



Sommersemester 24

# Module Guide

for the study of

**Bachelor of Science**

valid in connection with the examination regulations BPO 2024

Module Guide for the International Advanced Student Program

Generated: January 17, 2024

**Study Plan International Advanced Student Program „Business Studies“ (B.Sc.)**  
BPO 2023

	Module	1. - 4. FS	5. FS	6. FS
I. Recognition Area (120 CP)	<b>Business Studies (30 CP)</b>			
	Foundations of Business Studies	18 CP		
	Intermediate Business Studies	12 CP		
	<b>Economics (12 CP)</b>			
	Foundations of Economics	12 CP		
	<b>Data Literacy (24 CP)</b>			
	Foundations of Data Literacy	12 CP		
	Intermediate Data Literacy	12 CP		
	<b>Electives of Economic Sciences (33 CP)</b>			
	Foundations of Economic Sciences	18 CP		
	Intermediate Economic Sciences	15 CP		
	<b>General Studies Area (21 CP)</b>			
	General Studies	21 CP		
	Total Recognition Area	120 CP		
II. University of Bremen (48 CP)	<b>Area of Specialization (48 CP)</b>			
	Compulsory Elective Modules		18 CP	18 CP
	Project Module		12 CP	
	<b>Bachelor Thesis (12 CP)</b>			
	Bachelor Thesis			12 CP
	Total University of Bremen		30 CP	30 CP
<b>Total Recognition Area and Area of Specialization</b>		120 CP	30 CP	30 CP

CP: Credit Points. FS: Semester.

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## Module 07-WW-BA-37-921: Foundations of Business Studies

### Assignment to areas of study:

- Area of Recognition

### Content-related prior knowledge or skills:

none

### Learning content:

The module provides students with insights into the core concepts and principles of business studies. It aims at establishing a solid foundation for understanding business processes and decisions. Students become acquainted with the fundamentals and definitions that are relevant for an understanding of business processes. They get to know business goals and strategies, as well as organizational and structural basics of management. Depending on the courses chosen, students gain further insights into topics from the following list:

- Marketing, Market Analysis and Competition
- Finance, Accounting, Control, Tax, and Governance
- Production Management
- Logistics
- Digital Business
- Human Resources
- Quality Management
- Business Ethics and Psychology

### Learning outcomes / competencies / targeted competencies:

In this module, students learn to

- understand the basic principles and concepts of business studies
- differentiate and describe business situations and problems
- raise awareness of business ethics and social responsibility
- develop basic research skills by conducting simple information research
- acquire basic communication skills as well as time management and presentation techniques

### Calculation of student workload:

123 h Preparation / follow-up work

123 h Self-study

210 h Exam preparation

84 h SWS / presence time / working hours

### Are there optional courses in the modules?

yes

The options in the Area of Recognition follow the curricula of the partner universities.

### Language(s) of instruction:

English

### Responsible for the module:

Prof. Dr. André Heinemann

### Frequency:

each semester

### Duration:

1 semester[s]

### The module is valid since / The module is valid until:

SoSe 24 / -

### Credit points / Workload:

18 / 540 hours

## Module examinations

<b>Module examination:</b> Foundations of Business Studies	
<b>Type of examination:</b> module exam	
<b>Form of examination:</b> Announcement at the beginning of the semester	<b>The examination is ungraded?</b> no
<b>Number of graded components / ungraded components / prerequisites of the examination:</b> 1 / - / -	
<b>Language(s) of instruction:</b> Englisch	
<b>Description:</b> In accordance with the number of courses taken, the number of exam components may vary.	

## Module courses

<b>Course:</b> Foundations of Business Studies	
<b>Frequency:</b> each semester	<b>Are there parallel courses?</b> no
<b>Contact hours:</b> 2	<b>University teacher:</b> N.N.
<b>Language(s) of instruction:</b> Englisch	
<b>Literature:</b> To be announced during the lecture.	
<b>Teaching method(s):</b> Seminar	<b>Associated module examination:</b> Foundations of Business Studies

## Module 07-WW-BA-37-922: Intermediate Business Studies

**Assignment to areas of study:**

- Area of Recognition

**Content-related prior knowledge or skills:**

none

**Learning content:**

The module provides students with a deeper understanding and more profound insights into the core concepts and principles of business studies. Building upon the foundations of the introductory business courses, it aims at enhancing the basics for understanding and analyzing more complex business processes and decisions. Students become acquainted with the definitions, processes and methods that are relevant for understanding and analyzing business processes. They enhance their knowledge on business goals and strategies, as well as management concepts. Depending on the courses chosen, students gain deeper insights into topics from the following list:

- Marketing, Market Analysis and Competition
- Finance, Accounting, Control, Tax, and Governance
- Production Management
- Logistics
- Digital Business
- Human Resources
- Quality Management
- Business Ethics and Psychology

**Learning outcomes / competencies / targeted competencies:**

In this module, students learn to

- develop a deeper understanding of the basic principles and concepts of business studies
- delineate and analyze business situations and problems
- compare different approaches of business studies
- transfer learned approaches to other research areas
- enhance their research skills by conducting research on various topics
- improve their communication skills, draw conclusions and justify decisions

**Calculation of student workload:**

82 h Preparation / follow-up work

140 h Exam preparation

82 h Self-study

56 h SWS / presence time / working hours

**Are there optional courses in the modules?**

yes

The options in the Area of Recognition follow the curricula of the partner universities.

**Language(s) of instruction:**

English

**Responsible for the module:**

Prof. Dr. André W. Heinemann

**Frequency:**

each semester

**Duration:**

1 semester[s]

<b>The module is valid since / The module is valid until:</b> SoSe 24 / -	<b>Credit points / Workload:</b> 12 / 360 hours
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## Module examinations

<b>Module examination:</b> Intermediate Business Studies	
<b>Type of examination:</b> module exam	
<b>Form of examination:</b> Announcement at the beginning of the semester	<b>The examination is ungraded?</b> no
<b>Number of graded components / ungraded components / prerequisites of the examination:</b> 1 / - / -	
<b>Language(s) of instruction:</b> Englisch	
<b>Description:</b> In accordance with the number of courses taken, the number of exam components may vary.	

## Module courses

<b>Course:</b> Intermediate Business Studies	
<b>Frequency:</b> each semester	<b>Are there parallel courses?</b> no
<b>Contact hours:</b> 2	<b>University teacher:</b> N.N.
<b>Language(s) of instruction:</b> Englisch	
<b>Literature:</b> To be announced during the lecture.	
<b>Teaching method(s):</b> Seminar	<b>Associated module examination:</b> Intermediate Business Studies



## Module 07-WW-BA-37-923: Foundations of Economics

### Assignment to areas of study:

- Area of Recognition

### Content-related prior knowledge or skills:

none

### Learning content:

The module provides students with insights into the core concepts and principles of economics. It aims at establishing a solid foundation for understanding economic processes and decisions. Students become acquainted with the fundamentals and definitions that are relevant for an understanding of economic processes. They get to know economic theories, goals and strategies, as well as organizational and structural basics of economic management. Depending on the courses chosen, students gain further insights into topics from the following list:

- Macroeconomics
- Microeconomics
- International Economics
- Economic Policy and Regulation
- Economic History and Development
- Environmental Economics
- Behavioral Economics
- Public Finance

### Learning outcomes / competencies / targeted competencies:

