. They understand the benefits of modern organisations and the associated necessary changes.
In the section Challenges in Digital Transformation, students gain an understanding of the risks of digital transformation in terms of changes in communication and culture within the company. Likewise, the potential conflicts between management and employees are recognised. In addition, the use of data in the digital age represents a decisive guarantee of success. For data-driven businesses, data protection must be taken into account early on in the transformation process.

Teaching content:

Fundamentals of the digital transformation
- IT as the foundation of digitalisation
- IT-induced changes in management, strategy and organisation
- Technologies, e.g. Big and Smart Data, Augmented Reality, Internet of Things

Management und digitale Transformation:
- People in the world of work 4.0
- Digital Leadership
- Team development in the digital world of work
- Personnel development and learning in the working world 4.0
- Design thinking for the development of innovative further education
- Performance management and self-regulation as a core competence in the working world 4.0
- Leadership 4.0

Herausforderungen in der digitalen Transformation
- Transformation of corporate communication and culture
- Data protection aspects

Teaching and learning forms / methods:	Combination of face-to-face and online lectures, PM tasks in group work
	Study literature is provided on a semester-by-semester basis.
Lecture materials:	Script, group work
Studyability for other degree programmes:	Given

Module 14 – Investments	
Course	**14.1 Investments**

Module responsible:	Prof. Dr. Weilepp

Study section:	one	**Credit Points:**	5 LP
Curriculum semester:	3	**Semester hours per week:**	4 SWS
Module duration:	one semester	**Examination prerequisite:**	-
Status:	compulsory subject	**Examination duration:**	90 min.
Turn:	every semester	**Type of examination:**	written exam
Language of instruction:	German / English		

Hours in industry minutes; no time minutes. | The breakdown of the total workload can be found in the timetable.

Prerequisites:

The students possess basic knowledge of business and economic contexts as taught in modules 01 to 11 in the first semesters of the basic studies. This includes the likewise taught
(financial) mathematical and statistical knowledge.

Qualification goals:

An understanding of the various investment theory approaches and their areas of application as well as their limitations is developed after attending the course.
The connection between dynamic investment procedures and the concept of value in business administration is understood and can be applied to various examples or asset classes, such as fixed-income securities, company valuations, derivatives, etc.

Teaching content:

- The company's figures (balance sheet, income statement and cash flow statement)
- Basic procedures of investment appraisal
  - Static methods (cost comparison calculation, profit comparison calculation, profitability calculation and annuity calculation)
  - Dynamic methods (net present value method, annuity method, internal rate of return calculation, levelised cost of electricity)
- Valuation of various financing instruments or asset classes:
  - Bonds and their interest rate risk
  - Unconditional forward transactions (forwards, futures and swaps) and conditional forward transactions (options)
  - Methods of company valuation (equity method, WACC method and APV method, multiplication method)

Teaching and learning forms / methods:	Inverted classroom, self-study, plenary sessions, working groups
	Study literature is provided on a semester-by-semester basis.
Lecture materials:	Exercises, lecture notes online in ILIAS, video tutorials, assignments and quizzes
Studyability for other degree programmes:	Generally possible - but requires basic business knowledge, as well as good knowledge of financial mathematics

Module 15 – Marketing	
Course	**15.1 Marketing**

Module responsible:	Prof. Dr. Rath

Study section:	one	**Credit Points:**	5 LP
Curriculum semester:	3	**Semester hours per week:**	4 SWS
Module duration:	one semester	**Examination prerequisite:**	-
Status:	compulsory subject	**Examination duration:**	90 min.
Turn:	every semester	**Type of examination:**	written exam
Language of instruction:	German		

Hours in industry minutes; no time minutes. | The breakdown of the total workload can be found in the timetable.

Prerequisites:

The basics of module 06 "General Business Administration" are assumed.

Qualification goals:

Students know the essential concepts of market-oriented corporate management and understand their increasing importance across industries.
In addition to this general view, the students know the tasks that arise along the marketing planning process and can apply the tools of strategic marketing. The students are familiar with questions and basic methods of market research.
In addition, the 4p's are discussed in depth in the lecture. The students get to know the typical questions and tasks in product, communication, price and distribution policy and are able to apply and critically evaluate them using practical examples.
Furthermore, the students acquire an overview of the tasks and key figures of marketing controlling. Finally, the students gain insight into the essential trends of digitalisation in marketing as well as the associated automation of marketing and sales activities.

Teaching content:

- Introduction to market-oriented corporate management
- Marketing strategy
- Market research
- Operational marketing
- Product policy
- Communication policy
- Pricing policy
- Distribution policy
- Basic features of marketing controlling
- Digitalisation and marketing automation

Teaching and learning forms / methods:	Lecture, exercises, discussions and group presentations
	Study literature is provided on a semester-by-semester basis.
Lecture materials:	Script online in Ilias, supplementary handouts if necessary, joint development of diagrams etc.
Studyability for other degree programmes:	Studyability for other degree programmes is given.

Module 16 – Organization and Human Research	
Course	**16.1 Human Research**

Module responsible:	Prof. Dr. Weilepp

Study section:	one	**Credit Points:**	2 LP
Curriculum semester:	3	**Semester hours per week:**	2 SWS
Module duration:	one semester	**Examination prerequisite:**	-
Status:	compulsory subject	**Examination duration:**	45 min.
Turn:	every semester	**Type of examination:**	written exam
Language of instruction:	German / English		

Hours in industry minutes; no time minutes. | The breakdown of the total workload can be found in the timetable.

Prerequisites:

Prior knowledge from module 06 "General Business Administration" as well as an understanding of commercial and technical processes in a company.

Qualification goals:

The course provides students with an overview of the entire process of today's human resources work.
Personnel development in the sense of human resource management is oriented towards the central corporate goals. The concept also takes into account the current motivation theory findings, the strongly changing operational, social and political paradigms, which in their entirety make up the 'human factor' in the company. The students are able, for example, to derive a competence model for a specific task from the potential analysis or to apply or look ahead at the effect of intrinsic and extrinsic motivation on company and personnel management. In this way, they acquire the competence to assess their own performance in the reality of the company and to apply the basic knowledge they have acquired in the process of staff management. Elementary components here are the ethical and value-oriented aspects of personnel work and personnel management. The use of new media in personnel recruitment, Industry 4.0 and the changed fields of action taking into account new trends and drivers show the strong change in this area.

Teaching content:

- ❖ Basics of personnel work
  - Corporate Governance / Success Factors
  - Traditional tasks of human resources, recruitment, administration, support
- ❖ New tasks of human resources management
  - Structural and process organisation, management systems
  - Personnel planning, costs, information, assessment, key figures
  - Potential analysis, motivation
  - Personnel development, remuneration
- ❖ New management tasks
  - Leadership and management methods
  - Communication, rhetoric, kinesics
  - Staff appraisals
  - Industry 4.0 - Fields of action in the human resources sector
  - Practical examples - on onboarding and mentoring

Teaching and learning forms / methods:	Lecture and group discussions
	Study literature is provided on a semester-by-semester basis.
Lecture materials:	Lecture notes online in ILIAS, supplementary handouts if necessary, current press releases, relevant test procedures from practice.
Studyability for other degree programmes:	Generally possible - but requires basic business knowledge.

Module 16 – Organization and Human Research	
Course	**16.2 Organization**

Module responsible:	Prof. Dr. Weilepp

Study section:	one	**Credit Points:**	3 LP
Curriculum semester:	3	**Semester hours per week:**	2 SWS
Module duration:	one semester	**Examination prerequisite:**	-
Status:	compulsory subject	**Examination duration:**	-
Turn:	every semester	**Type of examination:**	project work
Language of instruction:	German / English		

Hours in industry minutes; no time minutes. | The breakdown of the total workload can be found in the timetable.

Prerequisites:

Prior knowledge from module 06 "General Business Administration" as well as an understanding of commercial as well as technical processes and the transfer of principles, knowledge and philosophies of different disciplines to processes in companies.

Qualification goals:

Participants are enabled to understand organisational and management concepts as essential components of the management of companies. They will also learn about the most important design alternatives using selected case studies. In the first part of this course, the fundamental examination of the management of companies takes place within the framework of both a functional and an institutional perspective.
In addition, students will get to know the most important management-related theories and approaches, thus opening up different perspectives on the management of companies to them: Institutional economics, behavioural science approaches, contingency theory approach. The students deal with different leadership approaches. The second part deals with the basics of corporate design by referring to the goals, criteria, framework conditions and basic tasks. Thus, the division of labour in the company, the formation of organisational units, the design of the management and line system, the configuration as well as the process organisation of companies - taking internationalisation into account - are developed. Then the coordination of organisational units is discussed.
Finally, the possibilities and preconditions of organisational change as well as the topic of New Work are dealt with.

Teaching content:

- Management in functional and institutional terms / leadership concepts
- Organisation in the corporate context / framework conditions of organisational design
- Units of the organisational structure and their relationships / Assessment of organisational units and structures
- Management and coordination tools
- Necessities and challenges of organisational change

Teaching and learning forms / methods:	Lecture and case studies
	Study literature is provided on a semester-by-semester basis.
Lecture materials:	Lecture notes online in ILIAS, supplementary handouts if necessary.
Studyability for other degree programmes:	Generally possible - but requires basic business knowledge.

Module 17 – Soft Skills	
Course	**17.1 Business English**

Module responsible:	Prof. Dr. Rath

Study section:	one	**Credit Points:**	3 LP
Curriculum semester:	3	**Semester hours per week:**	2 SWS
Module duration:	one semester	**Examination prerequisite:**	-
Status:	compulsory subject	**Examination duration:**	15 min.
Turn:	every semester	**Type of examination:**	oral examination
Language of instruction:	English		

Hours in industry minutes; no time minutes. | The breakdown of the total workload can be found in the timetable.

Prerequisites:

The prerequisite is school English at the upper secondary level.

Qualification goals:

Students should be able to use the English language in a subject- and profession-related manner in an international context, acquire a good knowledge of business and economic terminology, deal with selected business tasks in English and be able to discuss English-language specialist texts.

To enable students to use English effectively and efficiently in a professional context and to express themselves clearly, fluently and in a structured way, even on complex issues.

The aim is to train the four basic language skills (listening, reading comprehension, speaking and writing) in business-related contexts. The focus is on understanding and applying specialised economic texts / selected extracts from the trade press and economic textbooks in English.

Teaching content:

- Development of specialised vocabulary related to the course of study
- Preparation of company descriptions
- Understanding and describing business processes and systems
- Reading and interpretation of annual and financial reports
- Understanding and writing selected business correspondence
- Oral presentation on economic topics
- Conducting a telephone call/video conference in English
- Participation in meetings/video conferences in English language

Priority topics include communication, international marketing, financing, customer service, management styles and practices, and business process relations.

Teaching and learning forms / methods:	Seminar-based teaching, exercises, group work, business game, task-based learning
	Study literature is provided on a semester-by-semester basis.
Lecture materials:	Slides online in ILIAS, case studies / handouts in the course
Studyability for other degree programmes:	Studyability for other degree programmes is given.

Module 17 - Soft Skills	
Course	**17.2 Studium Generale (SG)**

Module responsible:	Prof. Dr. Rath

Study section:	one	**Credit Points:**	2 LP
Curriculum semester:	3	**Semester hours per week:**	-
Module duration:	one semester	**Examination prerequisite:**	-
Status:	compulsory subject	**Examination duration:**	-
Turn:	every semester	**Type of examination:**	proof of participation
Language of instruction:	German / foreign language		

Hours in industry minutes; no time minutes. | The breakdown of the total workload can be found in the timetable.

Prerequisites:

-

Qualification goals:

The Studium generale (SG) describes an interdisciplinary study programme that offers language courses, workshops and lecture series independent of the content focus of individual departments.

The job market demands versatility from young people; even those starting out in their careers should have the ability to act beyond their specialist knowledge, in addition to strong social skills. The aim of Studium Generale is to broaden students' perspectives and communication skills, to complement them and to open them up to new topics: Studium Generale is thus the obligatory look beyond one's own nose.
For this purpose, a wide range of courses is offered at the university, which can be chosen across all degree programmes according to individual preferences:
Foreign languages with varying course formats and different levels, workshops such as photography, visual design, programming, city history or intercultural training, and individual lectures on a wide range of topics (e.g. politics, society, science, business or art).
The existing lecture series "Architecture Talks" and "Civil Engineers in Dialogue" are also part of the Studium generale.
Events are often organised by the students themselves.

Attendance at the Studium generale is scheduled for the third semester. In order to give students the opportunity to choose from as many different courses as possible, attendance and recognition are not limited to the third semester, but are already possible from the first semester. Prerequisite for the successful completion of the Studium generale and the recognition and awarding of credit points according to the SPO or the timetable. Proof of participation is provided in accordance with the regulations of the SG.

Teaching content:

Subject-specific design

Teaching and learning forms / methods:	Subject-specific design
Lecture materials:	Subject-specific design
Studyability for other degree programmes:	Due to its interdisciplinary nature, the module is compatible with all degree programmes that aim to teach interdisciplinary competences.

BWL-Focus Construction and Real Estate

Focus Construction and Real Estate

Module BI-18 – Construction and Real Estate Markets	
Course	**BI-18.1 Construction and Real Estate Markets**

Module responsible:	Prof. Dr. Beyerle

Study section:	two	**Credit Points:**	5 LP
Curriculum semester:	4	**Semester hours per week:**	4 SWS
Module duration:	one semester	**Examination prerequisite:**	-
Status:	compulsory subject	**Examination duration:**	-
Turn:	every semester	**Type of examination:**	project work
Language of instruction:	German / English		

Hours in industry minutes; no time minutes. | The breakdown of the total workload can be found in the timetable.

Prerequisites:

None. The foundation in general business studies is laid in the joint basic studies. The module is one of the so-called interdisciplinary topics: Knowledge of the functioning, mechanisms and actors of the construction and real estate industry is essential.

Qualification goals:

The module forms the basis for understanding the functioning of the national and international construction and real estate markets.

The aim is to gain comprehensive knowledge of the key players in the real estate investor, financing advisor and project developer market - also with reference to potential employers.

The final preparation of the project work is carried out with external companies on the basis of previously agreed tasks using scientific principles (see module 03).

Teaching content:

- Presentation and delimitation of the market players
- Functioning of the capital and real estate markets
- Supply and demand behaviour
- Local, regional, national and international real estate markets
- Market Reprts and Key Market Figures
- Asset class comparison and niche markets

Teaching and learning forms / methods:	Lecture, case studies as support for the topic blocks, company presentations, individual work
	Study literature is provided on a semester-by-semester basis.
Lecture materials:	Lecture Notes, Supplementary Market Reprts
Studyability for other degree programmes:	Basically applicable to all economics subjects related to construction, real estate, architecture and urban planning.

Module BI-19 – Real Estate Investment and Real Estate Finance	
Course	**BI-19.1 Real Estate Investment and Real Estate Finance**

Module responsible:	Prof. Dr. Lassen

Study section:	two	**Credit Points:**	5 LP
Curriculum semester:	4	**Semester hours per week:**	4 SWS
Module duration:	one semester	**Examination prerequisite:**	-
Status:	compulsory subject	**Examination duration:**	90 min.
Turn:	every semester	**Type of examination:**	written exam
Language of instruction:	German		

Hours in industry minutes; no time minutes. | The breakdown of the total workload can be found in the timetable.

Prerequisites:

Successful participation in Module 11 "Fundamentals of Investment and Financing". In addition, knowledge of basic accounting, financial mathematics, statistical and corporate law contexts as taught in the semesters of basic studies.

Qualification goals:

The course presents in-depth topics from the area of private, commercial and public financing projects. The focus is on financing and investment projects for real estate projects. After attending the course, students are able to develop their own ideas for financing and investment structures and to discuss and negotiate with market partners "at eye level".

Teaching content:

- Basics and terms of direct and indirect financing and investment
- Interest and risk as key terms for financing and investment
- Market participants for real estate financing and investment
- Private financing projects, in particular private real estate financing
- Commercial real estate financing projects
  - Credit rating procedures at property and customer level
  - Classic and structured real estate financing
  - The structured ranking class financing
  - Leverage considerations
- Basics of investing in real estate projects and portfolios
  - Direct real estate investments: asset deal and share deal
  - Indirect real estate investments: Funds, shares and bonds
- Financial mathematical considerations: Return and value determination

Teaching and learning forms / methods:	Teaching discussion, presentation and discussion of practical cases, exemplary case studies and exercises on the case studies
	Study literature is provided on a semester-by-semester basis.
Lecture materials:	Scripts and worksheets online in ILIAS, supplementary press and current specialist publications, ad hoc announcements and worksheets (English and German) as handouts, case studies and exercise materials online in ILIAS
Studyability for other degree programmes:	The module establishes the specialisation in the focus "Construction and Real Estate". Attending the module therefore only makes sense and is only necessary with this business focus. In addition, prior attendance of introductory courses (e.g. module "Fundamentals of Investment and Financing") would be a prerequisite.

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Module BI-20 – Basics of Construction	
Course	**BI-20.1 Basics of Construction**

Module responsible:	Prof. Kollmann

Study section:	two	**Credit Points:**	5 LP
Curriculum semester:	4	**Semester hours per week:**	4 SWS
Module duration:	one semester	**Examination prerequisite:**	-
Status:	compulsory subject	**Examination duration:**	-
Turn:	every semester	**Type of examination:**	student research project
Language of instruction:	German		

Hours in industry minutes; no time minutes. | The breakdown of the total workload can be found in the timetable.

Prerequisites:

-

Qualification goals:

For a later job in the construction industry as well as in the real estate industry, sound basic knowledge of building constructions, building elements and building technology is required. The task of the course is to impart this basic knowledge of building technology while taking economic aspects into account.
This applies in particular to the properties and functions of different building types. The course serves to provide an introduction to the frequently used construction principles and building trades. Starting with the earthwork and foundation work, the essential construction processes in the shell as well as the main trades and construction elements of the finishing are presented. An overview of the current possibilities of façade design concludes the topic.
Furthermore, the basics and the most important components of building services engineering are taught, which are necessary for the implementation of turnkey projects in the construction industry (e.g. for construction companies, planners, in project development and project management). The eight main building services groups are introduced and interdependencies and interfaces with the shell construction and the finishing trades are worked out. The essential procedures and processes of coordinated planning and construction are explained in a practical manner. The different concepts of building services engineering are considered with regard to their costs and the respective benefits from an economic point of view. The course also provides basic knowledge on aspects of space economics and current energy-related topics. In addition to the topic of BIM (Building Information Modelling), an introduction to facility management provides basic knowledge of the essential aspects of commissioning and use of building technology in the life cycle of a building from a commercial perspective.

Teaching content:

- Contents of DIN 276 (especially cost group 300 and 400)
- Structures, properties and functions of buildings
- Earthworks, excavations and foundations
- Building constructions in the shell
- Construction elements and main finishing trades
- Facade types
- Energy-efficient and ecological building
- The eight main trades of TGA (technical building equipment)
- Commissioning of building technology and building automation
- BIM (Building Information Modelling)
- Basic features of facility management
- Economic efficiency considerations and life cycle analysis

Teaching and learning forms / methods:	Lectures, exercises, group work, day excursion
	Study literature is provided on a semester-by-semester basis.
Lecture materials:	Lecture manuscript online in ILIAS/Teams, pictures, videos, animations
Studyability for other degree programmes:	The course of the module presents essential basics for the practice of the development or transaction of construction projects in the construction and real estate industry. The module can therefore also be used for other degree programmes in the fields of architecture, civil engineering, project management and real estate management.

BWL-Focus Construction and Real Estate

Module BI-21 – Project Costs and Construction Prices	
Course	**BI-21.1 Calculation of Construction Services**

Module responsible:	Prof. Dr. Hornuff

Study section:	two	**Credit Points:**	3 LP
Curriculum semester:	4	**Semester hours per week:**	2 SWS
Module duration:	one semester	**Examination prerequisite:**	-
Status:	compulsory subject	**Examination duration:**	60 min.
Turn:	every semester	**Type of examination:**	written exam
Language of instruction:	German		

Hours in industry minutes; no time minutes. | The breakdown of the total workload can be found in the timetable.

Prerequisites:

Basic mathematical knowledge and a basic knowledge of business administration.

Qualification goals:

In this course, participants learn to calculate construction projects from the perspective of the construction industry.

The calculation methods used in construction practice to determine construction prices are taught. In this context, the special requirements for contract costing for public clients as well as the challenges in costing turnkey construction projects for private clients / investors or project developers are elaborated.

Using practical examples, students acquire the ability to deal with the individual price elements of the calculation and to "read" and create calculations independently.

Teaching content:

- Calculation of construction work: Tender sum and unit price
- Calculation of direct costs of partial services (wages, equipment, materials, external services)
- Calculation of site overheads, general business costs, risk and profit
- EFB sheets of the public sector

Teaching and learning forms / methods:	Lecture, practical examples, exercises, group work
	Study literature is provided on a semester-by-semester basis.
Lecture materials:	Lecture manuscript online in ILIAS, handouts
Studyability for other degree programmes:	Civil engineering, project management, architecture

BWL-Focus Construction and Real Estate

Module BI-21 – Project Costs and Construction Prices	
Course	**BI-21.2 Determination of Planning and Construction Costs**

Module responsible:	Prof. Dr. Hornuff

Study section:	two	**Credit Points:**	2 LP
Curriculum semester:	4	**Semester hours per week:**	2 SWS
Module duration:	one semester	**Examination prerequisite:**	-
Status:	compulsory subject	**Examination duration:**	60 min.
Turn:	every semester	**Type of examination:**	written exam
Language of instruction:	German		

Hours in industry minutes; no time minutes. | The breakdown of the total workload can be found in the timetable.

Prerequisites:

Basic knowledge of building types, building constructions, building elements and main building trades.

Qualification goals:

The course provides the necessary basic knowledge to properly determine construction costs (project budgets).

In order to be able to calculate project costs reliably, the participants first learn the relevant area calculations. Building on this, the teaching focuses on the application of DIN 276 "Cost Determination in Building Construction". Cost estimates and cost calculations are carried out using practical examples for different types of construction projects.

In addition, participants learn how to calculate and invoice planning services on the basis of the Fee Structure for Architects and Engineers (HOAI). This competence is universally required in project management: when working for clients, planning and engineering offices as well as for construction companies whose range of services also includes planning services (turnkey construction).

Teaching content:

- Cost calculation in building construction according to DIN 276
- Area calculation in building construction according to DIN 277, GIF MFG-G, WoFIV
- Application of cost parameters (e.g. BKI, SirAdos)
- Calculation and billing of planning services (HOAI)

Teaching and learning forms / methods:	Lecture, practical examples, exercises, group work
	Study literature is provided on a semester-by-semester basis.
Lecture materials:	Lecture manuscript online in ILIAS, handouts
Studyability for other degree programmes:	Architecture, Civil Engineering, Project Management

BWL-Focus Construction and Real Estate

Module BI-22 – Real Estate Law	
Course	**BI-22.1 Real Estate Law**

Module responsible:	Prof. Dr. Geiger

Study section:	two	**Credit Points:**	3 LP
Curriculum semester:	4	**Semester hours per week:**	2 SWS
Module duration:	one semester	**Examination prerequisite:**	-
Status:	compulsory subject	**Examination duration:**	45 min.
Turn:	every semester	**Type of examination:**	written exam
Language of instruction:	German		

Hours in industry minutes; no time minutes. | The breakdown of the total workload can be found in the timetable.

Prerequisites:

The module builds on the knowledge gained in modules 05 "Fundamentals of Civil Law" and 10 "Corporate and Company Law" from the basic studies. This applies both with regard to the contents and with regard to the methodological of legal case processing (subsumption technique) taught in the two modules. The knowledge taught in modules 11 "Fundamentals of Financing and Investment" and 12 "Fundamentals of Business Taxation" is also extremely helpful for a deeper understanding of sub-areas of real estate law (loan and credit security law, sale and letting of real estate).

Qualification goals:

Students are taught the essential technical content and contexts of real estate law, including public building law. At the same time, problem awareness with regard to legal contexts is sharpened, the understanding of legal thinking and case solution techniques is deepened and the ability to develop legally correct and economically sensible approaches to solutions for concrete problems and case scenarios is trained. Furthermore, links and connections are made with a number of other courses in the specialisation "Construction and Real Estate", in particular the modules BI-19 "Real Estate Investment and Real Estate Financing", BI 26-"Project Work and Workshop on Construction and Real Estate Projects" and BI-30 "Project Development".

Teaching content:

- Public building law (building planning law, building regulations law)
- Real estate law (purchase of real estate and principle of abstraction, notarisation procedure and formal real estate law, specific risks of the purchase of real estate, law of default, object of purchase, rights in rem to real estate, heritable building right)
- Property development and condominium law
- Foreclosure and forced administration of real estate
- Private neighbour law
- Loan and credit security law
- Real estate law
- Tenancy law (commercial tenancy law, residential tenancy law)
- Project development and project management contracts
- Selected contractual problems of real estate marketing (asset deal vs. share deal, open and closed-end real estate funds, real estate AGs and REITs, etc.).

Teaching and learning forms / methods:	Lectures, specialist lectures by guest lecturers with practical examples, group work on specific cases, guided self-study, excursions to administrative court proceedings and compulsory auction hearings
	Study literature is provided on a semester-by-semester basis.
Lecture materials:	Extensive lecture manuscripts online in ILIAS/Teams, cases and solutions accompanying the lecture notes, lecture notes from external guest lecturers online in ILIAS/Teams, current publications from legal journals and the daily press.
Studyability for other degree programmes:	The module is an essential foundation for the Construction and Real Estate concentration as part of the Bachelor of Business Administration programme and a useful addition to the Architecture, Civil Engineering and Project Management programmes at HBC - as well as to real estate programmes at other universities.

BWL-Focus Construction and Real Estate

Module BI-22 – Real Estate Law	
Course	**BI-22.2 Public Building Law ***

Module responsible:	Prof. Dr. Geiger

Study section:	two	**Credit Points:**	2 LP
Curriculum semester:	4	**Semester hours per week:**	2 SWS
Module duration:	one semester	**Examination prerequisite:**	-
Status:	compulsory subject	**Examination duration:**	45 min.
Turn:	every semester	**Type of examination:**	written exam
Language of instruction:	German		

Hours in industry minutes; no time minutes. | The breakdown of the total workload can be found in the timetable.

Prerequisites:

Knowledge from Module 05 "Fundamentals of Civil Law" from the basic studies is required. This applies both with regard to the basics of contract law and with regard to the methods of legal case processing (subsumption technique).

Qualification goals:

Students are taught the essential technical content and contexts of public construction law (construction contract law).
The legal problem awareness is sharpened, the understanding of the legal way of thinking and case solution technique is deepened and the ability to develop legally correct and economically sensible approaches to solutions for concrete problems and cases is trained. The political character of public building law and the mindset of public administration and political decision-makers are elaborated.
Links and connections exist in particular to the courses BI-18 Construction and Real Estate Markets, BI-20 Fundamentals of Construction, BI-26 Project Work and Workshop on Construction and Real Estate Projects, BI-27 Project Management in the Construction and Real Estate Industry, BI-28 Real Estate Valuation and Management and BI 30- Project Development.

Teaching content:

- Definition and demarcation of public vs. private building law
- Building planning law and building regulations law, main features of spatial planning law
- Urban land use planning: land use plan, development plan, plan preparation procedure, V&E plan
- Location options of a property under planning law and permissibility of building projects
- Building regulations
- Legal requirements for a building permit
- Legal protection in public building law, in particular: the protection of neighbours
- Urban development contracts
- Special urban planning law

Teaching and learning forms / methods:	Lectures, supplementary case studies, guided self-study
	Study literature is provided on a semester-by-semester basis.
Lecture materials:	Script online in ILIAS/MS-Teams, if necessary supplementary handouts and cases with solutions.
Studyability for other degree programmes:	Studyability for other degree programmes is basically given.

BWL-Focus Construction and Real Estate

Module BI-23 – Construction Law	
Course	**BI-23.1 Construction Contract and Public Procurement Law**

Module responsible:	Prof. Dr. Geiger

Study section:	two	**Credit Points:**	5 LP
Curriculum semester:	4	**Semester hours per week:**	4 SWS
Module duration:	one semester	**Examination prerequisite:**	-
Status:	compulsory subject	**Examination duration:**	90 min.
Turn:	every semester	**Type of examination:**	written exam
Language of instruction:	German		

Hours in industry minutes; no time minutes. | The breakdown of the total workload can be found in the timetable.

Prerequisites:

Knowledge, especially from Module 05 "Fundamentals of Civil Law" (basic studies), is required. This applies both with regard to the basics of contract law as well as with regard to the imparted methods of legal case processing (subsumption technique).

Qualification goals:

Students are taught the essential technical content and contexts of private construction law (construction contract law). At the same time, problem awareness with regard to legal contexts is sharpened, the understanding of the legal way of thinking and case solution technique is deepened and the ability to develop legally correct and economically sensible approaches to solutions for concrete problems and cases is trained.
Links and connections exist in particular to the courses BI-18 "Construction and Real Estate Markets", BI-20 "Fundamentals of Construction", BI-26 "Project Work and Workshop on Construction and Real Estate Projects", BI-27 "Project Management in the Construction and Real Estate Industry", BI-28 "Real Estate Valuation and Management" and BI 30-"Project Development".

Teaching content:

- Conclusion and content of the contract
- Payment of the remuneration for the work and claims of the Contractor in the event of default in payment
- The execution of the contract incl. changes in performance and acceptance
- Claims of the Client in the Event of Defective Performance
- Claims of the Client in the Event of Delay in Performance
- Limitation of claims
- Securities of the parties to the construction contract
- Premature termination of the contract
- Law of architects and engineers, in particular the significance of the HOAI 2021
- Main features of public procurement law

Teaching and learning forms / methods:	Lectures, supplementary case studies, guided self-study
	Study literature is provided on a semester-by-semester basis.
Lecture materials:	Extensive lecture manuscripts online in ILIAS/Teams, script-accompanying cases and solutions
Studyability for other degree programmes:	The module is an essential foundation for the focus on "Construction and Real Estate" within the Bachelor's degree programme in Business Administration within Biberach University of Applied Sciences and a useful foundation/supplement for the degree programmes in Architecture, Civil Engineering and Project Management at HBC - as well as for construction and real estate management degree programmes and civil engineering and architecture degree programmes at other universities.

Module BI-24 – Digital Transformation and Sustainability in Construction and Real Estate Industry	
Course	**BI-24.1 Digital Transform. and Sustain in Construction and Real Estate Industry**

Module responsible:	Prof. Dr. Wamsler

Study section:	two	**Credit Points:**	5 LP
Curriculum semester:	5	**Semester hours per week:**	4 SWS
Module duration:	one semester	**Examination prerequisite:**	-
Status:	compulsory subject	**Examination duration:**	-
Turn:	every semester	**Type of examination:**	student research project
Language of instruction:	German / English		

Hours in industry minutes; no time minutes. | The breakdown of the total workload can be found in the timetable.

Prerequisites:

Course Module 13 "Fundamentals of Digital Transformation."

Qualification goals:

Students are able to present and critically examine the current status of the construction and real estate industry in terms of innovations and digital transformation.
The students know the actors in the aforementioned environment and can classify roles and changes in competences.

Innovation approaches of companies in the construction and real estate industry can be evaluated.

The sustainability requirements are known to the students and they deal with them. This enables them to critically analyse and evaluate innovation projects with regard to the integration of economic, ecological and socio-cultural requirements, goals and benefits.
Students learn to evaluate an innovation project in the construction and real estate industry through creative questioning techniques.

In this course, students learn to recognise economic and business ethics issues, opportunities and risks related to their industry, to analyse these and to propose recommendations for action to solve them.

Teaching content:

Overview of the status quo of the construction and real estate industry in terms of innovation projects and digital transformation.
Insight into mega and tech trends as well as needs of existing target groups in the real estate industry.
Overview of the actors in the aforementioned area incl. forecasting the changes in their roles and competence profiles.
Development of an innovation cycle using a practical example.
Presentation of selected innovation projects and research initiatives in the aforementioned field.

Teaching and learning forms / methods:	Combination of face-to-face and online lectures, PM tasks in group work
	Study literature is provided on a semester-by-semester basis.
Lecture materials:	Script, group work
Studyability for other degree programmes:	Given

BWL-Focus Construction and Real Estate

Module BI-25 – International Real Estate and Construction	
Course	**BI-25.1 Real Estate Business**

Module responsible:	Prof. Dr. Heyser

Study section:	two	**Credit Points:**	3 LP
Curriculum semester:	5	**Semester hours per week:**	2 SWS
Module duration:	one semester	**Examination prerequisite:**	-
Status:	compulsory subject	**Examination duration:**	-
Turn:	every semester	**Type of examination:**	student research project
Language of instruction:	German		

Hours in industry minutes; no time minutes. | The breakdown of the total workload can be found in the timetable.

Prerequisites:

Students master the common national real estate valuation procedures in theory and practice. Fundamentals in quantitative procedures should be present as well as knowledge of methods in the construction industry and in basic construction processes and their execution.

Qualification goals:

The course is designed to familiarise students with and analyse the various international real estate markets, including the relevant submarkets with the relevant driving factors for all market participants as well as their mechanisms of action. The benefits and limitations of practically applied portfolio theory in relation to the development of real estate as well as investments in the respective markets will also be demonstrated.

Teaching content:

- International valuation standards
- Internal rate of return method
- Interqualitative price comparisons
- Investment decisions
- Dynamic investment calculation
- Extraction procedure
- Key figures of international real estate markets

Teaching and learning forms / methods:	Lectures, case studies, lectures by guest lecturers on special topics, excursion (visit to the stock exchange), current newspaper articles from the business section
	Study literature is provided on a semester-by-semester basis.
Lecture materials:	Extensive lecture manuscripts, script-accompanying exercises and case studies and scripts from guest lecturers online in ILIAS or MS teams
Studyability for other degree programmes:	The module is suitable for undergraduate degree programmes in economics. It can be considered as an introductory course for other degree programmes, including engineering.

BWL-Focus Construction and Real Estate

Module BI-25 – International Real Estate and Construction	
Course	**BI-25.2 Construction Management**

Module responsible:	Prof. Dr. Heyser

Study section:	two	**Credit Points:**	2 LP
Curriculum semester:	5	**Semester hours per week:**	2 SWS
Module duration:	one semester	**Examination prerequisite:**	-
Status:	compulsory subject	**Examination duration:**	-
Turn:	every semester	**Type of examination:**	student research project
Language of instruction:	German		

Hours in industry minutes; no time minutes. | The breakdown of the total workload can be found in the timetable.

Prerequisites:

Students have a basic knowledge of methods in the construction industry and are familiar with construction processes and their execution.

Qualification goals:

The course teaches the basics of construction methods in simple building construction. Students have skills to develop flow charts of complex construction projects as a basis for further commercial courses in the field of construction management and real estate economics.

Teaching content:

- Building methods and construction concepts
- Connection between energetics, construction, material, building design
- Standards and dimensions
- Design principles
- Constructional requirements for thermal insulation, sound insulation, radiation protection, moisture protection
- Network planning technique
- Construction site organisation

Teaching and learning forms / methods:	Lectures, case studies, lectures by guest lecturers on special topics, excursion (visit to the stock exchange), current newspaper articles from the business section
	Study literature is provided on a semester-by-semester basis.
Lecture materials:	Extensive lecture manuscripts, script-accompanying exercises and case studies and scripts also from guest lecturers online in ILIAS as well as in MS teams
Studyability for other degree programmes:	The module is suitable for undergraduate degree programmes in economics. It can be considered as an introductory course for other degree programmes, including engineering.

BWL-Focus Construction and Real Estate

Module BI-26 – Project Work and Workshop on Construction and Real Estate Projects	
Course	**BI-26.1 Project Work and Workshop on Construction and Reeal Estate Projects**

Module responsible:	Prof. Dr. Hornuff

Study section:	two	**Credit Points:**	5 LP
Curriculum semester:	5	**Semester hours per week:**	4 SWS
Module duration:	one semester	**Examination prerequisite:**	-
Status:	compulsory subject	**Examination duration:**	-
Turn:	every semester	**Type of examination:**	project work
Language of instruction:	German		

Hours in industry minutes; no time minutes. | The breakdown of the total workload can be found in the timetable.

Prerequisites:

Knowledge of the essential contents, ways of thinking and working methods of general business administration as well as basic knowledge of the construction and real estate industry, supplemented by knowledge of financial mathematics and law from the previous courses.

Qualification goals:

The participants should apply and implement the specialist knowledge acquired in the previous courses, in particular the construction and real estate-specific core subjects, using practical tasks in case studies. The focus is on conveying practice-oriented working methods in cooperation with external project partners that enable the participants to structure complex issues and to find a holistic, economic solution. The participants will go through all work steps from situation analysis and concept development to the final presentation and implementation of individual project measures. Special attention is paid to a team-oriented decision-making process, the international reference of the projects and their interdisciplinary linkage.

Teaching content:

The content currently focuses on topics of the construction and real estate industry, which are examined from the different perspectives of the project participants.

Teaching and learning forms / methods:	Group work, case studies on real projects, presentations, lectures with subsequent discussions (partly with external lecturers)
	Study literature is provided on a semester-by-semester basis.
Lecture materials:	Script and handouts
Studyability for other degree programmes:	Architecture, Civil Engineering, Project Management

BWL-Focus Construction and Real Estate

Module BI-27 – Project Management in the Construction and Real Estate Industry	
Course	**BI-27.1 Project Management in the Construction and Real Estate Industry**

Module responsible:	Prof. Dr. Hornuff

Study section:	two	**Credit Points:**	5 LP
Curriculum semester:	5	**Semester hours per week:**	4 SWS
Module duration:	one semester	**Examination prerequisite:**	-
Status:	compulsory subject	**Examination duration:**	90 min.
Turn:	every semester	**Type of examination:**	written exam
Language of instruction:	German / English		

Hours in industry minutes; no time minutes. | The breakdown of the total workload can be found in the timetable.

Prerequisites:

No special requirements necessary.

Qualification goals:

Project management services have established themselves as an independent service discipline in the execution of medium and large construction projects. The primary aim of the course is to teach the basics of project management for construction projects. This includes the standards of individual sub-services of project management that can be found in practice as well as the processes and procedures in the realisation of a construction project.

Practical examples and exercises are used to illustrate the connections between project success or failure and project management.

The current customary form of remuneration, tendering and contract design for project management services and their effects on project development are critically discussed.

Teaching content:

- Service profiles, project stages and areas of activity
- Calculation of fees and drafting of contracts
- Project management and project team
- Exercises on essential instruments of project management
- Project management for users / project controlling for investors and banks
- Project risk management
- Methodical and social competences in project management

Teaching and learning forms / methods:	Lecture, practical example, exercises, group work
	Study literature is provided on a semester-by-semester basis.
Lecture materials:	Lecture notes online in ILIAS, handouts
Studyability for other degree programmes:	Architecture, Civil Engineering

BWL-Focus Construction and Real Estate

Module BI-28 – Real Estate Management and Valuation	
Course	**BI-28.1 Real Estate Management and Valuation**

Module responsible:	Prof. Dr. Heyser

Study section:	two	**Credit Points:**	5 LP
Curriculum semester:	5	**Semester hours per week:**	4 SWS
Module duration:	one semester	**Examination prerequisite:**	-
Status:	compulsory subject	**Examination duration:**	- / 60 min.
Turn:	every semester	**Type of examination:**	project worc / written exam
Language of instruction:	German / English		

Hours in industry minutes; no time minutes. | The breakdown of the total workload can be found in the timetable.

Prerequisites:

The students have basic knowledge as taught in the basic studies in the areas of accounting, civil law, basic IT and mathematical knowledge.

The students know that decisions in real estate management regularly have legal and tax implications. Corresponding knowledge is therefore to be acquired in other (follow-up) courses.

Qualification goals:

The students can define and classify the term and contents of real estate management.

The management of a property and a property portfolio is known in its essential functions and basic features.

The tenant is understood as a partner of the investor, initiator or operator; typical interests and conflict resolution options between the parties involved are derived and discussed.

Teaching content:

- Terms, contents and delimitations
- Real estate markets and market players
- Direct and indirect real estate acquisition
  - Acquisition and disposal of real estate
  - Asset deal and share deal
- Buy and hold and transaction approach
- Rental agreements
- Control and monitoring of the property
- Inventory management
- Facilities Management

Teaching and learning forms / methods:	Lecture, presentation and discussion of practical cases, exemplary case studies, exercises, group work and presentations by the students.
	Study literature is provided on a semester-by-semester basis.
Lecture materials:	Lecture manuscript and electronic worksheets online in ILIAS, supplementary press and current professional publications and ad hoc announcements as well as worksheets are made available both in the lectures and in Ilias
Studyability for other degree programmes:	The course is also suitable for career changers as a supplementary subject to understand the basic features of real estate economics. In particular, professions with a focus on the construction industry, planning and project planning gain a practically implementable added value through the transformation of market mechanisms of the projects you create, plan or work on.

BWL-Focus Construction and Real Estate

Module BI-29 – Interdisciplinary Compulsory Elective Module	
Course	**BI-29.1 Interdisciplinary Elective Subject**

Module responsible:	Prof. Dr. Heyser

Study section:	two	**Credit Points:**	5 LP
Curriculum semester:	5	**Semester hours per week:**	-
Module duration:	one semester	**Examination prerequisite:**	-
Status:	elective subject	**Examination duration:**	-
Turn:	every semester	**Type of examination:**	recognition
Language of instruction:	German / foreign language		

Hours in industry minutes; no time minutes. | The breakdown of the total workload can be found in the timetable.

Prerequisites:

Curiosity about the unknown and the will to think outside the box.

Qualification goals:

The interdisciplinary compulsory elective subject is intended to offer students the opportunity to put together the most interesting course offer for themselves from as many offers as possible across all semesters.

Teaching content:

Depending on the respective offers.

Teaching and learning forms / methods:	Subject-specific design
Lecture materials:	Subject-specific design
Studyability for other degree programmes:	Due to its interdisciplinary nature, the module is compatible with all degree programmes that aim to teach interdisciplinary competences.

BWL-Focus Construction and Real Estate

Module BI-30 – Project Development	
Course	**BI-30.1 Fundamentals and Practical Studies Project Development**

Module responsible:	Prof. Kollmann

Study section:	two	**Credit Points:**	5 LP
Curriculum semester:	7	**Semester hours per week:**	4 SWS
Module duration:	one semester	**Examination prerequisite:**	-
Status:	compulsory subject	**Examination duration:**	-
Turn:	every semester	**Type of examination:**	project work
Language of instruction:	German		

Hours in industry minutes; no time minutes. | The breakdown of the total workload can be found in the timetable.

Prerequisites:

For development and investment calculations in project development, knowledge of financial mathematics from Module 4 "Business Mathematics" and Module 9 "Business Statistics" is required. Knowledge from module BI-20 "Fundamentals of Construction" is required for utilisation concepts and cost estimates. Module BI-21 "Project Costs and Construction Prices" and Module BI-27 "Project Management in the Construction and Real Estate Industry" lay the foundations for project control and project management of project development projects. Initial project financing is to be presented; knowledge from module BI-19 " Real Estate Investment and Real Estate Financing" is required for this. The parallel course "Law and Taxes in Project Development" (Module BI-30) deals promptly with tax and real estate law issues in project development.

Qualification goals:

Participants should realise that project development is a very complex management task due to the variety of tasks it encompasses and the need to combine them as promptly and smoothly as possible. This interdisciplinary task cannot be solved by coordinating specialists alone. The students become aware that project development requires entrepreneurial action and is associated with a high degree of assertiveness in practice. The students should theoretically and practically recognise the fields of action and cyclical fluctuations in supply and demand of the business field of project development as well as create market and location analyses in a meaningful way. Independently develop ideas and spatial concepts for the use of properties and assess them for market viability. To do this, students must be familiar with the real estate market - both the supply and demand side, as well as be able to assess and apply the possible uses and limits of project development accounting. The students learn to create financing models and exit strategies for specific projects and to justify them argumentatively. The practical implementation of the course content in practical studies and in a real project with direct contact with market participants enables the students to carry out the first concrete project tasks in all phases of project development and thus to practise entrepreneurial action.

Teaching content:

- Introduction and basics of project development
- □ Phases of project development
- □ Feasibility studies (market, location, competition analysis)
- □ Investment cost calculation, life cycle analysis
- □ Success factors and risks
- □ Profitability and sensitivity analysis
- □ Financing and marketing

Teaching and learning forms / methods:	Semester project work with concrete projects, ongoing presentations and coordination, numerous expert discussions with potential project participants and investors
	Study literature is provided on a semester-by-semester basis.
Lecture materials:	Lecture manuscript online in ILIAS/Teams, project assignment will be handed out in the course.
Studyability for other degree programmes:	The module is a classic discipline of business administration and can therefore be integrated into all business and real estate-specific degree programmes within the university as well as at other universities.

BWL-Focus Construction and Real Estate

Module BI-30 - Projektentwicklung	
Course	**BI-30.2 Law and Taxes in Project Development**

Module responsible:	Prof. Kollmann

Study section:	two	**Credit Points:**	5 LP
Curriculum semester:	7	**Semester hours per week:**	4 SWS
Module duration:	one semester	**Examination prerequisite:**	-
Status:	compulsory subject	**Examination duration:**	90 min.
Turn:	every semester	**Type of examination:**	written exam
Language of instruction:	German / English		

Hours in industry minutes; no time minutes. | The breakdown of the total workload can be found in the timetable.

Prerequisites:

A sound knowledge of accounting and taxation as well as basic knowledge of corporate and civil law is required. Module 07 "Accounting" and Module 12 "Fundamentals of Business Taxation" as well as Module 05 "Fundamentals of Civil Law", Module 10 " Corporate and Company Law ", Module BI-22 "Real Estate Law" and Module BI-23 "Construction Law" should therefore have been successfully completed.

Qualification goals:

In the legal part of the course, the aim is to present and deal with the legal problem areas that arise in the context of project development, taking into account their chronological sequence. In the tax part, the influence of taxation on decision-making situations, in particular on the acquisition, management, realisation and sale of real estate investments, is to be presented and understood.

Teaching content:

- Clarification of the framework conditions under public law for obtaining a building / planning right.
- Creation of the building code and its enforcement.
- Civil law implementation of the preserved building right by means of necessary land, lease, community and /or agency agreements
- Forms of project financing as developer, investor, leasing model
- Dealing with the contracts required for the execution of construction work, the basics of tendering law together with the forms of contractor deployment, the legal structure of planners' contracts and contracts of contractors.
- Acquisition and production costs for tax purposes as well as near-acquisition production costs
- Construction withholding tax
- Income from the letting and disposal of real estate with special attention to the treatment of partnerships
- Commercial property trading
- VAT implications for real estate
- Land transfer tax
- Property tax

Teaching and learning forms / methods:	Introductory lecture and consolidation through literature study; case study
	Study literature is provided on a semester-by-semester basis.
Lecture materials:	Powerpoint presentation; literature; case studies
Studyability for other degree programmes:	The module is suitable for all business administration and law degree programmes with a focus on real estate.

BWL-Focus Construction and Real Estate

Module BI-31 – Corporate Management in Construction and Real Estate Industry	
Course	**BI-31.1 Corporate Management in Construction and Real Estate Industry**

Module responsible:	Prof. Kollmann

Study section:	two	**Credit Points:**	5 LP
Curriculum semester:	7	**Semester hours per week:**	4 SWS
Module duration:	one semester	**Examination prerequisite:**	-
Status:	compulsory subject	**Examination duration:**	-
Turn:	every semester	**Type of examination:**	project work
Language of instruction:	German / English		

Hours in industry minutes; no time minutes. | The breakdown of the total workload can be found in the timetable.

Prerequisites:

For the basic understanding of business management and strategic management, knowledge from Module 6 "General Business Administration", Module 15 "Marketing" and Module 16 "Human Resources and Organisation" is required.

Qualification goals:

The students know the basics of corporate governance and strategic management. They are familiar with business decision-making processes with a focus on strategic, company-shaping (organisational) and operational planning and control. They have the ability to apply these to the construction industry using practical examples. The students know the tools that are used in the practice of the companies and have developed an understanding of the strategic management and corporate management of construction and real estate companies.

The course creates a business understanding in the management of companies in the construction and real estate industry and their strategic orientation. For this purpose, students are presented with appropriate tools in the form of practice-oriented recommendations for action in order to ensure the successful implementation of a wide range of solutions in practice.

In the different areas of corporate controlling, internal corporate organisation, human resources management and strategic management, the most diverse points in corporate management are dealt with in a practice-oriented manner and appropriate solution options and strategic action alternatives for companies from the construction and real estate industry are shown using practical examples. The students recognise internal company problems and develop an understanding of sustainable and economic company management.

Teaching content:

- Operational Corporate Governance and Strategic Management
- Fundamentals of strategic planning
- Environmental and business analysis
- Further forecasting and analysis methods (portfolio analysis, SWOT analysis, life cycle analysis, etc.)
- Strategy development, implementation and strategic control
- Balanced Scorecard
- Enterprise organisations
- Corporate Controlling
- Human Resources Management

Teaching and learning forms / methods:	Lectures, exercises, group work
	Study literature is provided on a semester-by-semester basis.
Lecture materials:	Lecture manuscript online in ILIAS/Teams
Studyability for other degree programmes:	The module is a classic discipline of business administration and is therefore included in all business administration and real estate-specific degree programmes within the University as well as at other universities

BWL-Focus Construction and Real Estate

Module BI-32 – Financial Planning *	
Course	**BI-32.1 Financial Planning ***

Module responsible:	Prof. Dr. Heyser

Study section:	two	**Credit Points:**	3 LP
Curriculum semester:	7	**Semester hours per week:**	2 SWS
Module duration:	one semester	**Examination prerequisite:**	-
Status:	compulsory subject	**Examination duration:**	-
Turn:	every semester	**Type of examination:**	project work
Language of instruction:	German		

Hours in industry minutes; no time minutes. | The breakdown of the total workload can be found in the timetable.

Prerequisites:

Knowledge of national and international economic contexts and their essential influencing factors. The basics of simple investment calculations are mastered.

Qualification goals:

The course is designed to enable the student to make independent decisions regarding a viable asset accumulation strategy. In doing so, they should be able to analyse the various investment options for building up equity capital. The assessment of public limited companies and their risk-reward parameters on the basis of various key figures on the stock exchange as well as the analysis of bonds and fixed-income securities should be made possible.

Teaching content:

- Investment opportunities
- Compound interest
- Wealth accumulation
- Investment triangle
- Key figures
- Sector rotation
- Stock exchange game
- Leverage
- practical portfolio theory
- Market segments
- International specialities

Teaching and learning forms / methods:	Group work, lecture, dialogue, participants' wishes will be explicitly taken into account in this course as far as possible.
	Study literature is provided on a semester-by-semester basis.
Lecture materials:	Interactive online platforms
Studyability for other degree programmes:	The module is suitable for all degree programmes from the undergraduate level upwards.

BWL-Focus Construction and Real Estate

Module BI-PS – Practical Semester *	
Course	**BI-PS.1 Block 1 Introduction to the Practical Semester ***

Module responsible:	Trainee Office Management

Study section:	two	**Credit Points:**	2 LP
Curriculum semester:	4	**Semester hours per week:**	2 SWS
Module duration:	-	**Examination prerequisite:**	-
Status:	compulsory subject	**Examination duration:**	-
Turn:	every semester	**Type of examination:**	proof of participation
Language of instruction:	German / English		

Hours in industry minutes; no time minutes. | The breakdown of the total workload can be found in the timetable.

Prerequisites:

Passed transitional provisions into the main study programme according to the Study and Examination Regulations (SPO).

Qualification goals:

Before starting the practical work in the company and after completing the practical work in the company, block events are organised to introduce the tasks of the practical study semester and to follow up on the experience gained in the company. The latter are also intended to serve as information events for those seeking a practical placement from lower semesters.

Block 1 Introduction to the Practical Semester
Block 2 Practice analysis

Teaching content:

The contents are newly compiled every semester in order to be able to provide current topics and areas of knowledge for the students.

Possible contents could be, for example:

- Applicant training, which is usually conducted by personnel representatives of well-known companies.
- Workshops on the first days of the internship: Expectations of companies and interns
- Experience reports from upper semesters
- Information event of the International Office (IntO) regarding internationality, opportunities abroad, financial support
- Information sessions on the processes and requirements in the internship
- Presentations from companies

The block courses are compulsory courses and usually take place as block courses during the semester.

Teaching and learning forms / methods:	Presentations, elaborations, lectures
	Study literature is provided on a semester-by-semester basis.
Lecture materials:	-
Studyability for other degree programmes:	Basically given.

BWL-Focus Construction and Real Estate

Module BI-PS – Practical Semester *	
Course	**BI-PS.2 Internship**

Module responsible:	Trainee Office Management

Study section:	two	**Credit Points:**	26 LP
Curriculum semester:	6	**Semester hours per week:**	-
Module duration:	-	**Examination prerequisite:**	-
Status:	compulsory subject	**Examination duration:**	-
Turn:	every semester	**Type of examination:**	documents to be submitted
Language of instruction:	German / English		

Hours in industry minutes; no time minutes. | The breakdown of the total workload can be found in the timetable.

Prerequisites:

For all relevant information on the internship semester, please refer to the "Guidelines for Completing the Internship Semester" ("Internship Guidelines") of the Internship Office of the Faculty of Business Administration.

This guideline describes in detail, among other things, the prerequisites for admission to the internship semester, the requirements for the internship site, the duration of the internship, the documents and reports to be submitted, etc.

Qualification goals:

During the practical work in the company the professional knowledge of the business administration and core subjects taught in the preceding semesters is imple-mented and deepened by means of concrete tasks.

During the practical work in the company, the students shall

- ❖ acquire knowledge, skills and behaviours, as well as develop skills and gain insights to become familiar with all work as an employee in the commercial field or in their area of focus,
- ❖ get to know overall operational contexts for the implementation of projects and, in doing so, gain insights into the border areas to the technical fields in particular,
- ❖ develop independent critical thinking so that you can recognise the interdependencies between technical, economic and social decisions.

Teaching content:

Students must prepare reports and evidence of their activities during the practical training and have them confirmed by the respective company. Details and concrete requirements for these reports and certificates are described in the internship guidelines.
On the basis of the documents submitted, a decision is made as to whether the practical work has been successfully completed.

Teaching and learning forms / methods:	Documents to be submitted according to the guidelines
Lecture materials:	Templates on the intranet
Studyability for other degree programmes:	Basically given

BWL-Focus Construction and Real Estate

Module BI-PS – Practical Semester *	
Course	**BI-PS.3 Block 2 Practice Analysis ***

Module responsible:	Trainee Office Management

Study section:	two	**Credit Points:**	2 LP
Curriculum semester:	7	**Semester hours per week:**	2 SWS
Module duration:	-	**Examination prerequisite:**	-
Status:	compulsory subject	**Examination duration:**	-
Turn:	every semester	**Type of examination:**	proof of participation
Language of instruction:	German / English		

Hours in industry minutes; no time minutes. | The breakdown of the total workload can be found in the timetable.

Prerequisites:

Successful completion of the practical completion (BWL-BI-PS.2).

Qualification goals:

Before starting the practical work in the company and after completing the practical work in the company, block events are organised to introduce the tasks of the practical study semester and to follow up on the experience gained in the company. The latter are also intended to serve as information events for those seeking a practical placement from lower semesters.

Block 1 Introduction to the Practical Semester
Block 2 Practice analysis

Teaching content:

The contents are newly compiled every semester in order to be able to provide current topics and areas of knowledge for the students.

Possible contents could be, for example:

- Communication of experience to the lower semesters
- Information about the topic Thesis
- Lectures by renowned companies
- Career planning workshops
- Reappraisal and analysis of the experiences made during the internship

The block courses are compulsory courses and usually take place as block courses during the semester.

Teaching and learning forms / methods:	Presentations, elaborations, lectures
	Study literature is provided on a semester-by-semester basis.
Lecture materials:	-
Studyability for other degree programmes:	Basically given.

BWL-Focus Construction and Real Estate

Module BI-TH – Thesis	
Course	**BI-TH Bachelorthesis**

Module responsible:	Supervising professor in each case

Study section:	two	**Credit Points:**	12 LP
Curriculum semester:	7	**Semester hours per week:**	-
Module duration:	-	**Examination prerequisite:**	-
Status:	compulsory subject	**Examination duration:**	-
Turn:	every semester	**Type of examination:**	student research project
Language of instruction:	German / English		

Hours in industry minutes; no time minutes. | The breakdown of the total workload can be found in the timetable.

Prerequisites:

The degree programme is usually completed with the Bachelor's thesis. Every student who

- all modules of the 1st - 4th semester as well as
- the practical completion of the practical study semester

can register for the Bachelor's thesis in the 7th semester.

The processing time according to the Study and Examination Regulations (SPO) starts with the registration.

Qualification goals:

The Bachelor's thesis is intended to demonstrate the student's ability to work independently and scientifically on a topic, both in its subject-specific details and in the interdisciplinary contexts, on the basis of the subject knowledge and methodological competence acquired in the previous semesters within a specified period of time.
The latter covers the study and critical evaluation of the relevant literature and the examination of the methods used in practice.

Teaching content:

The Bachelor's thesis represents a subject-specific consolidation of one or more study modules and also often builds on the experiences of the practical study semester.
The topic is assigned in close consultation between the student and the supervisor. This is a professor of the degree programme - if necessary also in cooperation with a lecturer or with a company.
During the preparation of the thesis, which often contains company-specific questions and can be written in cooperation with companies from a wide range of industries, the supervisor is available to support the student. The structuring and outline of the work as well as subject-specific technical and factual problems that arise in the context of writing a more extensive scientific paper are discussed regularly.

The Bachelor's thesis usually concludes with a final discussion between the supervising professor and the student. The form and content of the final discussion is determined by the supervising professor.

Teaching and learning forms / methods:	Subject-specific design
Lecture materials:	Subject-specific design
Studyability for other degree programmes:	The module is designed as a final thesis in the specialisation and can only be connected in special cases.

BWL- Focus Energy Management

Focus Energy Management

Module EK-18 – Fundamentals of Energy Management and Climate Protection	
Course	**EK-18.1 Fundamentals of the Energy Industry**

Module responsible:	Prof. Dr. Lewin

Study section:	two	**Credit Points:**	7 LP
Curriculum semester:	4	**Semester hours per week:**	6 SWS
Module duration:	one semester	**Examination prerequisite:**	-
Status:	compulsory subject	**Examination duration:**	- / 15 min.
Turn:	every semester	**Type of examination:**	project work / oral exam
Language of instruction:	German / English		

Hours in industry minutes; no time minutes. | The breakdown of the total workload can be found in the timetable.

Prerequisites:

Modules 02 "Economics", 03 "Scientific Work" and 06 "General Business Administration" from the basic studies.

Qualification goals:

The students gain an understanding of energy forms and energy units used. They are able to make estimates for this. They have an overview of global energy resources and know important energy indicators. They are able to discuss the challenges of the transformation of the energy industry. The students are fundamentally familiar with the legal framework of the German energy industry and understand energy markets. They can describe the infrastructure of the grid-based energy carriers electricity and gas.

Teaching content:

- **Energy forms, energy units, energy carriers**; energy resources and reserves - energy demand/energy mix Energy demand estimates: Electricity and heat demand using the example of households Determination of heat demand according to indicator method, settlement type method, building heat demand calculation based on DIN 4701, 3807; Other energy demand.
- **Legal framework**: EnWG, EEG, GWB - Monopolies and liberalisation of grid-based energies
- Problems and challenges of the energy industry
- **Value-added stages** of the energy industry: generation and cost structures (merit order of electricity generation, economic efficiency with CHP)
- **Energy trading** (spot and futures markets, trading products, price formation, EEX)
- **Transport/distribution**: network management with third-party access, unbundling, network usage charges Distribution models and price calculation

Links of the module to other courses and modules:
The module creates the basis for further courses from the study focus, especially for the course "Renewable Energies" (Module Ek-19), the module EK-24 "Network Economy", EK-25 "Energy Trade and Distribution" and EK-27 "Energy Law and Climate Protection".

Teaching and learning forms / methods:	Lectures and exercises, optional press articles and videos, case studies
	Study literature is provided on a semester-by-semester basis.
Lecture materials:	-
Studyability for other degree programmes:	Basically given, as taught at the beginning of the major.

Module EK-18 – Fundamentals of Energy Management and Climate Protection	
Course	**EK-18.2 Fundamentals of Climate Protection**

Module responsible:	Prof. Dr. Lewin

Study section:	two	**Credit Points:**	3 LP
Curriculum semester:	4	**Semester hours per week:**	2 SWS
Module duration:	one semester	**Examination prerequisite:**	-
Status:	compulsory subject	**Examination duration:**	- / 15 min.
Turn:	every semester	**Type of examination:**	project work / oral exam
Language of instruction:	German		

Hours in industry minutes; no time minutes. | The breakdown of the total workload can be found in the timetable.

Prerequisites:

Modules 02 "Economics", 03 "Scientific Work" and 06 "General Business Administration" from the basic studies.

Qualification goals:

The students can describe the greenhouse effect, name greenhouse gases and their conversion into CO2 equivalents and assess effects on flora and fauna. They are familiar with climate models and organisations with their tasks, such as the Intergovernmental Panel on Climate Change and the IPCC. They know - reflected in the sectors of the energy industry - the anthropogenic CO2 emitters and can name and discuss measures for CO2 reduction.
Students are familiar with methodological approaches such as life cycle assessment and the ecological footprint.

Teaching content:

Students gain the ability to define the term sustainability and know its methodological concepts. With the support of a user programme (GEMIS), they will be able to compare case studies in order to
carry out and evaluate the calculations of eco(sub)balances.

- Climate gases, greenhouse effect, CO2 equivalents and climate models
- Impacts of climate change Methodologies for ecological assessment over the life cycle: process chain analy-sis/energy input-output analysis, life cycle assessment, ecological footprint, application programme GEMIS
- IPCC - mission and findings
- Paris Climate Agreement 2015 and follow-up conferences
- Climate protection in sectors: Households, transport, tertiary sector, industry, special consideration: energy sector and agriculture, mobility transition
- German climate policy

Teaching and learning forms / methods:	Lecture with integrated exercises, case studies, student presentations
	Study literature is provided on a semester-by-semester basis.
Lecture materials:	-
Studyability for other degree programmes:	given

BWL- Focus Energy Management

Module EK-19 – Energy Conversion Technologies	
Course	**EK-19.1 Fundamentals of Energy Conversion Technologies**

Module responsible:	Prof. Dr. Lewin

Study section:	two	**Credit Points:**	2 LP
Curriculum semester:	4	**Semester hours per week:**	2 SWS
Module duration:	one semester	**Examination prerequisite:**	-
Status:	compulsory subject	**Examination duration:**	15 min.
Turn:	every semester	**Type of examination:**	oral examination
Language of instruction:	German		

Hours in industry minutes; no time minutes. | The breakdown of the total workload can be found in the timetable.

Prerequisites:

Knowledge of the basic studies.

Qualification goals:

The students are able to communicate with technicians regarding technical and economic issues and gain an understanding of the function and structure of energy conversion plants and important technical terms. The students learn important parameters such as power, work and efficiency as well as full utilisation hours. Measures for increasing efficiency are worked out. The climate and environmentally harmful emissions of fossil and nuclear-fired large-scale power plants and their purification plants are known.

Teaching content:

Students learn to understand energy as the ability to do work. They know that energy can be converted and transferred. They have an understanding of thermodynamic principles and circular processes as they are operated in thermal power plants. The students know what the efficiency of energy conversion depends on significantly and can show the energy flow by means of a Sankey diagram. They have basic knowledge of combustion processes. The students are able to illustrate energy conversion plants in the form of a circuit diagram and explain their respective mode of operation.

Topic blocks:
- Energy and energy conversion/ thermodynamics incl. cyclic processes
- Combustion calculation
- Design and function of thermal power plants (DKA , GT, CCGT, CHP)
- omponents of thermal power plants incl. RRA (flue gas cleaning plants REA, DeNox, dust e-filter)
- Consolidation: Fluid Machinery

Links of the module to other courses and modules:
Module 18 "Fundamentals of Energy Management", content links to modules 06 "General Business Administration" and 08 "Cost and Performance Accounting / KLR" taught in the basic studies. Together with the course "Renewable Energies", it forms the energy conversion technologies.

Teaching and learning forms / methods:	Lecture with exercises, use of videos, possibly day excursion
	Study literature is provided on a semester-by-semester basis.
Lecture materials:	-
Studyability for other degree programmes:	Given, provided that the number of participants allows for personal exchange.

Module EK-19 - Energy Conversion Technologies	
Course	**EK-19.2 Renewable Energie Project**

Module responsible:	Prof. Dr. Lewin

Study section:	two	**Credit Points:**	5 LP
Curriculum semester:	4	**Semester hours per week:**	4 SWS
Module duration:	one semester	**Examination prerequisite:**	-
Status:	compulsory subject	**Examination duration:**	15 min.
Turn:	every semester	**Type of examination:**	oral examination
Language of instruction:	German / English		

Hours in industry minutes; no time minutes. | The breakdown of the total workload can be found in the timetable.

Prerequisites:

Knowledge of the basic studies.

Qualification goals:

The students are able to explain the structure, scale and function of various renewable energy systems. The students have gained an understanding of the potential of the individual technologies and can develop possible future scenarios for the expansion of renewable energies. To round off their knowledge, the course participants have understood different types of energy storage and know about the integration capability of RE in digitalisation approaches up to virtual power plants.

Teaching content:

The relevant basic physical principles of renewable energies are introduced in the course and system concepts are presented. The decisive parameters for economic use (e.g. hours of sunshine, wind frequency distribution, etc.) are discussed. The students understand the importance of the development of storage systems to balance energy supply and demand for an energy system that will be increasingly oriented towards renewable energies in the future. Teaching content:

- Power density and energy supply characteristics
- Energy conversion by means of direct and indirect solar energy (hydropower; solar thermal energy; photovoltaics; wind; biomass)
- Geothermal energy
- Tidal energy
- Energy storage
- Development potential

Links of the module to other courses and modules:
Course belonging to the module "Fundamentals of Energy Conversion Technologies", to the course "Project Management" (Module EK-20), to the modules EK-21 "Digital Applications in the Energy Industry", EK-27 "Energy Law and Climate Protection" and EK-28 "Smart Energy".

Teaching and learning forms / methods:	Lectures with exercises, use of videos, plant components & measuring devices, excursion if necessary.
	Study literature is provided on a semester-by-semester basis.
Lecture materials:	-
Studyability for other degree programmes:	Given, provided that the number of participants allows for personal exchange.

BWL- Focus Energy Management

Module EK-20 – Project Management and Development	
Course	**EK-20.1 Project Management**

Module responsible:	Prof. Dr. Rath

Study section:	two	**Credit Points:**	2 LP
Curriculum semester:	4	**Semester hours per week:**	2 SWS
Module duration:	one semester	**Examination prerequisite:**	-
Status:	compulsory subject	**Examination duration:**	45 min.
Turn:	every semester	**Type of examination:**	written exam
Language of instruction:	German		

Hours in industry minutes; no time minutes. | The breakdown of the total workload can be found in the timetable.

Prerequisites:

Modules 06 "General Business Administration" and 04 "Economics" are required.

Qualification goals:

Students become familiar with the techniques and tools of project management and acquire competences for planning, leading and organising projects in a corporate management context and specifically in the energy sector.
First, students are made aware of the importance of project management and they learn to distinguish projects from routine tasks of an organisation. They deal with the tasks and goals of project management and learn about the basic success factors of project management.
The students are familiar with the ideal-typical phases of a project (e.g. project definition, planning, implementation and controlling, project completion) and know the associated techniques or tools of project management.
The students deal with questions and forms of project organisation. They learn which core tasks the groups of people involved in projects (e.g. steering committee, project manager, project team) have.

Furthermore, students are sensitised to the communicative challenges of team situations, among other things, and are familiarised with the tools for dealing with potential conflict situations.

Finally, the students deal with different agile methods of project management such as SCRUM or Kanban and learn to apply the agile as well as the classic methods of project management in a target-oriented way depending on the project.

Teaching content:

- Project management basics
- Project definition
- Project planning
- Project organisation
- Project management and controlling
- Communication in the project
- Classic vs. agile project managementt

Teaching and learning forms / methods:	Lecture, exercises, discussions and group presentations
	Study literature is provided on a semester-by-semester basis.
Lecture materials:	Script online in Ilias, supplementary handouts if necessary.
Studyability for other degree programmes:	Studyability for other degree programmes is given.

Module EK-20 – Project Management and Development	
Course	**EK-20.2 Project Development**

Module responsible:	Prof. Dr. Rath

Study section:	two	**Credit Points:**	3 LP
Curriculum semester:	4	**Semester hours per week:**	2 SWS
Module duration:	one semester	**Examination prerequisite:**	-
Status:	compulsory subject	**Examination duration:**	45 min.
Turn:	every semester	**Type of examination:**	written exam
Language of instruction:	German		

Hours in industry minutes; no time minutes. | The breakdown of the total workload can be found in the timetable.

Prerequisites:

Basic knowledge from the modules "General Business Administration" (Module 06) and "Fundamentals of Civil Law" (Module 05) is required.

Qualification goals:

The students learn about the business model of a project developer and are able to distinguish it from other business models, such as that of an investor, a plant builder or operator.
They know the essential phases of energy industry projects.

The students deal intensively with the sub-steps of project development for renewable energies and also learn about the essential technical and legal framework conditions, such as funding through the Renewable Energy Sources Act (EEG). Furthermore, the students gain an insight into the relevant contracts that are usually concluded during a project development, such as lease agreements, general contractor or maintenance contracts.

The students are able to estimate the profitability of selected projects. Furthermore, they deal with the characteristics of project financing and are able to distinguish it from corporate financing. Finally, the due diligence process is also part of the course.

Teaching content:

- Introduction
- Project phases in power plant projects
- Project development for renewable energies depending on the technologies (search for and securing of land; approval procedures; plant construction/realisation)
- Promotion through the EEG
- Project financing (characteristics of project financing; documents required for project financing)
- Due Diligence

Teaching and learning forms / methods:	Lecture with discussions and exercises
	Study literature is provided on a semester-by-semester basis.
Lecture materials:	Script online in Ilias, supplementary handouts if necessary.
Studyability for other degree programmes:	Studyability for other degree programmes is given.

Module EK-21 – Digital Applications in the Energy Industry	
Course	**EK-21.1 Digital Applications in the Energy Industry 1**

Module responsible:	Prof. Dr. Schaber

Study section:	two	**Credit Points:**	5 LP
Curriculum semester:	4	**Semester hours per week:**	4 SWS
Module duration:	two semester	**Examination prerequisite:**	-
Status:	compulsory subject	**Examination duration:**	-
Turn:	every semester	**Type of examination:**	student research project
Language of instruction:	German / English		

Hours in industry minutes; no time minutes. | The breakdown of the total workload can be found in the timetable.

Prerequisites:

-

Qualification goals:

Through the course, students learn about possible applications from the field of business informatics in the energy sector. After a short introduction to basics (hardware/software; information and data management; conception, procurement, introduction and use of information systems), practical examples from the energy industry are discussed. First steps towards programming with VBA are taken.
Furthermore, models for the implementation of software projects are explained, especially the communication tools used for this purpose. In recent years, other topics have gained in importance: customer communication via social media;
The protection of critical infrastructure also includes hardware and software (cybersecurity), and data protection also plays an important role.
The reference to the application areas in the energy industry is established for all topics, and the constant changes in the IT landscape are taken into account so that the participants are taught comprehensive knowledge in a practice-oriented manner.

Teaching content:

- Digitalisation supports transformation in the energy sector
- Introduction IT and TC basics (bits, bytes, etc.) and limiting factors
- System development and process modelling (Business Process Modelling Notation: Aris systems, Use Case Methodology, BPMN)
- Purchasing process (RFP, Long list, short list....) for software
- Simple applications with Excel and VBA
- Requirements management for software solutions, including agile methods
- Communication tools for collaborative work (Jira, Confluence, Google Drive/Docs)
- Processes in the energy industry
- Regulatory Framework & Cybersecurity (KritisV)
- Basics of social media (introduce terms: provider, content, platform, etc.)

Teaching and learning forms / methods:	Script, exercises and programming tasks, small group work and presentations as well as current case studies
	Study literature is provided on a semester-by-semester basis.
Lecture materials:	Script online, supplementary handouts if necessary, case studies are provided and worked on in the lectures.
Studyability for other degree programmes:	The module is suitable for undergraduate courses in energy economics and energy technology.

Module EK-21 – Digital Applications in the Energy Industry	
Course	**EK-21.2 Digital Applications in the Energy Industry 2**

Module responsible:	Prof. Dr. Schaber

Study section:	two	**Credit Points:**	5 LP
Curriculum semester:	5	**Semester hours per week:**	4 SWS
Module duration:	two semester	**Examination prerequisite:**	-
Status:	compulsory subject	**Examination duration:**	-
Turn:	every semester	**Type of examination:**	student research project
Language of instruction:	German / English		

Hours in industry minutes; no time minutes. | The breakdown of the total workload can be found in the timetable.

Prerequisites:

The courses "Digital Applications in Energy Management 1) (EK-21.) and "Fundamentals of Energy Management 1" (Module EK-18).

Qualification goals:

In the lecture, the knowledge of digitalisation in the energy industry is deepened in a practice-oriented manner. For this purpose, various application areas of information systems in the energy industry are dealt with in detail, such as the mapping of energy industry processes, energy market modelling, industry-specific data formats or controllability of systems or e.g. smart home elements and the interoperability of the various systems.

After completing the lecture series, the participants will be able to reproduce, understand and explain the learned IT application areas in the energy industry.

Teaching content:

- Definition of Business Informatics, Digitalisation and Processes
- Energy industry processes and market processes
- Enterprise resource management systems for the energy sector (e.g. SAP)
- Costumer Relationship Management Systems
- Energy market and energy system modelling: introduction to optimisation models and simple applications in the "python" programming language
- Data models
- Introduction Terms and application examples of Big Data, Business Intelligence and Blockchain as well as Artificial Intelligence
- Embedded Systems
- Data protection, TC/IT - interoperability, standardisation, IoT, 5G applications

Teaching and learning forms / methods:	Script, exercises and programming tasks, small group work and presentations as well as current case studies
	Study literature is provided on a semester-by-semester basis.
Lecture materials:	Script online, supplementary handouts if necessary, case studies are provided and worked on in the lectures.
Studyability for other degree programmes:	The module is suitable for undergraduate courses in energy economics and energy technology.

BWL- Focus Energy Management

Module EK-22 – Compulsory Elective Module	
Course	**EK-22.1-4 WPF 1.1 bis 1.4 Current Topics**

Module responsible:	Prof. Dr. Weilepp

Study section:	two	**Credit Points:**	2 LP
Curriculum semester:	4 / 5 / 7	**Semester hours per week:**	2 SWS
Module duration:	-	**Examination prerequisite:**	-
Status:	elective subject	**Examination duration:**	-
Turn:	every semester	**Type of examination:**	student research project
Language of instruction:	German / English		

Hours in industry minutes; no time minutes. | The breakdown of the total workload can be found in the timetable.

Prerequisites:

Prior knowledge in the areas of energy economics, climate protection and energy technology - as taught, for example, in the modules EK-18 "Fundamentals of Energy Economics and Climate Protection" or EK-19 "Energy Conversion Technologies" - is assumed.

Qualification goals:

The aim is to impart in-depth knowledge of current issues and development priorities in the field of energy economics and climate protection (e.g. hydrogen economy, energy efficiency, sector coupling, energy policy, etc.). To this end, students can choose from a pool of alternating compulsory elective subjects each semester. A total of four compulsory elective subjects must be taken in the course of the specialisation programme.

Teaching content:

Varies depending on the event and current developments.

Teaching and learning forms / methods:	Lectures, presentations, case studies, discussions and group work on topical issues
	Study literature is provided on a semester-by-semester basis.
Lecture materials:	Lecture notes online, if necessary supplementary handouts and video films
Studyability for other degree programmes:	Depending on the respective complex of topics, the courses are particularly suitable for students of engineering sciences, e.g. for interdisciplinary elective subjects.

BWL- Focus Energy Management

Module EK-23 – Market Participants in the Energy Business *	
Course	**EK-23.1 Business Models along the Energy Value Chain**

Module responsible:	Prof. Grandel

Study section:	two	**Credit Points:**	2 LP
Curriculum semester:	5	**Semester hours per week:**	2 SWS
Module duration:	one semester	**Examination prerequisite:**	-
Status:	compulsory subject	**Examination duration:**	45 min.
Turn:	every semester	**Type of examination:**	written exam
Language of instruction:	English		

Hours in industry minutes; no time minutes. | The breakdown of the total workload can be found in the timetable.

Prerequisites:

Prerequisites: "Fundamentals of Energy Economics and Climate Protection" (modules EK-18), "General Business Administration" (modules 06), "Economics" (modules 02).

Qualification goals:

Students become familiar with the various markets, business models and companies along the stages of the energy value chain. The focus is on grid-based energies and thus the electricity, gas and heating markets. Participants will understand the current situation in Germany and be able to analyse practical problems. They are able to take into account the regulatory and technical peculiarities of the energy markets, such as governmental influence on the grid structure with multiple voltage levels/pressure levels. A basic overview of the German energy market in international comparison adds to their knowledge. In addition, they can name and describe the central market players. The students develop a holistic view of the energy market. They get to know current market trends such as consolidation or mergers in the energy market or the entry of new competitors in the field of distribution or the renaissance of municipal utilities. In addition, the course participants are familiar with the companies in the energy industry. They deal with company-specific factors such as the organisation, size, economic development and positioning in the market context. On this basis, they are able to compare actual structures with organisational theory and analyse companies. Finally, we take an outlook towards the future: Due to energy transition and digitalization, the traditional value chain of the energy industry changes. Students will deal with these market dynamics and get an overview of the resulting new business models.

Teaching content:

- History of the energy industry
- The value chain of the energy industry
- Liberalization of the market for grid-based energy
- Key stakeholders in the energy industry (e.g., energy companies, grid operators, government and final customers)
- Business models and companies along the energy value chain
- Changes to the traditional value chain as a result of the energy transition and digitalization
- New business models in the energy market

Lehr- und Lernformen / -methoden:	Lecture, discussion, group work and student presentations
	Study literature is made available for the semester.
Vorlesungs-Materialien:	Lecture notes on Ilias, additional material, current market studies
Studierbarkeit für andere Studiengänge:	Studyability for related degree programmes such as energy engineering is given.

BWL- Focus Energy Management

Module EK-23 – Market Participants in the Energy Business *	
Course	**EK-23.2 Energy Consumption & Climate Protection Pathways**

Module responsible:	Prof. Grandel

Study section:	two	**Credit Points:**	3 LP
Curriculum semester:	5	**Semester hours per week:**	2 SWS
Module duration:	one semester	**Examination prerequisite:**	-
Status:	compulsory subject	**Examination duration:**	-
Turn:	every semester	**Type of examination:**	student research project
Language of instruction:	English		

Hours in industry minutes; no time minutes. | The breakdown of the total workload can be found in the timetable.

Prerequisites:

General mathematical, physical and economic basic knowledge. Furthermore, it is expected to have understood and to be able to correctly apply the energy management knowledge from "Fundamentals of Energy Management and Climate Protection" (Module EK-18) and "Energy Conversion Technologies" (Module EK-19).

Qualification goals:

After participating in the course, students know the essential influencing factors, market structures and market processes for the supply and demand side of national and global energy consumption. The students have acquired the ability and knowledge to analyse and interpret short and medium-term fluctuations in energy demand. They understand the interrelationships and the field of tension between energy consumption, energy mix and climate protection. Furthermore, the students gain a deep understanding of the economic and geostrategic backgrounds and challenges in the global transformation towards climate neutrality.
The students get to know different sources of energy and climate data and deal with the methodology for the processing and correct interpretation of these data.
After successful completion of the course, students will be able to set up simple forecasting models for energy consumption and energy mix from a variety of different influencing factors and use them to create different future scenarios.

Teaching content:

- Basics of energy sources, energy mix and energy consumption and their influence on climate change
- Factors influencing and structure of German and global primary energy consumption and its connection with climate protection
- Economic consideration of market processes and market mechanisms for the supply and demand side of energy carriers
- Data sources, data preparation and correct interpretation and application for energy and climate data
- Basics and methods for forecast models and scenarios
- Development of scenarios for future national and global energy consumption in the field of tension with climate protection

Teaching and learning forms / methods:	Seminar-based teaching, discussion, group work and student presentations
	Study literature is provided on a semester-by-semester basis.
Lecture materials:	Script, cover letter, handouts, case studies, online research
Studyability for other degree programmes:	Open to all degree programmes, provided the prerequisites are met.

Module EK-24 – Grid Management	
Course	**EK-24.1 Fundamentals of the Electricity, Gas and District Heating Grids**

Module responsible:	Prof. Grandel

Study section:	two	**Credit Points:**	2 LP
Curriculum semester:	5	**Semester hours per week:**	2 SWS
Module duration:	one semester	**Examination prerequisite:**	-
Status:	compulsory subject	**Examination duration:**	45 min.
Turn:	every semester	**Type of examination:**	written exam
Language of instruction:	German / English		

Hours in industry minutes; no time minutes. | The breakdown of the total workload can be found in the timetable.

Prerequisites:

General mathematical and economic basic knowledge as taught by the general or subject-linked higher education entrance qualification. Furthermore, it is expected to have understood the energy management knowledge from the modules EK-18 "Fundamentals of Energy Management and Climate Protection" and EK-19 "Energy Conversion Technologies" and to be able to apply it in a technical context.

Qualification goals:

Upon completion of the course, students will have mastered the grid structures of electricity, gas and heating grids and their significance in Germany and Europe. The structure and functioning of the grids are known and terms such as grid levels, grid types, voltage levels, pressure levels, etc. are understood. In addition, the participants have an overview of the various operating resources of the grids and can assess their function and importance for smooth grid operation. The students know and understand the relevant factors of grid operation and are able to name factors influencing the goal of grid stability and list possibilities to influence it.
Possible future developments as well as structural changes and problem areas in the area of networks can be named by the students. The students succeed in transferring the acquired technical knowledge to the network economic and regulatory basics acquired in the course "Economic efficiency of network operation".

Teaching content:

- Physical basics and basic quantities of electrical engineering, gas and heat supply
- Transport routes, gas deposits, supply dependencies, pipelines
- Structure of electricity, gas and heat grids in Germany, European electricity interconnection
- Organisations and actors, network operators
- Technical basics and functioning of the transport and distribution networks
- Balancing and control energy, grid buffers and storages
- Grid control and information systems (dispatching), grid monitoring
- Operating equipment, its mode of operation and importance for the smooth operation of the grid
- Tasks from network operation
- Factors influencing grid stability and ways to influence them
- Current trends, smart grids, future of grids
- Connection of offshore wind farms, P2G, biogas, natural gas/H2 filling stations, hydrogen
- Examples from practice

Teaching and learning forms / methods:	Seminar-style teaching, assignments and case studies in individual and group work
	Study literature is provided on a semester-by-semester basis.
Lecture materials:	Script, supplementary handouts if necessary
Studyability for other degree programmes:	Open to all degree programmes, provided the prerequisites are met.

BWL- Focus Energy Management

Module EK-24 - Netzwirtschaft	
Course	**EK-24.2 Economic Efficiency of Grid Operation**

Module responsible:	Prof. Grandel

Study section:	two	**Credit Points:**	3 LP
Curriculum semester:	5	**Semester hours per week:**	2 SWS
Module duration:	one semester	**Examination prerequisite:**	-
Status:	compulsory subject	**Examination duration:**	45 min.
Turn:	every semester	**Type of examination:**	written exam
Language of instruction:	German / English		

Hours in industry minutes; no time minutes. | The breakdown of the total workload can be found in the timetable.

Prerequisites:

Basic knowledge of business administration as taught in modules 06 "General Business Administration", 02 "Economics" and 11 "Fundamentals of Finance and Investment".
In addition, energy management basics from module EK-18 "Fundamentals of Energy Management and Climate Protection".

Qualification goals:

The focus of the analysis is on the grid economic and regulatory situation in Germany, whereby its integration into the context of European energy policy and regulation is also addressed. Both electricity and gas grids are considered across all voltage levels and pressure levels. Specifics of the transmission grids (electricity) and long-distance gas grids (gas) in comparison to the distribution grids are taken into account.

The students have a solid understanding of the business model of a network operator and its central tasks and processes. They are able to make network economic calculations, know the role of the Federal Network Agency (BNetzA) and are able to prepare entrepreneurial decisions through business analyses. In doing so, they take into account the numerous regulatory implications in an appropriate manner. They have a holistic overview of network economic relationships and understand the business, economic and regulatory interactions, whereby they are aware of the different stakeholder perspectives.

Teaching content:

- Network operator models
- Calculation of grid charges
- Expenditure and investment management
- General principles of network operation
- Regulatory systems and incentive regulation
- Return on equity
- Unbundling (unbundling)
- EEG levy and CHP levy
- Balancing group management, control power and control energy procurement
- Avoided grid charges
- Concessions and network transitions
- (Re)municipalisation
- Smart metering

Teaching and learning forms / methods:	Seminar-style teaching, assignments and case studies in individual and group work
	Study literature is provided on a semester-by-semester basis.
Lecture materials:	Script, supplementary handouts if necessary. Current press and professional publications
Studyability for other degree programmes:	Open to all degree programmes, provided the prerequisites are met.

BWL- Focus Energy Management

Module EK-25 – Energy Trading and Sales	
Course	**EK-25.1 Energy Retail**

Module responsible:	Prof. Dr. Ulreich

Study section:	two	**Credit Points:**	2 LP
Curriculum semester:	5	**Semester hours per week:**	2 SWS
Module duration:	one semester	**Examination prerequisite:**	-
Status:	compulsory subject	**Examination duration:**	-
Turn:	every semester	**Type of examination:**	student research project
Language of instruction:	German		

Hours in industry minutes; no time minutes. | The breakdown of the total workload can be found in the timetable.

Prerequisites:

Module 04 "Business Mathematics", 09 "Business Statistics", 06 "General Business Administration", 11 "Fundamentals of Financing and Investment", EK-18 "Fundamentals of Energy Management and Climate Protection" and EK-27 "Energy Law and Climate Protection".

Qualification goals:

Participants acquire an understanding of the structure, functioning and methods of electricity and gas distribution. Trends with the potential to become disruptors for sub-sectors of the classic energy sales business are addressed. The digitalisation trend and the strong growth in consumer power are reflected in the success story of consumer portals, for example. The latter are likely to have an even greater impact on the supply structure and diversity of players in energy sales for standard products. After a presentation of strategic positioning alternatives for energy providers in the mass and B2B market, the focus is on off-standard solutions for large consumers / redistributors (B2B). Using practical examples, the students learn to work out price quotations for energy solutions on the basis of consumption data and customer requirements. In addition, students develop an Excel-based pricing model for contract pricing and calibrate it on the market. Finally, the students know the most important elements of the legal framework for energy supply contracts for basic and substitute supply as well as for special customers and are able to refer to the corresponding legal regulations.

Teaching content:

- Electricity and gas distribution in Germany after liberalisation
- Strategies in the mass market (B2C): Generic positioning alternatives, product and service offering. Elements of pricing and contract design
- Structured contracts for large customers and redistributors (B2B): electricity and gas supply contracts (fixed-price contracts, full supply, indexed contracts), contract evaluation based on historical consumption profiles, quotation process and sales margin hedging
- Disruptors of traditional business models in energy sales: consumer portals and platform economies (EnPortal, Verivox, Check24, etc.), megatrend digitalisation, liberalisation of metering and Big Data
- Heating market and energy contracting
- Legal framework for electricity and gas sales in Germany (according to EnWG, StromNEV/GasNEV, StromGVV/GasGVV)
- Basic and substitute supply, special customers, electricity labelling and transparency of electricity bills
- Energy supply contracts and GTC
- Advertising for energy and unfairly influencing the customer

Teaching and learning forms / methods:	Lecture
	Study literature is provided on a semester-by-semester basis.
Lecture materials:	Script online, supplementary handouts if necessary
Studyability for other degree programmes:	The module "Energy Trading and Sales" covers a strongly growing part of the energy industry value chain and must therefore be part of the curriculum of an energy industry-related degree programme. This means that the module can be integrated into all degree programmes in energy management or (business) engineering within the university as well as at other universities.

BWL- Focus Energy Management

Module EK-25 – Energy Trading and Sales	
Course	**EK-25.2 Energy Procurement and Trading**

Module responsible:	Prof. Dr. Ulreich

Study section:	two	**Credit Points:**	3 LP
Curriculum semester:	5	**Semester hours per week:**	2 SWS
Module duration:	one semester	**Examination prerequisite:**	-
Status:	compulsory subject	**Examination duration:**	-
Turn:	every semester	**Type of examination:**	student research project
Language of instruction:	German		

Hours in industry minutes; no time minutes. | The breakdown of the total workload can be found in the timetable.

Prerequisites:

Basic knowledge of business administration from module 06 "General Business Administration" and 02 "Economics", 04 "Business Mathematics", 09 "Business Statistics" and 13 "Fundamentals of Digital Transformation". Likewise, energy management basics from module EK-18 "Fundamentals of Energy Management and Climate Protection".

Qualification goals:

From a first basic introduction to energy trading, the participants know the different types of energy procurement and procurement contracts, especially OTC and exchange trading. Due to its growing importance, exchange trading is discussed in more detail and students develop a detailed understanding: they understand how energy exchanges work. They also know the numerous energy exchanges in Europe and can compare the different products traded. Furthermore, the course participants know which effects can occur in energy trading, such as negative electricity prices. They know which factors are responsible for these effects, what options there are for dealing with such effects and what problems may arise in the future.

From the second section of this course, the students master the discipline of risk management and the structure of various forecasting models and know how to keep a trading book (P&L account). Based on this theoretical knowledge, the students can apply the acquired knowledge in practical examples of energy trading or energy procurement. They have the ability to independently develop simple forecasting models or tools within the framework of small group projects.

Teaching content:

- Energy procurement alternatives (OTC / exchange)
- Basics of stock exchange trading and how the energy exchanges work
- Energy exchanges in Europe and worldwide
- Trading products: Futures, forwards, swaps, options
- Electricity trading methods
- Price models: merit order curve, forward curve
- Risk management in energy trading

Teaching and learning forms / methods:	Lecture
	Study literature is provided on a semester-by-semester basis.
Lecture materials:	Script online, supplementary handouts if necessary
Studyability for other degree programmes:	The module "Energy Trading and Sales" covers a strongly growing part of the energy industry value chain and must therefore be part of the curriculum of an energy industry-related degree programme. This means that the module can be integrated into all degree programmes in energy management or (business) engineering within the university as well as at other universities.

Module EK-26 – Interdisciplinary Compulsory Elective Module	
Course	**EK-26.1 Interdisciplinary Elective Subject**

Module responsible:	Prof. Dr. Schaber

Study section:	two	**Credit Points:**	5 LP
Curriculum semester:	5	**Semester hours per week:**	-
Module duration:	one semester	**Examination prerequisite:**	-
Status:	elective subject	**Examination duration:**	-
Turn:	every semester	**Type of examination:**	Recognition
Language of instruction:	-		

Hours in industry minutes; no time minutes. | The breakdown of the total workload can be found in the timetable.

Prerequisites:

Curiosity about the unknown and the will to think outside the box.

Qualification goals:

The interdisciplinary compulsory elective subject is intended to offer students the opportunity to put together the most interesting course offer for themselves from as many offers as possible across all semesters.

Teaching content:

Abhängig von den jeweiligen Angeboten.
Depending on the respective offers.

Teaching and learning forms / methods:	Subject-specific design
Lecture materials:	Subject-specific design
Studyability for other degree programmes:	Due to its interdisciplinary nature, the module is compatible with all degree programmes that aim to teach interdisciplinary competences.

Module EK-26 – Interdisciplinary Compulsory Elective Module	
Course	**EK-26.2 Student Consulting Project**

Module responsible:	Prof. Dr. Schaber

Study section:	two	**Credit Points:**	5 LP
Curriculum semester:	5	**Semester hours per week:**	4 SWS
Module duration:	one semester	**Examination prerequisite:**	-
Status:	elective subject	**Examination duration:**	-
Turn:	every semester	**Type of examination:**	project work
Language of instruction:	German / English		

Hours in industry minutes; no time minutes. | The breakdown of the total workload can be found in the timetable.

Prerequisites:

Knowledge of the essential contents, ways of thinking and working methods of general business administration from the modules 06 "Business Administration" and 02 "Economics" of the basic studies, as well as the course "Fundamentals of Energy Economics" (module EK-18). In addition, knowledge of financial mathematics from Module 11 "Fundamentals of Financing and Investment". The contents taught in module EK-20 "Project Management and Development" are also required.

Qualification goals:

Within the framework of the "project work", the students learn to work on a complex task, with a focus on the field of energy management, in a practice-oriented manner with the inclusion of the relevant specialist literature and to develop interdisciplinary approaches to solutions. The work is usually assigned as group work, whereby the contribution of the individual group member is determined individually. In this way, students learn to work in a team. The course work usually extends over a period of three months, with constant monitoring of the project's progress through ongoing interim reports.

The participants should apply and implement the specialist knowledge acquired in the previous lectures, in particular the energy-specific core subjects, by means of practical tasks in case studies. The focus is on teaching practice-oriented working methods in cooperation with external project partners, which enable the participants to structure complex issues and find a holistic, economic solution. The participants will go through all work steps from situation analysis to concept development to the final presentation and implementation of individual project measures. Special attention is paid to a team-oriented decision-making process and interdisciplinary linkage.

Teaching content:

- Objective and project definition
- Project planning, definition of process and organisational structure, feasibility analysis
- Modelling, development, steering, control
- Project evaluation
- Project completion and documentation

Teaching and learning forms / methods:	Group work, coordination with external project partners
	Study literature is provided on a semester-by-semester basis.
Lecture materials:	Topic-specific material is provided by supervisors and external project partners.
Studyability for other degree programmes:	Suitable for other degree programmes, construction and real estate, building and energy technology degree programmes

Module EK-27 – Energy and Climate Protection Law	
Course	**EK-27.1 Energy Law**

Module responsible:	Prof. Dr. Dannecker

Study section:	two	**Credit Points:**	2 LP
Curriculum semester:	5	**Semester hours per week:**	2 SWS
Module duration:	two semester	**Examination prerequisite:**	-
Status:	compulsory subject	**Examination duration:**	45 min.
Turn:	every semester	**Type of examination:**	written exam
Language of instruction:	German		

Hours in industry minutes; no time minutes. | The breakdown of the total workload can be found in the timetable.

Prerequisites:

Knowledge of the course "Fundamentals of Energy Management" (Module EK-18) is assumed. Knowledge of the course "Fundamentals of Civil Law" (Module 05) helps with the necessary differentiation between regulatory law as part of public commercial law and the private law actions of the actors on the energy market.

Qualification goals:

After participating in the course, students understand the meaning and purpose of the core areas of energy law, i.e. the regulation of the energy market, and can locate energy law in the legal system.
They know the history of the EnWG, the essential regulatory complexes for regulating network operation and the background under European law.

The students are familiar with the tasks and different interests of the actors in the energy industry and their legal relationships. They are able to speak about the core areas of energy industry law and have an overview of the legal ordinances issued in addition to the EnWG for individual regulatory areas.
They are familiar with the most important basic vocabulary of energy law.

With the help of the knowledge acquired, the course participants have the ability to analyse the effects of energy law on the individual players in the energy market in practical examples and to discuss the effects on the energy industry as an overall system.

Teaching content:

- Overview of the EnWG
- Market players and legal relationships
- Unbundling
- Grid connection and grid usage
- System responsibility of the transmission system operators
- Basic supply and substitute supply
- Road use and concession contracts
- Planning and network expansion
- Authorities and procedures

Teaching and learning forms / methods:	Lectures with integrated discussions and exercises, case studies
	Study literature is provided on a semester-by-semester basis.
Lecture materials:	Script online in Ilias, supplementary handouts if necessary.
Studyability for other degree programmes:	Studyability for other degree programmes is given.

Module EK-27 – Energy and Climate Protection Law	
Course	**EK-27.2 Climate Protection Law**

Module responsible:	Prof. Dr. Dannecker

Study section:	two	**Credit Points:**	3 LP
Curriculum semester:	7	**Semester hours per week:**	2 SWS
Module duration:	two semester	**Examination prerequisite:**	-
Status:	compulsory subject	**Examination duration:**	45 min.
Turn:	every semester	**Type of examination:**	written exam
Language of instruction:	German		

Hours in industry minutes; no time minutes. | The breakdown of the total workload can be found in the timetable.

Prerequisites:

Knowledge of the course "Fundamentals of Civil Law" (Module 05) is expected. Knowledge of the course "Fundamentals of Energy Management" (Module EK-18) is helpful, but not required.

Qualification goals:

After completing the course, participants will have an overview of modern climate change law.

Starting from general environmental law and its principles of action, they learned about the development of today's climate protection law.
In addition to the requirements of the Federal Climate Protection Act, students are also familiar with the essential rules of the Baden-Württemberg Climate Protection Act.
Based on the objectives of the climate protection laws, the course participants also gained an impression of individual instruments of climate protection law in different sectors (Building Energy Act - GEG, Electric Mobility Act - EmoG).

Students will be able to assess the importance of the energy transition for climate protection and will have in-depth knowledge of the promotion of electricity generation from renewable energies after the course. They will be able to find their way around the regulatory jungle of the EEG as well as the WindSeeG and know the rules of the tendering procedures for different technologies.

Teaching content:

- Introduction
- Fundamentals and principles of action of environmental law
- Climate Protection Plan and Climate Protection Laws
- Instruments of climate protection law
- EEG 2021
- WindSeeG

Teaching and learning forms / methods:	Lectures with integrated discussions and exercises, case studies
	Study literature is provided on a semester-by-semester basis.
Lecture materials:	Script online in Ilias, supplementary handouts if necessary.
Studyability for other degree programmes:	Studyability for other degree programmes is given.

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Module EK-28 – Smart Energy	
Course	**EK-28.1 Smart Energy**

Module responsible:	Prof. Grandel

Study section:	two	**Credit Points:**	5 LP
Curriculum semester:	7	**Semester hours per week:**	4 SWS
Module duration:	one semester	**Examination prerequisite:**	-
Status:	compulsory subject	**Examination duration:**	-
Turn:	every semester	**Type of examination:**	student research project
Language of instruction:	English		

Hours in industry minutes; no time minutes. | The breakdown of the total workload can be found in the timetable.

Prerequisites:

General mathematical, physical and economic basic knowledge. Furthermore, it is expected to have understood and to be able to correctly apply the energy management knowledge from "Fundamentals of Energy Management and Climate Protection" (Module EK-18) and "Energy Conversion Technologies" (Module EK-19).

Qualification goals:

The further expansion of renewable energies and the electrification of the electricity and heat sectors (= sector coupling) requires the digital networking of all actors. After completing the event, the participants know the scope of the collective term "smart energy" as a synonym for the digitalisation of the energy transition. They understand the technical, (energy) economic and regulatory concepts and interrelationships of "Smart Metering", "Smart Grids", "Smart Mobility" and "Smart Home". The students have gained a deep understanding of the challenges of integrating a high share of renewable energy into the electricity grid, as well as the challenges and opportunities of sector coupling. They understand the benefits of digitising the energy system to meet these challenges. Furthermore, the importance of storage and the flexibilisation of consumption (demand side management) and generation at local level is demonstrated. The students recognise the connection between technical functions, regulatory framework conditions and economic opportunities. For example, the cost-benefit aspect is analysed using the example of the smart meter rollout. The students are sensitised to the develop-ment of energy companies towards service providers and gain insight into potential business models in the field of smart energy, such as the operation of virtual power plants and storage facilities. They are familiar with current technological developments and pilot projects and can follow and help shape the discussion on the digitalisation of the energy sector. The aim is to enable students to evaluate new technologies and "megatrends" in a well-founded manner and to be able to work out solutions to possible problems independently.

Teaching content:

- Climate-neutral power generation and sector coupling as drivers for smart energy (= digitalisation of the energy transition)
- "Act on the Digitisation of the Energy Transition": Technical and regulatory aspects
- Smart metering: functionality, cost-benefit, roll-out strategies and business models
- Smart Grid: Technologies for intelligent grid expansion and optimised use of flexibilities Smart Mobility: Functionality and value chain and business models for smart charging infrastructure
- Smart home and storage: energy management systems and self-consumption optimisation
- Virtual Power Plants (VPP) and Demand Side Management: Functionality, Marketing Options and Future Development of Regional Flexibility and Energy Markets
- Standardisation and IT security aspects in the smart energy environment

Teaching and learning forms / methods:	Seminar-based teaching, discussion, group work and student presentations
	Study literature is provided on a semester-by-semester basis.
Lecture materials:	Script, cover letter, handouts, case studies, online research
Studyability for other degree programmes:	Open to all degree programmes, provided the prerequisites are met.

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Module EK-29 – Entrepreneurship *	
Course	**EK-29.1 Design Thinking, Strategic Management, Business Planning ***

Module responsible:	Prof. Dr. Weilepp

Study section:	two	**Credit Points:**	8 LP
Curriculum semester:	7	**Semester hours per week:**	6 SWS
Module duration:	one semester	**Examination prerequisite:**	-
Status:	compulsory subject	**Examination duration:**	-
Turn:	every semester	**Type of examination:**	project work
Language of instruction:	German / English		

Hours in industry minutes; no time minutes. | The breakdown of the total workload can be found in the timetable.

Prerequisites:

Basic knowledge of all business management sub-disciplines (marketing, organisation, financing, internal and external accounting, etc.) is required.

Qualification goals:

Starting from a problem ("Design Challenge"), the students should learn to develop a business idea adapted to customer needs in a structured way (with the help of the newly learned technique "Design Thinking").
In a guided process, they then learn about the individual elements of a business plan (business idea, team, market entry strategy, business system, risk analysis, financial planning, etc.) and work these out step by step for their business idea.
At the end of the course, the students present and defend the business plan in front of an external jury.
In this very applied module, the links between the sub-disciplines of business administration, which are usually taught independently of each other, are to be recognised and understood. In addition, presentation and argumentation skills (final presentation, elevator pitch) are to be strengthened.

Teaching content:

- Introduction to the creativity technique "Design Thinking
- Introduction of the basic elements of a business plan
- Basic concepts of strategic management

Teaching and learning forms / methods:	Lectures, design thinking workshops, group work on individual sections of the business plan with interim presentations and discussions, final presentation to jury
	Study literature is provided on a semester-by-semester basis.
Lecture materials:	Lecture notes online in ILIAS, supplementary handouts if necessary.
Studyability for other degree programmes:	In general, the course requires in-depth knowledge of the basics of business administration. Due to the intensive group work phases, the course is nevertheless suitable for individual interested students from other disciplines who would like to gain a sound impression of the way business economists think.

BWL- Focus Energy Management

Module EK-PS – Practical Semester *	
Course	**EK-PS.1 Block 1 Introduction to the practical semester ***

Module responsible:	Trainee Office Management

Study section:	two	**Credit Points:**	2 LP
Curriculum semester:	4	**Semester hours per week:**	2 SWS
Module duration:	-	**Examination prerequisite:**	-
Status:	compulsory subject	**Examination duration:**	-
Turn:	every semester	**Type of examination:**	Pproof of participation
Language of instruction:	German / English		

Hours in industry minutes; no time minutes. | The breakdown of the total workload can be found in the timetable.

Prerequisites:

Passed transitional provisions into the main study programme according to the Study and Examination Regulations (SPO).

Qualification goals:

Before starting the practical work in the company and after completing the practical work in the company, block events are organised to introduce the tasks of the practical study semester and to follow up on the experience gained in the company. The latter are also intended to serve as information events for those seeking a practical placement from lower semesters.

Block 1 Introduction to the Practical Semester
Block 2 Practice analysis

Teaching content:

The contents are newly compiled every semester in order to be able to provide current topics and areas of knowledge for the students.

Possible contents could be, for example:

- Applicant training, which is usually conducted by personnel representatives of well-known companies.
- Workshops on the first days of the internship: Expectations of companies and interns
- Experience reports from upper semesters
- Information event of the International Office (IntO) regarding internationality, opportunities abroad, financial support
- Information sessions on the processes and requirements in the internship
- Presentations from companies

The block courses are compulsory courses and usually take place as block courses during the semester.

Teaching and learning forms / methods:	Presentations, elaborations, lectures
	Study literature is provided on a semester-by-semester basis.
Lecture materials:	-
Studyability for other degree programmes:	Basically given.

BWL- Focus Energy Management

Module EK-PS – Practical Semester *	
Course	**EK-PS.2 Internship**

Module responsible:	Trainee Office Management

Study section:	two	**Credit Points:**	26 LP
Curriculum semester:	6	**Semester hours per week:**	-
Module duration:	-	**Examination prerequisite:**	-
Status:	compulsory subject	**Examination duration:**	-
Turn:	every semester	**Type of examination:**	documents to be submitted
Language of instruction:	German / English		

Hours in industry minutes; no time minutes. | The breakdown of the total workload can be found in the timetable.

Prerequisites:

For all relevant information on the internship semester, please refer to the "Guidelines for Completing the Internship Semester" ("Internship Guidelines") of the Internship Office of the Faculty of Business Administration.
This guideline describes in detail, among other things, the prerequisites for admission to the internship semester, the requirements for the internship site, the duration of the internship, the documents and reports to be submitted, etc.

Qualification goals:

During the practical work in the company the professional knowledge of the business administration and core subjects taught in the preceding semesters is imple-mented and deepened by means of concrete tasks.

During the practical work in the company, the students shall

- acquire knowledge, skills and behaviours, as well as develop skills and gain insights to become familiar with all work as an employee in the commercial field or in their area of focus,
- get to know overall operational contexts for the implementation of projects and, in doing so, gain insights into the border areas to the technical fields in particular,
- develop independent critical thinking so that you can recognise the interdependencies between technical, economic and social decisions.

Teaching content:

Students must prepare reports and evidence of their activities during the practical training and have them confirmed by the respective company. Details and concrete requirements for these reports and certificates are described in the internship guidelines.
On the basis of the documents submitted, a decision is made as to whether the practical work has been successfully completed.

Teaching and learning forms / methods:	Documents to be submitted according to the guidelines
Lecture materials:	Templates on the intranet
Studyability for other degree programmes:	Basically given

BWL- Focus Energy Management

Module EK-PS – Practical Semester *	
Course	**EK-PS.3 Block 2 Practice Analysis ***

Module responsible:	Trainee Office Management

Study section:	two	**Credit Points:**	2 LP
Curriculum semester:	7	**Semester hours per week:**	2 SWS
Module duration:	-	**Examination prerequisite:**	-
Status:	compulsory subject	**Examination duration:**	-
Turn:	every semester	**Type of examination:**	proof of participation
Language of instruction:	German / English		

Hours in industry minutes; no time minutes. | The breakdown of the total workload can be found in the timetable.

Prerequisites:

Successful completion of the practical completion (BWL-BI-PS.2).

Qualification goals:

Before starting the practical work in the company and after completing the practical work in the company, block events are organised to introduce the tasks of the practical study semester and to follow up on the experience gained in the company. The latter are also intended to serve as information events for those seeking a practical placement from lower semesters.

Block 1 Introduction to the Practical Semester
Block 2 Practice analysis

Teaching content:

The contents are newly compiled every semester in order to be able to provide current topics and areas of knowledge for the students.

Possible contents could be, for example:

- Communication of experience to the lower semesters
- Information about the topic Thesis
- Lectures by renowned companies
- Career planning workshops
- Reappraisal and analysis of the experiences made during the internship

The block courses are compulsory courses and usually take place as block courses during the semester.

Teaching and learning forms / methods:	Presentations, elaborations, lectures
	Study literature is provided on a semester-by-semester basis.
Lecture materials:	-
Studyability for other degree programmes:	Basically given.

BWL- Focus Energy Management

Module EK-TH – Thesis	
Course	**EK-TH Bachelorthesis**

Module responsible:	Supervising professor in each case

Study section:	two	**Credit Points:**	12 LP
Curriculum semester:	7	**Semester hours per week:**	-
Module duration:	-	**Examination prerequisite:**	-
Status:	compulsory subject	**Examination duration:**	-
Turn:	every semester	**Type of examination:**	student research project
Language of instruction:	German / English		

Hours in industry minutes; no time minutes. | The breakdown of the total workload can be found in the timetable.

Prerequisites:

The degree programme is usually completed with the Bachelor's thesis. Every student who

- all modules of the 1st - 4th semester as well as
- the practical completion of the practical study semester

can register for the Bachelor's thesis in the 7th semester.

The processing time according to the Study and Examination Regulations (SPO) starts with the registration.

Qualification goals:

The Bachelor's thesis is intended to demonstrate the student's ability to work independently and scientifically on a topic, both in its subject-specific details and in the interdisciplinary contexts, on the basis of the subject knowledge and methodological competence acquired in the previous semesters within a specified period of time.
The latter covers the study and critical evaluation of the relevant literature and the examination of the methods used in practice.

Teaching content:

The Bachelor's thesis represents a subject-specific consolidation of one or more study modules and also often builds on the experiences of the practical study semester.
The topic is assigned in close consultation between the student and the supervisor. This is a professor of the degree programme - if necessary also in cooperation with a lecturer or with a company.
During the preparation of the thesis, which often contains company-specific questions and can be written in cooperation with companies from a wide range of industries, the supervisor is available to support the student. The structuring and outline of the work as well as subject-specific technical and factual problems that arise in the context of writing a more extensive scientific paper are discussed regularly.

The Bachelor's thesis usually concludes with a final discussion between the supervising professor and the student. The form and content of the final discussion is determined by the supervising professor.

Teaching and learning forms / methods:	Subject-specific design
Lecture materials:	Subject-specific design
Studyability for other degree programmes:	The module is designed as a final thesis in the specialisation and can only be connected in special cases.

BWL- Focus Corporate Management

Focus Corporate Management

Module UF-18 – Business Management Seminar	
Course	**UF-18.1 Business Management Seminar**

Module responsible:	Prof. Dr. Lassen

Study section:	two	**Credit Points:**	5 LP
Curriculum semester:	4	**Semester hours per week:**	4 SWS
Module duration:	one semester	**Examination prerequisite:**	-
Status:	compulsory subject	**Examination duration:**	-
Turn:	every semester	**Type of examination:**	project work
Language of instruction:	German		

Hours in industry minutes; no time minutes. | The breakdown of the total workload can be found in the timetable.

Prerequisites:

The minimum requirement for this course is the fulfilment of the transitional provisions from the basic to the main study programme. It makes sense to have successfully completed all modules of the basic studies, because this course is broad and requires previous knowledge that can be networked. Consequently, students can already independently classify business management content in terms of its meaning and use and students have already gained initial presentation experience.

Qualification goals:

The seminar participants learn in particular about the interdependencies, dependencies and conflicts of different company areas. In this context, knowledge of goal hierarchies, goal conflicts, decision-making situations and scarcity problems is imparted. The students can independently analyse concrete problems and solve them according to current scientific standards. This also includes research work critical of the media. The students can present their research in front of an expert audience and are able to defend work results accordingly. Through the joint processing of case studies, analytical skills, networked thinking and the ability to work in a team as well as leadership skills are promoted.

Teaching content:

The knowledge transfer in the seminar is based on case studies, which are worked on and discussed in group work. The lecturer provides suggestions for this and accompanies the processing of topics in individual supervision with the students until the presentation before the respective semester. In addition, lectures on special and/or current topics are held by the lecturer in the course of the semester, which stimulate new topics for the students. A special emphasis is placed on the fact that companies can run into existential problems in a highly competitive market economy. Strategies for dealing with crises are therefore no less important than securing a sufficient "comfort zone".

Teaching and learning forms / methods:	Discussion of practical cases: exemplary case studies and exercises on the case studies, teaching and group discussions, student presentations, lecturer and practitioner talks
	Study literature is provided on a semester-by-semester basis.
Lecture materials:	Handouts: Current press and specialist publications on practical cases and case studies as well as ad hoc releases (English and German); supplementary scripts, outlines and worksheets online in ILIAS
Studyability for other degree programmes:	The module establishes the breadth and interconnectedness of knowledge required in the specialisation "UF". Attending the module therefore only makes sense and is only necessary if the focus is on business administration in another degree programme. In addition, attendance of introductory courses would be a prerequisite. In this respect, the module is not suitable for other degree programmes.

BWL- Focus Corporate Management

Module UF-19 – Operations Management, Production and Service Provision	
Course	**UF-19.1 Operations Management and Supply Chain Management**

Module responsible:	Prof. Dr. Hebeler

Study section:	two	**Credit Points:**	5 LP
Curriculum semester:	4	**Semester hours per week:**	4 SWS
Module duration:	one semester	**Examination prerequisite:**	-
Status:	compulsory subject	**Examination duration:**	90 min.
Turn:	every semester	**Type of examination:**	written exam
Language of instruction:	German / English		

Hours in industry minutes; no time minutes. | The breakdown of the total workload can be found in the timetable.

Prerequisites:

Prior knowledge from module 06 "General Business Administration" as well as a basic understanding of commercial and technical processes in a company.

Qualification goals:

The students know the contents of the basic main processes of producing companies and different approaches to procurement.
They learn about alternatives to warehousing and master the basic decision-making tools for solving logistical issues economically. They also learn about technical and administrative order processing.
All this additionally under the aspect of Industry 4.0 and the networking of the different company levels (ERP, MES, shop floor).

Teaching content:

- Overview of industrial service production
- Typical processes in materials and production management
- Important procedures and methods of demand planning and management
- Overview of typical principles of production planning and control
- Basics and tasks of logistics
- Methods for the efficient design of production processes
- Fundamentals of Industrie 4.0 and networking levels within the company and with external partners

Teaching and learning forms / methods:	Course, exercises, case studies
	Study literature is provided on a semester-by-semester basis.
Lecture materials:	Script, case studies
Studyability for other degree programmes:	The course is particularly suitable for engineering students.

BWL- Focus Corporate Management

Module UF-20 – Marketing and Sales	
Course	**UF-20.1 B2B-Marketing ***

Module responsible:	Prof. Dr. Rath

Study section:	two	**Credit Points:**	3 LP
Curriculum semester:	4	**Semester hours per week:**	2 SWS
Module duration:	one semester	**Examination prerequisite:**	-
Status:	compulsory subject	**Examination duration:**	-
Turn:	every semester	**Type of examination:**	project work
Language of instruction:	German / English		

Hours in industry minutes; no time minutes. | The breakdown of the total workload can be found in the timetable.

Prerequisites:

The basics of the course "General Business Administration" (Module 06) and "Marketing" (Module 15) are required.

Qualification goals:

At the beginning, B2B marketing is placed in the overall economic context and its importance is worked out especially against the background of the economic structures in the south and southwest of Germany.
Following on from the B2C-driven basics of marketing (Module 15), students learn the special features of marketing and sales in the B2B environment depending on the different types of business in industrial goods (product, plant, system, supplier business).
They deal with the specifics of marketing mix decisions and customer relationship management in B2B marketing.
Against the background of Industry 4.0, current topics on digitalisation and automation in B2B marketing and sales of industrial goods will be addressed.

Teaching content:

- B2B marketing - classification in the overall economic context
- The industrial client and market research in the B2B context
- Business types in B2B marketing
- Marketing mix decisions in B2B marketing
- Customer Relationship Management in B2B Marketing
- Digitalisation and automation in B2B marketing

Teaching and learning forms / methods:	Lecture, exercises, discussions and group presentations, if applicable practical application of B2B marketing topics in business game
	Study literature is provided on a semester-by-semester basis.
Lecture materials:	Script online in Ilias, supplementary handouts if necessary, joint development of diagrams etc.
Studyability for other degree programmes:	Studyability for other degree programmes is given.

BWL- Focus Corporate Management

Module UF-20 – Marketing und Vertrieb	
Course	**UF-20.2 Sales Management**

Module responsible:	Prof. Dr. Rath

Study section:	two	**Credit Points:**	2 LP
Curriculum semester:	4	**Semester hours per week:**	2 SWS
Module duration:	one semester	**Examination prerequisite:**	-
Status:	compulsory subject	**Examination duration:**	45 min.
Turn:	every semester	**Type of examination:**	written exam
Language of instruction:	German		

Hours in industry minutes; no time minutes. | The breakdown of the total workload can be found in the timetable.

Prerequisites:

The basics of the course "General Business Administration" (Module 06) and "Marketing" (Module 15) are required.

Teaching content:

Because sales generate turnover and ultimately lay the foundation for the economic raison d'être of every company, the sales function is of central importance in corporate management.

In the course, students first learn about the various direct and indirect sales channels as well as ways of organising the sales function in B2B and B2C business. They deal with methods of strategic and operative pricing and can apply them.

The theory units are to be supplemented by practical elements with partly playful units in order to prepare the students for a job in B2B or B2C sales. Here they also deal with communication issues in sales and learn negotiation and sales techniques that they can use directly in practice.

Furthermore, the students get to know key figures and key figure systems that are usually used in sales management and sales controlling. As business economists, they should be enabled to adequately measure and assess the success and performance of the sales function. Finally, the students deal with the question of how and in what way certain tasks in sales can be digitalised and automated.

Lehrinhalte:

- Introduction to the entrepreneurial sales function
- Distribution channels and channel planning
- Sales organisation
- Strategic and operational pricing
- Negotiation techniques in sales and distribution
- Sales management
- Sales controlling and performance management in sales
- Automation and digitalisation in sales

Teaching and learning forms / methods:	Lecture, exercises, discussions and group presentations, if necessary practical applications in planning and role plays
	Study literature is provided on a semester-by-semester basis.
Lecture materials:	Script online in ILIAS, if necessary supplementary handouts, joint development of diagrams etc.
Studyability for other degree programmes:	Studyability for other degree programmes is given.

Module UF-21 – Data Science	
Course	**UF-21.1 Mathematical and Empirical Methods, Forecasting**

Module responsible:	Prof. Dr. Winter

Study section:	two	**Credit Points:**	3 LP
Curriculum semester:	4	**Semester hours per week:**	2 SWS
Module duration:	one semester	**Examination prerequisite:**	-
Status:	compulsory subject	**Examination duration:**	45 min.
Turn:	every semester	**Type of examination:**	written exam
Language of instruction:	German / English		

Hours in industry minutes; no time minutes. | The breakdown of the total workload can be found in the timetable.

Prerequisites:

Basics of statistics, such as those developed in the course on business statistics.

Qualification goals:

After completing the course, students are able to describe and explain different methods for empirical research, apply methods to solve concrete problems in case studies with the help of a PC, analyse the suitability of certain methods for selected problems and critically evaluate and appreciate corresponding analyses.

Teaching content:

Inductive statistics and test procedures:
Sampling methods, estimation methods, test methods

Multiple regression models:
Bivariate non-linear regression, multiple regression, time series analysis

Forecasting:
State models, recurrent models, autoregressive models

Teaching and learning forms / methods:	Inverted classroom with corresponding self-study, learning workshop and plenary session
	Study literature is provided on a semester-by-semester basis.
Lecture materials:	Video tutorials, tasks and quizzes, literature
Studyability for other degree programmes:	The course is an in-depth course in statistics. It is compatible with all economics courses, especially with regard to market analysis, forecasting and prediction. Methodologically, it is also suitable for all students who make data-based future forecasts.

Module UF-21 – Data Science	
Course	**UF-21.2 Data Analysis and Big Data**

Module responsible:	Prof. Dr. Winter

Study section:	two	**Credit Points:**	2 LP
Curriculum semester:	4	**Semester hours per week:**	2 SWS
Module duration:	one semester	**Examination prerequisite:**	-
Status:	compulsory subject	**Examination duration:**	45 min.
Turn:	every semester	**Type of examination:**	written exam
Language of instruction:	German / English		

Hours in industry minutes; no time minutes. | The breakdown of the total workload can be found in the timetable.

Prerequisites:

Knowledge of statistics and data analysis as taught, for example, in the course Business Statistics.

Qualification goals:

In this course, students learn the theoretical foundations required to analyse large amounts of data ("big data"). They will then be able to apply selected machine learning methods using Python and present, interpret and critically evaluate the resulting findings. Furthermore, they are familiar with the opportunities and risks of data and data analyses and have developed their own initial ethical standpoint on this.

Teaching content:

Introduction and basics
Data, data structures, databases, data plausibility checks

Supervised learning
Classification models (decision trees, k-nearest neighbours, support vector machine) and regression models, their areas of application as well as application and implementation in Python

Unsupervised learning
Cluster analysis (k-means method, DBSCAN) and association analysis (a-priori algorithm) as well as text-generating AI, their areas of application as well as application and implementation in Python

Teaching and learning forms / methods:	Courses with integrated exercises and case studies as well as self-study
	Study literature is provided on a semester-by-semester basis.
Lecture materials:	Script, exercises, case studies, video tutorials, literature, Jupyter-Notebooks, Excel-Tools
Studyability for other degree programmes:	The course is an in-depth course. It is compatible with all economics degree programmes, especially with regard to data science and data mining. In terms of methodology, it is also suitable for all students who work with large data sets. work with large amounts of data.

BWL- Focus Corporate Management

Module UF-22 – Managing Change	
Course	**UF-22.1 Circular Economy**

Module responsible:	Prof. Dr. Rath

Study section:	two	**Credit Points:**	3 LP
Curriculum semester:	4	**Semester hours per week:**	2 SWS
Module duration:	one semester	**Examination prerequisite:**	-
Status:	compulsory subject	**Examination duration:**	-
Turn:	every semester	**Type of examination:**	student research project
Language of instruction:	German / English		

Hours in industry minutes; no time minutes. | The breakdown of the total workload can be found in the timetable.

Prerequisites:

General Business Administration, Organisation & Leadership, Management

Qualification goals:

Students gain an understanding of the problems of linear use cycles and are sensitised to the social challenges of linear economic activity (e.g. climate change, destabilisation of the ecosystem).

The aim of the seminar is to promote the rethinking of a resource-efficient economy at various starting points: Product life cycle, materials, energy, from product to service, technical cycle, biological cycle etc.

The students understand the basic principles of circular action. Here, the recycling economy is decoupled from the circular economy.

Teaching content:

The students learn the basic principles of the circular economy and starting points for transferring business models to the circular economy. In doing so, they try out different methodical forms of work independently.

- Basics: Starting points and drivers for the circular economy
- Circular business models: Share/Product bish/Remanufacture, Recycle
- Starting points for transferring business models to the circular economy
- Practical examples: Which approaches are already being put into practice in companies? Which are not yet? Why? What could be possible obstacles?
- Economic and socio-economic aspects

Teaching and learning forms / methods:	Seminar with lecture elements and exercise parts, text study and analysis, case study work, group discussions, reflection phases, small group work.
	Study literature is provided on a semester-by-semester basis.
Lecture materials:	Workbook Circular Economy, templates for group work and reflection, case studies, texts
Studyability for other degree programmes:	Basically given

BWL- Focus Corporate Management

Module UF-22 – Managing Change	
Course	**UF-22.2 Change Management**

Module responsible:	Prof. Dr. Rath

Study section:	two	**Credit Points:**	2 LP
Curriculum semester:	4	**Semester hours per week:**	2 SWS
Module duration:	one semester	**Examination prerequisite:**	-
Status:	compulsory subject	**Examination duration:**	-
Turn:	every semester	**Type of examination:**	student research project
Language of instruction:	German / English		

Hours in industry minutes; no time minutes. | The breakdown of the total workload can be found in the timetable.

Prerequisites:

Organisation & Leadership

Qualification goals:

Students can use the example of a given basic problem (e.g. "How can we transform our actions from a linear economic system to a circular economy?").

- Apply different methods to analyse and synthesise the prevailing schools of thought and adopt new perspectives on an issue.
- Examine problems in the totality of the interrelated elements
- Connect the individual level with the collective system level (I and we).
- Reflect on their own role in a system
- Develop new ideas, solutions to problems creatively in teams and test them with stakeholders
- Accompanying change processes with communication.

Teaching content:

The students learn and try out the different methodical forms of work independently along a basic problem.

- Theory input on the basic problem (e.g. transformation to the circular economy).
- Theory U as an awareness-based method for social change and the transformation of systems.
- Systems thinking to see the connections in every situation and the consequences of my own actions.
- Design thinking as an innovation method to generate new solutions
- Storytelling as a method to bring good ideas and prototypes, developed through Design Thinking and/or Theory U, into life and inspire us to act.

Teaching and learning forms / methods:	Seminar with lecture elements and exercise parts, text study and analysis, case study work, group discussions, reflection phases, small group work.
	Study literature is provided on a semester-by-semester basis.
Lecture materials:	Learning sequence (in ILIAS), templates for group work and reflection, case studies, texts
Studyability for other degree programmes:	Given

Module UF-23 – Tax Planning und Tax Compliance	
Course	**UF-23.1 Tax Planning und Tax Compliance**

Module responsible:	Prof. Dr. Girlich

Study section:	two	**Credit Points:**	5 LP
Curriculum semester:	4	**Semester hours per week:**	4 SWS
Module duration:	one semester	**Examination prerequisite:**	-
Status:	compulsory subject	**Examination duration:**	120 min.
Turn:	every semester	**Type of examination:**	written exam
Language of instruction:	German / English		

Hours in industry minutes; no time minutes. | The breakdown of the total workload can be found in the timetable.

Prerequisites:

A sound knowledge of accounting and taxation as well as basic knowledge of company and civil law is required. Module 07 "Accounting" and Module 12 "Fundamentals of Business Taxation" as well as Module 10 "Company and Corporate Law" should therefore have been successfully completed.

Qualification goals:

Students should be able to understand the tax implications for small and medium-sized enterprises as well as the tax challenges for corporate groups. In doing so, an understanding of the instruments for reducing the tax burden as well as the organisational measures necessary for this in the form of a tax compliance system should arise.

Teaching content:

Both the instruments for controlling the tax burden in purely national and cross-border business transactions and the related establishment of a corresponding tax compliance organisation are dealt with. The abuse avoidance regulations of the respective tax jurisdictions are also the subject of the lecture.

- Tax structuring advice
- Tax Compliance
- Tax audit
- Organschaft for corporation tax and trade tax purposes
- VAT fiscal unity
- Deferred taxes
- Transfer pricing in cross-border business relationships
- Functional relocations
- Incidental taxation

Teaching and learning forms / methods:	Introductory lecture and consolidation through literature study; case study
	Study literature is provided on a semester-by-semester basis.
Lecture materials:	Powerpoint presentation; literature; case studies
Studyability for other degree programmes:	The module is suitable for all business administration and law degree programmes.

Module UF-24 – Industry 4.0 and Artificial Intelligence	
Course	**UF-24.1 Industry 4.0 and Artificial Intelligence**

Module responsible:	Prof. Dr. Wamsler

Study section:	two	**Credit Points:**	5 LP
Curriculum semester:	5	**Semester hours per week:**	4 SWS
Module duration:	one semester	**Examination prerequisite:**	-
Status:	compulsory subject	**Examination duration:**	-
Turn:	every semester	**Type of examination:**	project work
Language of instruction:	German / English		

Hours in industry minutes; no time minutes. | The breakdown of the total workload can be found in the timetable.

Prerequisites:

Course Module 13 "Fundamentals of Digital Transformation”

Qualification goals:

Students will learn the basics of the Internet of Things (IoT) and be able to assess the societal and economic impact. The data protection issues associated with a deployment can be classified and answered.

Students will have knowledge and understanding of current AI innovations and be able to critically analyse them.

The students know about the fundamental potentials of AI use and can assess benefits for new areas of application. You are able to develop a chat bot independently.

Teaching content:

Fundamentals and motivation of the Internet of Things (IoT) and the social and economic significance,
Impact of IoT on employees and their working environment,
Data protection aspects in the practice of IoT,
Application areas and examples of IoT,
Application-oriented basics and possible uses of AI,
Chat Bots

Teaching and learning forms / methods:	Combination of face-to-face and online lectures, PM tasks in group work
	Study literature is provided on a semester-by-semester basis.
Lecture materials:	Script, group work
Studyability for other degree programmes:	Given

Module UF-25 – Digital Process Management & Digital Leadership	
Course	**UF-25.1 Digital Process Management & Digital Leadership**

Module responsible:	Prof. Dr. Wamsler

Study section:	two	**Credit Points:**	5 LP
Curriculum semester:	5	**Semester hours per week:**	4 SWS
Module duration:	one semester	**Examination prerequisite:**	-
Status:	compulsory subject	**Examination duration:**	-
Turn:	every semester	**Type of examination:**	project work
Language of instruction:	German / English		

Hours in industry minutes; no time minutes. | The breakdown of the total workload can be found in the timetable.

Prerequisites:

Course Module 13 "Fundamentals of Digital Transformation”

Qualification goals:

The potential of using enterprise management systems can be assessed and the effort required to introduce them analysed.
Process optimisation procedures in classical or agile form can be recommended on an application-specific basis.
Students are able to select and initiate suitable methods for shaping company-wide cooperation. They can assess different forms of communication in relation to the goals and requirements of different situations.
The changed forms of communication and culture changes are known to the students, supporting measures for optimisation can be suggested.
Students are able to analyse their own resources, present methods of self-leadership and self-motivation and derive appropriate strategies.

Teaching content:

- Overview of enterprise management systems and their application potential.
- Overview of self-directed and collaborative learning.
- The necessity of functioning networks and the change in cooperating.
- Changed leadership behaviour and / understanding in agile teams.
- Change in communication behaviour.
- Self-leadership and personal skills and their transformation

Teaching and learning forms / methods:	Combination of face-to-face and online lectures, PM tasks in group work
	Study literature is provided on a semester-by-semester basis.
Lecture materials:	Script, group work
Studyability for other degree programmes:	Given

BWL- Focus Corporate Management

Module UF-26 – Entrepreneurship *	
Course	**UF-26.1 Design Thinking, Strategic Management, Business Planning ***

Module responsible:	Prof. Dr. Weilepp

Study section:	two	**Credit Points:**	8 LP
Curriculum semester:	5	**Semester hours per week:**	6 SWS
Module duration:	one semester	**Examination prerequisite:**	-
Status:	compulsory subject	**Examination duration:**	-
Turn:	every semester	**Type of examination:**	project work
Language of instruction:	German / English		

Hours in industry minutes; no time minutes. | The breakdown of the total workload can be found in the timetable.

Prerequisites:

Basic knowledge of all business management sub-disciplines (marketing, organisation, financing, internal and external accounting, etc.) is required.

Qualification goals:

Starting from a problem ("Design Challenge"), the students should learn to develop a business idea adapted to customer needs in a structured way (with the help of the newly learned technique "Design Thinking").

In a guided process, they then learn about the individual elements of a business plan (business idea, team, market entry strategy, business system, risk analysis, financial planning, etc.) and work these out step by step for their business idea. At the end of the course, the students present and defend the business plan in front of an external jury.

In this very applied module, the links between the sub-disciplines of business administration, which are usually taught independently of each other, are to be recognised and understood. In addition, presentation and argumentation skills (final presentation, elevator pitch) are to be strengthened.

Teaching content:

- Introduction to the creativity technique "Design Thinking
- Introduction of the basic elements of a business plan
- Basic concepts of strategic management

Teaching and learning forms / methods:	Lectures, design thinking workshops, group work on individual sections of the business plan with interim presentations and discussions, final presentation to jury
	Study literature is provided on a semester-by-semester basis.
Lecture materials:	Lecture notes online in ILIAS, supplementary handouts if necessary.
Studyability for other degree programmes:	In general, the course requires in-depth knowledge of the basics of business administration. Due to the intensive group work phases, the course is nevertheless suitable for individual interested students from other disciplines who would like to gain a sound impression of the way business economists think.

Module UF-27 – Interdisciplinary Compulsory Elective Module	
Course	**UF-27.1 Interdisciplinary Elective Subject**

Module responsible:	Prof. Dr. Heyser

Study section:	two	**Credit Points:**	5 LP
Curriculum semester:	5	**Semester hours per week:**	-
Module duration:	one semester	**Examination prerequisite:**	-
Status:	elective subject	**Examination duration:**	-
Turn:	every semester	**Type of examination:**	Recognition
Language of instruction:	German / foreign language		

Hours in industry minutes; no time minutes. | The breakdown of the total workload can be found in the timetable.

Prerequisites:

Curiosity about the unknown and the will to think outside the box.

Qualification goals:

The interdisciplinary compulsory elective subject is intended to offer students the opportunity to put together the most interesting course offer for themselves from as many offers as possible across all semesters.

Teaching content:

Depending on the respective offers.

Teaching and learning forms / methods:	Subject-specific design
Lecture materials:	Subject-specific design
Studyability for other degree programmes:	Due to its interdisciplinary nature, the module is compatible with all degree programmes that aim to teach interdisciplinary competences.

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Module UF-28 – Risk Management and Controlling	
Course	**UF-28.1 Controlling**

Module responsible:	Prof. Dr. Hebeler

Study section:	two	**Credit Points:**	5 LP
Curriculum semester:	5	**Semester hours per week:**	4 SWS
Module duration:	two semester	**Examination prerequisite:**	-
Status:	compulsory subject	**Examination duration:**	90 min.
Turn:	every semester	**Type of examination:**	written exam
Language of instruction:	German / English		

Hours in industry minutes; no time minutes. | The breakdown of the total workload can be found in the timetable.

Prerequisites:

Prior knowledge from modules 06 "General Business Administration" and 08 "Cost and Performance Accounting, Controlling)

Qualification goals:

The students can classify the subject area of operative and strategic controlling and its relevance for corporate management. They are able to understand how objectives are planned and how measures for achieving objectives are set up and evaluated, and how their success is monitored, on the basis of the controlling control cycle. The students know typical tools of strategic and operative controlling. They can prepare business management decisions on the basis of key figures. They understand how a modern reporting system is structured in companies.

Teaching content:

- Introduction and overview of internal accounting and controlling
- Organisational forms of controlling in companies, specialisations and manifestations
- The control cycle and indicator systems in controlling reporting
- Strategic controlling with selected controlling tools and analyses (portfolio analyses, strategy development, SWOT analyses)
- Operational controlling with selected controlling tools and analyses (contribution margin accounting, benchmarking, budgeting, target costing)

Teaching and learning forms / methods:	Course, exercises, case studies
	Study literature is provided on a semester-by-semester basis.
Lecture materials:	Script, case studies
Studyability for other degree programmes:	The course requires some sound basic knowledge of business administration and is therefore particularly suitable for students with this prior knowledge.

BWL- Focus Corporate Management

Module UF-28 – Risk Management and Controlling	
Course	**UF-28.2 Risk Management**

Module responsible:	Prof. Dr. Hebeler

Study section:	two	**Credit Points:**	2 LP
Curriculum semester:	7	**Semester hours per week:**	2 SWS
Module duration:	two semester	**Examination prerequisite:**	-
Status:	compulsory subject	**Examination duration:**	45 min.
Turn:	every semester	**Type of examination:**	written exam
Language of instruction:	German / English		

Hours in industry minutes; no time minutes. | The breakdown of the total workload can be found in the timetable.

Prerequisites:

No special knowledge is required that goes beyond the competences acquired in the basic studies.

Qualification goals:

The students recognise risks in companies, they can evaluate and control them. The students can understand and apply sound concepts, processes, methods and instruments of risk management. They know how a company sets up a risk management system and implements it operationally. They can evaluate proposed solutions for the design of a risk management system, analyse selected issues of risk management and, based on this, develop independent proposals for solutions. As a result, students are able to manage companies in such a way that risks are controlled or avoided.

Teaching content:

- Risk management process (risk identification, assessment, management)
- Legal framework of risk management (KonTraG, MaRisk)
- Know, understand and assess forms of risk (market price risk, regulatory risk, operational risk, IT, ...)
- extensive case studies on the tasks of risk management
- Get to know, understand and apply risk measurements by means of Value at Risk
- Basic hedging strategies and options for action in operational risk management
- Reporting and risk management (risk culture, early warning system, publication obligations)
- Risk management systems (components, implementation, basic functions)

Teaching and learning forms / methods:	Lecture
	Study literature is provided on a semester-by-semester basis.
Lecture materials:	Script online, supplementary handouts if necessary
Studyability for other degree programmes:	The course is an essential component of active modern business management and must therefore be part of the curriculum of a business-oriented degree programme. This means that the module is compatible with all degree programmes in economics or (business) engineering within the university as well as at other universities.

Module UF-29 – Modern Approaches to Business Administration	
Course	**UF-29.1 Business Psychology**

Module responsible:	Prof. Dr. Weilepp

Study section:	two	**Credit Points:**	2 LP
Curriculum semester:	5	**Semester hours per week:**	2 SWS
Module duration:	two semester	**Examination prerequisite:**	-
Status:	compulsory subject	**Examination duration:**	-
Turn:	every semester	**Type of examination:**	project work
Language of instruction:	German		

Hours in industry minutes; no time minutes. | The breakdown of the total workload can be found in the timetable.

Prerequisites:

The basics of general business administration (Module 6) are assumed.

Qualification goals:

As an empirical science, psychology aims to analyse and explain human experience and behaviour, taking into account internal and external causes. Accordingly, business psychology applies the methods and findings of psychology to the context of business processes.

The economy is made by people and people are thus a decisive part of economic systems - whether in the role of consumer, investor, entrepreneur, employee or manager in a company or as a citizen and thus part of the social community.

In the lecture, students gain insight into psychological findings in the various sub-areas of an economic system mentioned above. Topics such as consumer and advertising psychology, financial psychology as well as industrial and organisational psychology are discussed.

In addition, psychological determinants for environmental and civic engagement as well as entrepreneurial independence are discussed. Finally, psychological explanations for behaviour that is counterproductive for society as a whole, such as white-collar crime or tax evasion, are discussed.

Teaching content:

- Introductory overview of topics and methods of business psychology
- The human being as consumer - psychology in consumption and consumption behaviour
- The human being in the world of finance - psychology in investment, asset formation and financing
- The human being in companies and organisations - Industrial and organisational psychology
- The human being as part of the environment and society - psychology in environmental and civic engagement

Teaching and learning forms / methods:	Lecture, exercises, discussions and group presentations, if necessary practical application in planning or role-playing games.
	Study literature is provided on a semester-by-semester basis.
Lecture materials:	Script online in Ilias, supplementary handouts if necessary, joint development of diagrams, etc.
Studyability for other degree programmes:	Studyability for other degree programmes is given.

Module UF-29 – Modern Approaches to Business Administration	
Course	**UF-29.2 Modern Management Methods**

Module responsible:	Prof. Dr. Weilepp

Study section:	two	**Credit Points:**	3 LP
Curriculum semester:	7	**Semester hours per week:**	2 SWS
Module duration:	two semester	**Examination prerequisite:**	-
Status:	compulsory subject	**Examination duration:**	-
Turn:	every semester	**Type of examination:**	project work
Language of instruction:	German / English		

Hours in industry minutes; no time minutes. | The breakdown of the total workload can be found in the timetable.

Prerequisites:

Management and organization

Qualification goals:

The students learn about modern management methods and try them out for themselves in small groups based on practice-relevant issues. This involves:

- Corporate Development in Times of Digitalisation: VUCA World & Co, New Work...
- Holocracy, Adhocracy, Ambidextry - Modern Management Systems and Leadership Style as well as Hierarchy in Transition
- Cooperation, collaboration and leadership: from hierarchy to network
- Agile Management: Scrum, Sprints and Design Thinking

Teaching content:

The students independently learn and try out the various modern management methods along practice-relevant issues:

- Agile methods for self-determined learning processes in teams (Scrum, Sprints, Working out loud, Bar Camps...)
- Theory U as a consciousness-based method to lead oneself and others
- Modern Management Systems: Holocracy, Adhocracy, Ambidextry in Case Studies
- Systems thinking to see the connections in every situation and the consequences of my own actions.
- Selected tools from the Design Thinking method to lead teams to new solutions
- The bracket: How do companies manage Agile Learning - Future Skills - Leadership - System Design for Innovative Solutions?

Teaching and learning forms / methods:	Seminar with lecture elements and exercise parts, text study and analysis, case study work, group discussions, reflection phases, small group work.
	Study literature is provided on a semester-by-semester basis.
Lecture materials:	Templates for group work and reflection, case studies, texts, seminar slides
Studyability for other degree programmes:	Given

BWL- Focus Corporate Management

Module UF-30 – International Management *	
Course	**UF-30.1 International Financial Management ***

Module responsible:	Prof. Dr. Weilepp

Study section:	two	**Credit Points:**	2 LP
Curriculum semester:	7	**Semester hours per week:**	2 SWS
Module duration:	one semester	**Examination prerequisite:**	-
Status:	compulsory subject	**Examination duration:**	45 min.
Turn:	every semester	**Type of examination:**	written exam
Language of instruction:	English		

Hours in industry minutes; no time minutes. | The breakdown of the total workload can be found in the timetable.

Prerequisites:

Prerequisites: "Economics" (Module 02), "Business Mathematics" (Module 04), "General Business Administration" (Module 06), "Fundamentals of Finance" (Module 11) and "Investments" (Module 14).

Qualification goals:

Students know the basic trade theories and understand that trade brings benefits to all countries involved and that protectionism is generally economically disadvantageous. They also understand the risks that different currencies pose to international business activities. Students know how to hedge against such currency risks and are aware of the costs associated with such hedging measures. In addition, students are familiar with the most common instruments of trade finance and international payment processing.

Teaching content:

- International trade theories
- Currencies
  - Foreign Exchange (FX) Markets
  - FX Parity Relations
  - Hedging FX Risks (FX Futures, FX Swaps, FX Options etc.)
- International Trade Finance
  - Financial instruments used in trade finance (Bills of exchange, Letters of credit etc.)
  - Methods of payment settlement
  - Incoterms

Teaching and learning forms / methods:	Lecture, discussion, group work and student presentations
	Study literature is made available for the semester.
Lecture materials:	Lecture notes, additional material, current market studies
Studyability for other degree programmes:	The content of this lecture is based on advanced financial and economic theories. Hence, the course is suitable for students with sufficient prior knowledge in these areas.

BWL- Focus Corporate Management

Module UF-30 – International Management *	
Course	**UF-30.2 International Sales and Marketing ***

Module responsible:	Prof. Dr. Weilepp

Study section:	two	**Credit Points:**	3 LP
Curriculum semester:	7	**Semester hours per week:**	2 SWS
Module duration:	one semester	**Examination prerequisite:**	-
Status:	compulsory subject	**Examination duration:**	-
Turn:	every semester	**Type of examination:**	project work
Language of instruction:	English		

Hours in industry minutes; no time minutes. | The breakdown of the total workload can be found in the timetable.

Prerequisites:

Prerequisites: "General Business Administration" (Module 06), "Marketing" (Module 15)

Qualification goals:

In the first step we will discuss why companies take the decision to go international and the motives and triggers that lead to international B2C and B2B marketing activities.
Then the students will learn how to select and analyse international markets and how to carry out international market research in order to understand customer/consumer behaviour in international markets. We will discuss different market entry strategies such as export, licensing and franchising, joint ventures and international sales subsidiaries.

Furthermore, we will address peculiarities in the international marketing mix taking into account the cultural aspects of consumer expectations and buying behaviour. We will discuss different types of international marketing organizations depending on the size of the international business and the level of international exposure of the company.

Students will learn how to monitor the success of international operations by using appropriate controlling tools.
A major goal of the course is to sensitize students to the intercultural aspects of international business.

Teaching content:

- Going international - What's the purpose and how to internationalize
- International market analysis and international market research
- International market entry strategies
- International marketing mix
- International marketing organisation
- Controlling of international marketing activities
- Aspects of intercultural management

Teaching and learning forms / methods:	Lecture, discussion, group work and student presentations
	Study literature is made available for the semester.
Lecture materials:	Lecture notes on Iliad, additional material, case studies
Studyability for other degree programmes:	Studyability for other degree programmes is given.

BWL- Focus Corporate Management

Module UF-31 – Business Simulation	
Course	**UF-31.1 Business Simulation**

Module responsible:	Prof. Dr. Weilepp

Study section:	two	**Credit Points:**	5 LP
Curriculum semester:	7	**Semester hours per week:**	4 SWS
Module duration:	one semester	**Examination prerequisite:**	-
Status:	compulsory subject	**Examination duration:**	-
Turn:	every semester	**Type of examination:**	project work
Language of instruction:	German / English		

Hours in industry minutes; no time minutes. | The breakdown of the total workload can be found in the timetable.

Prerequisites:

Basic knowledge of all business management sub-disciplines (marketing, organisation, financing, internal and external accounting, etc.) is required.

Qualification goals:

The students experience the interconnectedness of a fictitious company - especially the conflicting goals that the management of a company has to manage in day-to-day business.
They recognise the advantages and disadvantages of teamwork and have to represent their decisions as a team.
They learn to make decisions under uncertainty and with incomplete information under time pressure.
The business management tools learnt in the course are applied and used to prepare decisions.

Teaching content:

- Corporate goals and strategies
- Strategic marketing: market and competition analysis, market entry strategies, marketing mix, product life cycles
- R & D: technology, ecology, value analysis
- Procurement/warehousing: Optimal order quantity
- Production: (dis)investment, make-or-buy decision, capacity utilisation and rationalisation planning
- Personnel: personnel planning, qualification, productivity, absenteeism, fluctuation
- Accounting/controlling: cost type, cost centre, cost unit accounting, incremental contribution margin accounting, financial planning

Teaching and learning forms / methods:	Business game, coaching by lecturers, interim presentations
	Study literature is provided on a semester-by-semester basis.
Lecture materials:	Participant Manual - TOPSIM General Management, Tata Interactive Tübingen
Studyability for other degree programmes:	In general, the course requires in-depth knowledge of the basics of business administration. Due to the intensive group work phases, the course is nevertheless suitable for individual interested students from other disciplines who want to gain a sound impression of the way business economists think.

BWL- Focus Corporate Management

Module UF-32 – Financial Planning *	
Course	**UF-32.1 Financial Planning ***

Module responsible:	Prof. Dr. Heyser

Study section:	two	**Credit Points:**	3 LP
Curriculum semester:	7	**Semester hours per week:**	2 SWS
Module duration:	one semester	**Examination prerequisite:**	-
Status:	compulsory subject	**Examination duration:**	-
Turn:	every semester	**Type of examination:**	project work
Language of instruction:	German		

Hours in industry minutes; no time minutes. | The breakdown of the total workload can be found in the timetable.

Prerequisites:

Knowledge of national and international economic contexts and their essential influencing factors. The basics of simple investment calculations are mastered.

Qualification goals:

The course is designed to enable the student to make independent decisions regarding a viable asset accumulation strategy. In doing so, they should be able to analyse the various investment options for building up equity capital. The assessment of public limited companies and their risk-reward parameters on the basis of various key figures on the stock exchange as well as the analysis of bonds and fixed-income securities should be made possible.

Teaching content:

- Investment opportunities
- Compound interest
- Wealth accumulation
- Investment triangle
- Key figures
- Sector rotation
- Stock exchange game
- Leverage
- practical portfolio theory
- Market segments
- International specialities

Teaching and learning forms / methods:	Group work, lecture, dialogue, participants' wishes will be explicitly taken into account in this course as far as possible.
	Study literature is provided on a semester-by-semester basis.
Lecture materials:	interactive online platforms
Studyability for other degree programmes:	The module is suitable for all degree programmes from the undergraduate level upwards.

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Module UF-PS – Practical Semester *	
Course	**UF-PS.1 Block 1 Introduction to the practical semester ***

Module responsible:	Trainee Office Management

Study section:	two	**Credit Points:**	2 LP
Curriculum semester:	4	**Semester hours per week:**	2 SWS
Module duration:	-	**Examination prerequisite:**	-
Status:	compulsory subject	**Examination duration:**	-
Turn:	every semester	**Type of examination:**	proof of participation
Language of instruction:	German / English		

Hours in industry minutes; no time minutes. | The breakdown of the total workload can be found in the timetable.

Prerequisites:

Passed transitional provisions into the main study programme according to the Study and Examination Regulations (SPO).

Qualification goals:

Before starting the practical work in the company and after completing the practical work in the company, block events are organised to introduce the tasks of the practical study semester and to follow up on the experience gained in the company. The latter are also intended to serve as information events for those seeking a practical placement from lower semesters.

Block 1 Introduction to the Practical Semester
Block 2 Practice analysis

Teaching content:

The contents are newly compiled every semester in order to be able to provide current topics and areas of knowledge for the students.

Possible contents could be, for example:

- Applicant training, which is usually conducted by personnel representatives of well-known companies.
- Workshops on the first days of the internship: Expectations of companies and interns
- Experience reports from upper semesters
- Information event of the International Office (IntO) regarding internationality, opportunities abroad, financial support
- Information sessions on the processes and requirements in the internship
- Presentations from companies

The block courses are compulsory courses and usually take place as block courses during the semester.

Teaching and learning forms / methods:	Presentations, elaborations, lectures
	Study literature is provided on a semester-by-semester basis.
Lecture materials:	-
Studyability for other degree programmes:	Basically given.

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Module UF-PS – Practical Semester *	
Course	**UF-PS.2 Internship**

Module responsible:	Trainee Office Management

Study section:	two	**Credit Points:**	26 LP
Curriculum semester:	6	**Semester hours per week:**	-
Module duration:	-	**Examination prerequisite:**	-
Status:	compulsory subject	**Examination duration:**	-
Turn:	every semester	**Type of examination:**	documents to be submitted
Language of instruction:	German / English		

Hours in industry minutes; no time minutes. | The breakdown of the total workload can be found in the timetable.

Prerequisites:

For all relevant information on the internship semester, please refer to the "Guidelines for Completing the Internship Semester" ("Internship Guidelines") of the Internship Office of the Faculty of Business Administration.

This guideline describes in detail, among other things, the prerequisites for admission to the internship semester, the requirements for the internship site, the duration of the internship, the documents and reports to be submitted, etc.

Qualification goals:

During the practical work in the company the professional knowledge of the business administration and core subjects taught in the preceding semesters is imple-mented and deepened by means of concrete tasks.

During the practical work in the company, the students shall

- ❖ acquire knowledge, skills and behaviours, as well as develop skills and gain insights to become familiar with all work as an employee in the commercial field or in their area of focus,
- ❖ get to know overall operational contexts for the implementation of projects and, in doing so, gain insights into the border areas to the technical fields in particular,
- ❖ develop independent critical thinking so that you can recognise the interdependencies between technical, economic and social decisions.

Teaching content:

Students must prepare reports and evidence of their activities during the practical training and have them confirmed by the respective company. Details and concrete requirements for these reports and certificates are described in the internship guidelines.
On the basis of the documents submitted, a decision is made as to whether the practical work has been successfully completed.

Teaching and learning forms / methods:	Documents to be submitted according to the guidelines
Lecture materials:	Templates on the intranet
Studyability for other degree programmes:	Basically given

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Module UF-PS – Practical Semester *	
Course	**UF-PS.3 Block 2 Practice Analysis ***

Module responsible:	Trainee Office Management

Study section:	two	**Credit Points:**	2 LP
Curriculum semester:	7	**Semester hours per week:**	2 SWS
Module duration:	-	**Examination prerequisite:**	-
Status:	compulsory subject	**Examination duration:**	-
Turn:	every semester	**Type of examination:**	proof of participation
Language of instruction:	German / English		

Hours in industry minutes; no time minutes. | The breakdown of the total workload can be found in the timetable.

Prerequisites:

Successful completion of the practical completion (BWL-BI-PS.2).

Qualification goals:

Before starting the practical work in the company and after completing the practical work in the company, block events are organised to introduce the tasks of the practical study semester and to follow up on the experience gained in the company. The latter are also intended to serve as information events for those seeking a practical placement from lower semesters.

Block 1 Introduction to the Practical Semester
Block 2 Practice analysis

Teaching content:

The contents are newly compiled every semester in order to be able to provide current topics and areas of knowledge for the students.

Possible contents could be, for example:

- Communication of experience to the lower semesters
- Information about the topic Thesis
- Lectures by renowned companies
- Career planning workshops
- Reappraisal and analysis of the experiences made during the internship

The block courses are compulsory courses and usually take place as block courses during the semester.

Teaching and learning forms / methods:	Presentations, elaborations, lectures
	Study literature is provided on a semester-by-semester basis.
Lecture materials:	-
Studyability for other degree programmes:	Basically given.

BWL- Focus Corporate Management

Module UF-TH – Thesis	
Course	**UF-TH Bachelorthesis**

Module responsible:	Supervising professor in each case

Study section:	two	**Credit Points:**	12 LP
Curriculum semester:	7	**Semester hours per week:**	-
Module duration:	-	**Examination prerequisite:**	-
Status:	compulsory subject	**Examination duration:**	-
Turn:	every semester	**Type of examination:**	Student research project
Language of instruction:	German / English		

Hours in industry minutes; no time minutes. | The breakdown of the total workload can be found in the timetable.

Prerequisites:

The degree programme is usually completed with the Bachelor's thesis. Every student who

- all modules of the 1st - 4th semester as well as
- the practical completion of the practical study semester

can register for the Bachelor's thesis in the 7th semester.

The processing time according to the Study and Examination Regulations (SPO) starts with the registration.

Qualification goals:

The Bachelor's thesis is intended to demonstrate the student's ability to work independently and scientifically on a topic, both in its subject-specific details and in the interdisciplinary contexts, on the basis of the subject knowledge and methodological competence acquired in the previous semesters within a specified period of time.
The latter covers the study and critical evaluation of the relevant literature and the examination of the methods used in practice.

Teaching content:

The Bachelor's thesis represents a subject-specific consolidation of one or more study modules and also often builds on the experiences of the practical study semester.
The topic is assigned in close consultation between the student and the supervisor. This is a professor of the degree programme - if necessary also in cooperation with a lecturer or with a company.
During the preparation of the thesis, which often contains company-specific questions and can be written in cooperation with companies from a wide range of industries, the supervisor is available to support the student. The structuring and outline of the work as well as subject-specific technical and factual problems that arise in the context of writing a more extensive scientific paper are discussed regularly.

The Bachelor's thesis usually concludes with a final discussion between the supervising professor and the student. The form and content of the final discussion is determined by the supervising professor.

Teaching and learning forms / methods:	Subject-specific design
Lecture materials:	Subject-specific design
Studyability for other degree programmes:	The module is designed as a final thesis in the specialisation and can only be connected in special cases.

BWL- Focus International Management

Focus International Management

Module IM-18 – Business Management Seminar *	
Course	**IM-18.1 Business Management Seminar**

Module responsible:	Prof. Dr. Bleicher

Study section:	two	**Credit Points:**	5 LP
Curriculum semester:	4	**Semester hours per week:**	4 SWS
Module duration:	one semester	**Examination prerequisite:**	-
Status:	compulsory subject	**Examination duration:**	-
Turn:	every semester	**Type of examination:**	project work
Language of instruction:	German		

Hours in industry minutes; no time minutes. | The breakdown of the total workload can be found in the timetable.

Prerequisites:

The minimum requirement for this course is the fulfilment of the transitional provisions from the basic to the main study programme. It makes sense to have successfully completed all modules of the basic studies, because this course is broad and requires previous knowledge that can be networked. Consequently, students can already independently classify business management content in terms of its meaning and use and students have already gained initial presentation experience.

Qualification goals:

The seminar participants learn in particular about the interdependencies, dependencies and conflicts of different company areas. In this context, knowledge of goal hierarchies, goal conflicts, decision-making situations and scarcity problems is imparted. The students can independently analyse concrete problems and solve them according to current scientific standards. This also includes research work critical of the media. The students can present their research in front of an expert audience and are able to defend work results accordingly. Through the joint processing of case studies, analytical skills, networked thinking and the ability to work in a team as well as leadership skills are promoted.

Teaching content:

The knowledge transfer in the seminar is based on case studies, which are worked on and discussed in group work. The lecturer provides suggestions for this and accompanies the processing of topics in individual supervision with the students until the presentation before the respective semester. In addition, lectures on special and/or current topics are held by the lecturer in the course of the semester, which stimulate new topics for the students. A special emphasis is placed on the fact that companies can run into existential problems in a highly competitive market economy. Strategies for dealing with crises are therefore no less important than securing a sufficient "comfort zone".

Teaching and learning forms / methods:	Discussion of practical cases: exemplary case studies and exercises on the case studies, teaching and group discussions, student presentations, lecturer and practitioner presentations
	Study literature is provided for each semester.
Lecture materials:	Handouts: Current press and specialist publications on practical cases and case studies as well as ad hoc announcements (English and German); supplementary scripts, outlines and worksheets online in ILIAS
Studyability for other degree programmes:	The module provides the breadth and networking of knowledge required in the specialization "UF". Attending the module is therefore only useful and necessary if you are majoring in business administration in another degree program. In addition, attendance of introductory courses would be a prerequisite. In this respect, the module is generally not suitable for other degree programs.

BWL- Focus International Management

Module IM-19 – Marketing and Sales	
Course	**IM-19.1 B2B-Marketing ***

Module responsible:	Prof. Dr. Rath

Study section:	two	**Credit Points:**	3 LP
Curriculum semester:	4	**Semester hours per week:**	2 SWS
Module duration:	one semester	**Examination prerequisite:**	-
Status:	compulsory subject	**Examination duration:**	-
Turn:	every semester	**Type of examination:**	project work
Language of instruction:	English		

Hours in industry minutes; no time minutes. | The breakdown of the total workload can be found in the timetable.

Prerequisites:

The basics of the course "General Business Administration" (Module 06) and "Marketing" (Module 15) are required.

Qualification goals:

At the beginning, B2B marketing is placed in the overall economic context and its importance is worked out especially against the background of the economic structures in the south and southwest of Germany.
Following on from the B2C-driven basics of marketing (Module 15), students learn the special features of marketing and sales in the B2B environment depending on the different types of business in industrial goods (product, plant, system, supplier business).
They deal with the specifics of marketing mix decisions and customer relationship management in B2B marketing.
Against the background of Industry 4.0, current topics on digitalisation and automation in B2B marketing and sales of industrial goods will be addressed.

Teaching content:

- B2B marketing - classification in the overall economic context
- The industrial client and market research in the B2B context
- Business types in B2B marketing
- Marketing mix decisions in B2B marketing
- Customer Relationship Management in B2B Marketing
- Digitalisation and automation in B2B marketing

Teaching and learning forms / methods:	Lecture, exercises, discussions and group presentations, if applicable practical application of B2B marketing topics in business game
	Study literature is provided on a semester-by-semester basis.
Lecture materials:	Script online in Ilias, supplementary handouts if necessary, joint development of diagrams etc.
Studyability for other degree programmes:	Studyability for other degree programmes is given.

BWL- Focus International Management

Module IM-19 – Marketing and Sales	
Course	**IM-19.2 International Sales and Distribution**

Module responsible:	Prof. Dr. Rath

Study section:	two	**Credit Points:**	2 LP
Curriculum semester:	4	**Semester hours per week:**	2 SWS
Module duration:	one semester	**Examination prerequisite:**	-
Status:	compulsory subject	**Examination duration:**	-
Turn:	every semester	**Type of examination:**	project work
Language of instruction:	English		

Hours in industry minutes; no time minutes. | The breakdown of the total workload can be found in the timetable.

Prerequisites:

The basics of the course "General Business Administration" (Module 06) and "Marketing" (Module 15) are assumed.

Qualification goals:

The lecture "International Sales and Distribution" aims to provide students with a comprehensive understanding of the challenges and strategies in international sales and distribution management. Participants should be able to analyze and evaluate complex sales structures in global markets and develop successful sales strategies. Through practical case studies and interactive discussions, students will strengthen their skills in international sales management and be prepared for real-life business scenarios.

Teaching content:

- Introduction to the basics of international sales management including the differences between domestic and international sales
- Market entry strategies in the international sales context (e.g. direct sales, joint ventures and distribution partnerships)
- Sales channel management in global markets and their impact on sales success
- Strategies for developing and maintaining long-term customer relationships/customer relationship management (CRM) in international markets
- Negotiation and closing strategies in the international sales environment, taking into account cultural differences and negotiation styles
- Sales controlling and performance measurement in global markets

Teaching and learning forms / methods:	Lecture, exercises, discussions and group presentations Current study literature is provided.
Lecture materials:	Script online in Ilias, possibly supplementary handouts, joint development of diagrams, etc.
Studyability for other degree programmes:	The studyability for other degree programs is given.

Module IM-20 – Intercultural Management	
Course	**IM-20.1 Negotiation and Work Culture**

Module responsible:	Prof. Dr. Heyser / Prof. Dr. Krause

Study section:	two	**Credit Points:**	3 LP
Curriculum semester:	4	**Semester hours per week:**	2 SWS
Module duration:	one semester	**Examination prerequisite:**	-
Status:	compulsory subject	**Examination duration:**	-
Turn:	every semester	**Type of examination:**	project work
Language of instruction:	English		

Hours in industry minutes; no time minutes. | The breakdown of the total workload can be found in the timetable.

Prerequisites:

To fully benefit from this course, students should possess a foundational understanding of business administration and organizational behavior. Prior exposure to concepts of leadership, team dynamics, and communication would be advantageous, enabling students to actively engage in discussions and apply theoretical concepts to practical scenarios. It is expected that students come prepared with an open mind and a willingness to explore diverse negotiation styles and work cultures from around the globe.

Qualification goals:

Upon completion of this course, students will be able to:

- Understand and apply various negotiation techniques in a multitude of business settings, tailoring their approach to different cultural contexts.
- Critically analyze the impact of organizational culture on work practices, employee behavior, and overall business performance.
- Develop practical strategies for managing and resolving conflicts within teams and across departments, enhancing collaborative efforts and organizational cohesion.
- Gain insights into the dynamics of global work cultures, preparing them for effective cross-cultural communication and leadership in international business environments.

Teaching content:

The course is designed to cover a wide range of topics related to negotiation tactics and the intricacies of work culture, including:

- An overview of negotiation theories and models, emphasizing the psychological aspects of negotiating and decision-making processes.
- Exploration of cultural dimensions and how they influence negotiation strategies and outcomes, drawing on examples from different countries and business contexts.
- Practical negotiation simulations and role-play exercises aimed at enhancing students' negotiation skills and adaptability to various scenarios.
- Case studies on organizational culture, examining successful and dysfunctional work cultures, and strategies for cultural transformation.
- Discussion of ethical considerations in negotiations and the promotion of integrity and fairness in workplace interactions.
- Guest lectures and workshops

Teaching and learning forms / methods:	Lecture materials, scripts and current literature will be determined by the lecturer/professor, taking into account current developments
	Current study literature is made available.
Lecture materials:	Teaching materials are made available online in ILIAS.
Studyability for other degree programmes:	It is possible to study other courses of study.

BWL- Focus International Management

Module IM-20 – Intercultural Management	
Course	**IM-20.2 Makers of Tomorrow**

Module responsible:	Prof. Dr. Heyser / Prof. Dr. Krause

Study section:	two	**Credit Points:**	2 LP
Curriculum semester:	4	**Semester hours per week:**	2 SWS
Module duration:	one semester	**Examination prerequisite:**	-
Status:	compulsory subject	**Examination duration:**	-
Turn:	every semester	**Type of examination:**	project work
Language of instruction:	English		

Hours in industry minutes; no time minutes. | The breakdown of the total workload can be found in the timetable.

Prerequisites:

Students intending to enroll in this course should have a foundational understanding of business principles, innovation management, and a basic familiarity with technology and digital tools. It is beneficial for students to have a proactive mindset, a creative approach to problem-solving, and an eagerness to explore new technologies and business models. While prior experience in project management or entrepreneurship is not mandatory, it will enhance the learning experience by allowing for deeper engagement with the course materials and activities.

Qualification goals:

By the end of this course, students will be equipped to:

- Identify and evaluate emerging trends in technology and business, understanding their potential impact on future markets and society.
- Apply design thinking and agile methodologies to develop innovative solutions to real-world challenges.
- Demonstrate leadership and team-building skills necessary for driving innovation within organizations or entrepreneurial ventures.
- Critically assess the ethical, environmental, and social implications of business decisions in the context of sustainable development.
- Navigate the complexities of bringing innovative products and services from concept to market, including considerations of branding, funding, and scaling.

Teaching content:

This course offers a comprehensive exploration of the skills, knowledge, and mindset required to lead in the rapidly evolving business landscape, including:

- An introduction to the concept of innovation and its significance in the context of global challenges and opportunities.
- Deep dives into case studies of successful startups and innovative companies, examining the factors contributing to their success and the obstacles.

Teaching and learning forms / methods:	Lecture materials, scripts and current literature will be determined by the lecturer/professor, taking into account current developments
	Current study literature is made available.
Lecture materials:	Teaching materials are made available online in ILIAS.
Studyability for other degree programmes:	It is possible to study other courses of study.

BWL- Focus International Management

Module IM-21 – Intercultural Communication	
Course	**IM-21.1 Teambuilding**

Module responsible:	Prof. Dr. Heyser / Prof. Dr. Krause

Study section:	two	**Credit Points:**	2 LP
Curriculum semester:	4	**Semester hours per week:**	2 SWS
Module duration:	one semester	**Examination prerequisite:**	-
Status:	compulsory subject	**Examination duration:**	-
Turn:	every semester	**Type of examination:**	project work
Language of instruction:	Englisch		

Hours in industry minutes; no time minutes. | The breakdown of the total workload can be found in the timetable.

Prerequisites:

To participate effectively in the “Teambuilding” course, students should possess a basic understanding of organizational behavior and interpersonal communication. An openness to self-reflection and a willingness to engage in both leadership and collaborative roles within a team setting are essential. Previous experiences in team environments, whether in academic, professional, or extracurricular settings, will enhance the learning experience but are not mandatory. The ability to listen actively and embrace diverse perspectives is crucial for success in this course.

Qualification goals:

Upon completing this course, students will be able to:

- Analyze and apply key theories and models of team dynamics, leadership, and conflict resolution.
- Design and implement effective team-building activities that enhance cohesion, communication, and performance in a variety of organizational contexts.
- Evaluate the effectiveness of different team structures and leadership styles in achieving organizational goals.
- Develop practical skills in managing diversity, fostering inclusivity, and promoting a positive team culture.
- Reflect critically on their role and effectiveness within a team, identifying areas for personal growth and development.
- Reflect critically on their role and effectiveness within a team, identifying areas for personal growth and development.

Teaching content:

The curriculum for the “Teambuilding” course includes a blend of theoretical exploration and awide variety of practical application.

Teaching and learning forms / methods:	Lecture materials, scripts and current literature will be determined by the lecturer/professor, taking into account current developments
	Current study literature is made available.
Lecture materials:	Teaching materials are made available online in ILIAS.
Studyability for other degree programmes:	It is possible to study other courses of study.

Module IM-21 – Intercultural Management	
Course	**IM-21.2 Transdisciplinary Activities**

Module responsible:	Prof. Dr. Heyser / Prof. Dr. Krause

Study section:	two	**Credit Points:**	3 LP
Curriculum semester:	4	**Semester hours per week:**	2 SWS
Module duration:	one semester	**Examination prerequisite:**	-
Status:	compulsory subject	**Examination duration:**	-
Turn:	every semester	**Type of examination:**	project work
Language of instruction:	English		

Hours in industry minutes; no time minutes. | The breakdown of the total workload can be found in the timetable.

Prerequisites:

Students aiming to participate in the "Transdisciplinary Activities" course should have a foundational understanding of business concepts, coupled with a curiosity for exploring problems and solutions beyond traditional disciplinary boundaries. An openness to collaborative learning, critical thinking, and the ability to engage with perspectives from various disciplines are essential. While specific prior knowledge in subjects outside business may not be required, students should be prepared to actively learn and integrate concepts from fields such as sociology, psychology, technology, and environmental science into business practice.

Qualification goals:

By the end of this course, students will:

- Gain an understanding of how integrating knowledge and methods from various disciplines can address complex business and societal challenges more effectively.
- Develop skills in critical thinking, problem-solving, and collaboration across disciplinary boundaries.
- Enhance their ability to communicate effectively with professionals from other fields and to work in diverse teams.
- Apply transdisciplinary approaches to develop innovative solutions to real-world problems, considering ethical, social, and environmental implications.
- Prepare for leadership roles in environments that require broad, integrative perspectives on complex issues.

Teaching content:

The course content includes:

- An introduction to the concept of transdisciplinarity and its significance in addressing contemporary challenges in business and society.
- Case studies highlighting successful transdisciplinary projects and initiatives, analyzing the processes, methodologies, and outcomes.
- Workshops and projects that require students to collaborate with peers from different academic backgrounds, focusing on problem identification, research, and solution proposal stages.
- Discussions

Teaching and learning forms / methods:	Lecture materials, scripts and current literature will be determined by the lecturer/professor, taking into account current developments
	Current study literature is made available.
Lecture materials:	Teaching materials are made available online in ILIAS.
Studyability for other degree programmes:	It is possible to study other courses of study.

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Module IM-22 – Interdisziplinary Elective Module	
Course	**IM-22.1 Interdisziplinary Elective Module ***

Module responsible:	Prof. Dr. Heyser

Study section:	two	**Credit Points:**	5 LP
Curriculum semester:	4	**Semester hours per week:**	-
Module duration:	one semester	**Examination prerequisite:**	-
Status:	elective subject	**Examination duration:**	-
Turn:	every semester	**Type of examination:**	recognition
Language of instruction:	German / foreign language		

Hours in industry minutes; no time minutes. | The breakdown of the total workload can be found in the timetable.

Prerequisites:

Curiosity about the unknown and the will to think outside the box.

Qualification goals:

The interdisciplinary compulsory elective subject is intended to offer students the opportunity to put together the most interesting course offer for themselves from as many offers as possible across all semesters.

Teaching content:

Depending on the respective offers.

Teaching and learning forms / methods:	Subject-specific design
Lecture materials:	Subject-specific design
Studyability for other degree programmes:	Due to its interdisciplinary nature, the module is compatible with all degree programmes that aim to teach interdisciplinary competences.

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Module IM-23– International Management *	
Course	**IM-23.1 International Financial Management ***

Module responsible:	Prof. Dr. Weilepp

Study section:	two	**Credit Points:**	2 LP
Curriculum semester:	4	**Semester hours per week:**	2 SWS
Module duration:	one semester	**Examination prerequisite:**	-
Status:	compulsory subject	**Examination duration:**	45 min.
Turn:	every semester	**Type of examination:**	written exam
Language of instruction:	Englisch		

Hours in industry minutes; no time minutes. | The breakdown of the total workload can be found in the timetable.

Prerequisites:

Prerequisites: "Economics" (Module 02), "Business Mathematics" (Module 04), "General Business Administration" (Module 06), "Fundamentals of Finance" (Module 11) and "Investments" (Module 14).

Qualification goals:

Students know the basic trade theories and understand that trade brings benefits to all countries involved and that protectionism is generally economically disadvantageous. They also understand the risks that different currencies pose to international business activities. Students know how to hedge against such currency risks and are aware of the costs associated with such hedging measures. In addition, students are familiar with the most common instruments of trade finance and international payment processing.

Teaching content:

- International trade theories
- Currencies
  - Foreign Exchange (FX) Markets
  - FX Parity Relations
  - Hedging FX Risks (FX Futures, FX Swaps, FX Options etc.)
- International Trade Finance
  - Financial instruments used in trade finance (Bills of exchange, Letters of credit etc.)
  - Methods of payment settlement
  - Incoterms

Teaching and learning forms / methods:	Lecture, discussion, group work and student presentations
	Study literature is made available for the semester.
Lecture materials:	Lecture notes, additional material, current market studies
Studyability for other degree programmes:	The content of this lecture is based on advanced financial and economic theories. Hence, the course is suitable for students with sufficient prior knowledge in these areas.

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Module IM-23 – International Management *	
Course	**IM-23.2 International Sales and Marketing ***

Module responsible:	Prof. Dr. Weilepp

Study section:	two	**Credit Points:**	3 LP
Curriculum semester:	4	**Semester hours per week:**	2 SWS
Module duration:	one semester	**Examination prerequisite:**	-
Status:	compulsory subject	**Examination duration:**	-
Turn:	every semester	**Type of examination:**	project work
Language of instruction:	English		

Hours in industry minutes; no time minutes. | The breakdown of the total workload can be found in the timetable.

Prerequisites:

Prerequisites: „Allgemeine Betriebswirtschaftslehre“ (Module 06), „Marketing“ (Module 15)

Qualification goals:

In the first step we will discuss why companies take the decision to go international and the motives and triggers that lead to international B2C and B2B marketing activities.
Then the students will learn how to select and analyze international markets and how to carry out international market research in order to understand customer/consumer behavior in international markets. We will discuss different market entry strategies such as export, licensing and franchising, joint ventures and international sales subsidiaries.

Furthermore, we will address peculiarities in the international marketing mix taking into account the cultural aspects of consumer expectations and buying behavior. We will discuss different types of international marketing organizations depending on the size of the international business and the level of international exposure of the company.

Students will learn how to monitor the success of international operations by using appropriate controlling tools.
A major goal of the course is to sensitize students to the intercultural aspects of international business.

Teaching content:

- Going international – What’s the purpose and how to internationalize
- International market analysis and international market research
- International market entry strategies
- International marketing mix
- International marketing organization
- Controlling of international marketing activities
- Aspects of intercultural management

Teaching and learning forms / methods:	Lecture, discussion, group work and student presentations
	Study literature is made available for the semester.
Lecture materials:	Lecture notes on Ilias, additional material, case studies
Studyability for other degree programmes:	Die Studierbarkeit für andere Studiengänge ist gegeben.
	Generell erfordert die Veranstaltung vertiefte Kenntnisse der betriebswirtschaftlichen Grundlagen. Aufgrund der intensiven Gruppenarbeitsphasen ist die Veranstaltung dennoch für vereinzelte interessierte Studierende aus anderen Fachbereichen geeignet, die einen fundierten Eindruck in die Denkweise der Betriebswirte erlangen wollen.

Module IM-24 – Semester abroad	
Course	**IM-24.1 Business studies course according to Learning Agreement ****

Module responsible:	Internationalisierungbeauftragte/r

Study section:	two	**Credit Points:**	30 LP
Curriculum semester:	5	**Semester hours per week:**	-
Module duration:	one semester	**Examination prerequisite:**	-
Status:	compulsory subject	**Examination duration:**	-
Turn:	every semester	**Type of examination:**	learning agreement / recognition
Language of instruction:	English / foreign language		

Hours in industry minutes; no time minutes. | The breakdown of the total workload can be found in the timetable.

Prerequisites:

For enrollment in the Business Studies course, students are expected to have completed introductory courses in economics and management. A foundational understanding of quantitative methods for business, such as statistics and basic calculus, is highly recommended to grasp analytical concepts effectively. Critical thinking, effective communication skills, and the ability to work collaboratively are essential competencies students should bring to the course. These prerequisites ensure that all participants can actively engage with the course material and contribute meaningfully to discussions and group projects.

Qualification goals:

This course aims to equip students with the following qualifications:

- A comprehensive understanding of core business functions, including marketing, finance, operations, and human resources, and how they interrelate within various organizational contexts.
- The ability to apply strategic thinking and analytical skills to solve business problems and make datadriven decisions.
- Proficiency in the principles of ethical business practices and corporate social responsibility, understanding their impact on stakeholders and society.
- Enhanced communication skills, both written and verbal, for effective leadership and teamwork in a business environment.
- Preparation for advanced study in business disciplines or entry-level positions in a wide range of industries.

Teaching content:

The Business Studies course covers a broad spectrum of topics that provide students with a solid foundation in business theory.

Teaching and learning forms / methods:	Lecture materials, scripts and current literature will be determined by the lecturer/professor, taking into account current developments
	Current study literature is made available.
Lecture materials:	
Studyability for other degree programmes:	Teaching materials are made available online in ILIAS.

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Module IM-25– Digital Process Management & Digital Leadership *	
Course	**IM-25.1 Digital Process Management & Digital Leadership ***

Module responsible:	Prof. Dr. Wamsler

Study section:	two	**Credit Points:**	5 LP
Curriculum semester:	7	**Semester hours per week:**	4 SWS
Module duration:	one semester	**Examination prerequisite:**	-
Status:	compulsory subject	**Examination duration:**	-
Turn:	every semester	**Type of examination:**	project work
Language of instruction:	German / English		

Hours in industry minutes; no time minutes. | The breakdown of the total workload can be found in the timetable.

Prerequisites:

Course Module 13 "Fundamentals of Digital Transformation”

Qualification goals:

The potential of using enterprise management systems can be assessed and the effort required to introduce them analysed.
Process optimisation procedures in classical or agile form can be recommended on an application-specific basis.
Students are able to select and initiate suitable methods for shaping company-wide cooperation. They can assess different forms of communication in relation to the goals and requirements of different situations.
The changed forms of communication and culture changes are known to the students, supporting measures for optimisation can be suggested.
Students are able to analyse their own resources, present methods of self-leadership and self-motivation and derive appropriate strategies.

Teaching content:

- Overview of enterprise management systems and their application potential.
- Overview of self-directed and collaborative learning.
- The necessity of functioning networks and the change in cooperating.
- Changed leadership behaviour and / understanding in agile teams.
- Change in communication behaviour.
- Self-leadership and personal skills and their transformation

Teaching and learning forms / methods:	Combination of face-to-face and online lectures, PM tasks in group work
	Study literature is provided on a semester-by-semester basis.
Lecture materials:	Script, group work
Studyability for other degree programmes:	Given

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Module IM-26 – Entrepreneurship *	
Course	**IM-26.1 Design Thinking, Strategisches Management, Business Planning ***

Module responsible:	Prof. Dr. Weilepp

Study section:	two	**Credit Points:**	8 LP
Curriculum semester:	7	**Semester hours per week:**	6 SWS
Module duration:	one semester	**Examination prerequisite:**	-
Status:	compulsory subject	**Examination duration:**	-
Turn:	every semester	**Type of examination:**	project work
Language of instruction:	German / English		

Hours in industry minutes; no time minutes. | The breakdown of the total workload can be found in the timetable.

Prerequisites:

Basic knowledge of all business management sub-disciplines (marketing, organisation, financing, internal and external accounting, etc.) is required.

Qualification goals:

Starting from a problem ("Design Challenge"), the students should learn to develop a business idea adapted to customer needs in a structured way (with the help of the newly learned technique "Design Thinking").

In a guided process, they then learn about the individual elements of a business plan (business idea, team, market entry strategy, business system, risk analysis, financial planning, etc.) and work these out step by step for their business idea. At the end of the course, the students present and defend the business plan in front of an external jury.

In this very applied module, the links between the sub-disciplines of business administration, which are usually taught independently of each other, are to be recognised and understood. In addition, presentation and argumentation skills (final presentation, elevator pitch) are to be strengthened.

Teaching content:

- Introduction to the creativity technique "Design Thinking
- Introduction of the basic elements of a business plan
- Basic concepts of strategic management

Teaching and learning forms / methods:	Lectures, design thinking workshops, group work on individual sections of the business plan with interim presentations and discussions, final presentation to jury
	Study literature is provided on a semester-by-semester basis.
Lecture materials:	Lecture notes online in ILIAS, supplementary handouts if necessary.
Studyability for other degree programmes:	In general, the course requires in-depth knowledge of the basics of business administration. Due to the intensive group work phases, the course is nevertheless suitable for individual interested students from other disciplines who would like to gain a sound impression of the way business economists think.

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Module IM-27 – Business Simulation *	
Course	**IM-27.1 Business Simulation ***

Module responsible:	Prof. Dr. Weilepp

Study section:	two	**Credit Points:**	5 LP
Curriculum semester:	7	**Semester hours per week:**	4 SWS
Module duration:	one semester	**Examination prerequisite:**	-
Status:	compulsory subject	**Examination duration:**	-
Turn:	every semester	**Type of examination:**	project work
Language of instruction:	German / English		

Hours in industry minutes; no time minutes. | The breakdown of the total workload can be found in the timetable.

Prerequisites:

Basic knowledge of all business management sub-disciplines (marketing, organisation, financing, internal and external accounting, etc.) is required.

Qualification goals:

The students experience the interconnectedness of a fictitious company - especially the conflicting goals that the management of a company has to manage in day-to-day business.
They recognise the advantages and disadvantages of teamwork and have to represent their decisions as a team.
They learn to make decisions under uncertainty and with incomplete information under time pressure.
The business management tools learnt in the course are applied and used to prepare decisions.

Teaching content:

- Corporate goals and strategies
- Strategic marketing: market and competition analysis, market entry strategies, marketing mix, product life cycles
- R & D: technology, ecology, value analysis
- Procurement/warehousing: Optimal order quantity
- Production: (dis)investment, make-or-buy decision, capacity utilisation and rationalisation planning
- Personnel: personnel planning, qualification, productivity, absenteeism, fluctuation
- Accounting/controlling: cost type, cost centre, cost unit accounting, incremental contribution margin accounting, financial planning

Teaching and learning forms / methods:	Business game, coaching by lecturers, interim presentations
	Study literature is provided on a semester-by-semester basis.
Lecture materials:	Participant Manual - TOPSIM General Management, Tata Interactive Tübingen
Studyability for other degree programmes:	In general, the course requires in-depth knowledge of the basics of business administration. Due to the intensive group work phases, the course is nevertheless suitable for individual interested students from other disciplines who want to gain a sound impression of the way business economists think.

Module IM-PS – Praktisches Practical Semester *	
Course	**IM-PS.1 Block 1 Introduction to the practical semester ***

Module responsible:	Trainee Office Management

Study section:	two	**Credit Points:**	2 LP
Curriculum semester:	4	**Semester hours per week:**	2 SWS
Module duration:	-	**Examination prerequisite:**	-
Status:	compulsory subject	**Examination duration:**	-
Turn:	every semester	**Type of examination:**	proof of participation
Language of instruction:	German / English		

Hours in industry minutes; no time minutes. | The breakdown of the total workload can be found in the timetable.

Prerequisites:

Passed transitional provisions into the main study programme according to the Study and Examination Regulations (SPO).

Qualification goals:

Before starting the practical work in the company and after completing the practical work in the company, block events are organised to introduce the tasks of the practical study semester and to follow up on the experience gained in the company. The latter are also intended to serve as information events for those seeking a practical placement from lower semesters.

Block 1 Introduction to the Practical Semester
Block 2 Practice analysis

Teaching content:

The contents are newly compiled every semester in order to be able to provide current topics and areas of knowledge for the students.

Possible contents could be, for example:

- Applicant training, which is usually conducted by personnel representatives of well-known companies.
- Workshops on the first days of the internship: Expectations of companies and interns
- Experience reports from upper semesters
- Information event of the International Office (IntO) regarding internationality, opportunities abroad, financial support
- Information sessions on the processes and requirements in the internship
- Presentations from companies

The block courses are compulsory courses and usually take place as block courses during the semester.

Teaching and learning forms / methods:	Presentations, elaborations, lectures
	Study literature is provided on a semester-by-semester basis.
Lecture materials:	-
Studyability for other degree programmes:	Basically given.

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Module IM-PS – Praktisches Practical Semester *	
Course	**IM-PS.2 Internship**

Module responsible:	Trainee Office Management

Study section:	two	**Credit Points:**	26 LP
Curriculum semester:	6	**Semester hours per week:**	-
Module duration:	-	**Examination prerequisite:**	-
Status:	compulsory subject	**Examination duration:**	-
Turn:	every semester	**Type of examination:**	Documents to be submitted
Language of instruction:	German / English		

Hours in industry minutes; no time minutes. | The breakdown of the total workload can be found in the timetable.

Prerequisites:

For all relevant information on the internship semester, please refer to the "Guidelines for Completing the Internship Semester" ("Internship Guidelines") of the Internship Office of the Faculty of Business Administration.

This guideline describes in detail, among other things, the prerequisites for admission to the internship semester, the requirements for the internship site, the duration of the internship, the documents and reports to be submitted, etc.

Qualification goals:

During the practical work in the company the professional knowledge of the business administration and core subjects taught in the preceding semesters is imple-mented and deepened by means of concrete tasks.

During the practical work in the company, the students shall

- ❖ acquire knowledge, skills and behaviours, as well as develop skills and gain insights to become familiar with all work as an employee in the commercial field or in their area of focus,
- ❖ get to know overall operational contexts for the implementation of projects and, in doing so, gain insights into the border areas to the technical fields in particular,
- ❖ develop independent critical thinking so that you can recognise the interdependencies between technical, economic and social decisions.

Teaching content:

Students must prepare reports and evidence of their activities during the practical training and have them confirmed by the respective company. Details and concrete requirements for these reports and certificates are described in the internship guidelines.
On the basis of the documents submitted, a decision is made as to whether the practical work has been successfully completed.

Teaching and learning forms / methods:	Documents to be submitted according to the guidelines
Lecture materials:	Templates on the intranet
Studyability for other degree programmes:	Basically given

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Module IM-PS – Practical Semester *	
Course	**IM-PS.3 Block 2 Practice Analysis ***

Module responsible:	Trainee Office Management

Study section:	two	**Credit Points:**	2 LP
Curriculum semester:	7	**Semester hours per week:**	2 SWS
Module duration:	-	**Examination prerequisite:**	-
Status:	compulsory subject	**Examination duration:**	-
Turn:	every semester	**Type of examination:**	proof of participation
Language of instruction:	German / English		

Hours in industry minutes; no time minutes. | The breakdown of the total workload can be found in the timetable.

Prerequisites:

Successful completion of the practical completion (BWL-BI-PS.2).

Qualification goals:

Before starting the practical work in the company and after completing the practical work in the company, block events are organised to introduce the tasks of the practical study semester and to follow up on the experience gained in the company. The latter are also intended to serve as information events for those seeking a practical placement from lower semesters.

Block 1 Introduction to the Practical Semester
Block 2 Practice analysis

Teaching content:

The contents are newly compiled every semester in order to be able to provide current topics and areas of knowledge for the students.

Possible contents could be, for example:

- Communication of experience to the lower semesters
- Information about the topic Thesis
- Lectures by renowned companies
- Career planning workshops
- Reappraisal and analysis of the experiences made during the internship

The block courses are compulsory courses and usually take place as block courses during the semester.

Teaching and learning forms / methods:	Präsentationen, Ausarbeitungen, Vorträge
	Studienliteratur wird semesteraktuell zur Verfügung gestellt.
Lecture materials:	-
Studyability for other degree programmes:	Grundsätzlich gegeben.

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Module IM-TH – Thesis	
Course	**IM-TH Bachelorthesis**

Module responsible:	jeweils betreuende/r ProfessorIn

Study section:	two	**Credit Points:**	12 LP
Curriculum semester:	7	**Semester hours per week:**	-
Module duration:	-	**Examination prerequisite:**	-
Status:	compulsory subject	**Examination duration:**	-
Turn:	every semester	**Type of examination:**	Student research project
Language of instruction:	German / English		

Hours in industry minutes; no time minutes. | The breakdown of the total workload can be found in the timetable.

Prerequisites:

The degree programme is usually completed with the Bachelor's thesis. Every student who

- all modules of the 1st - 4th semester as well as
- the practical completion of the practical study semester

can register for the Bachelor's thesis in the 7th semester.

The processing time according to the Study and Examination Regulations (SPO) starts with the registration.

Qualification goals:

The Bachelor's thesis is intended to demonstrate the student's ability to work independently and scientifically on a topic, both in its subject-specific details and in the interdisciplinary contexts, on the basis of the subject knowledge and methodological competence acquired in the previous semesters within a specified period of time.
The latter covers the study and critical evaluation of the relevant literature and the examination of the methods used in practice.

Teaching content:

The Bachelor's thesis represents a subject-specific consolidation of one or more study modules and also often builds on the experiences of the practical study semester.
The topic is assigned in close consultation between the student and the supervisor. This is a professor of the degree programme - if necessary also in cooperation with a lecturer or with a company.
During the preparation of the thesis, which often contains company-specific questions and can be written in cooperation with companies from a wide range of industries, the supervisor is available to support the student. The structuring and outline of the work as well as subject-specific technical and factual problems that arise in the context of writing a more extensive scientific paper are discussed regularly.

The Bachelor's thesis usually concludes with a final discussion between the supervising professor and the student. The form and content of the final discussion is determined by the supervising professor.

Teaching and learning forms / methods:	Subject-specific design
Lecture materials:	Subject-specific design
Studyability for other degree programmes:	The module is designed as a final thesis in the specialisation and can only be connected in special cases.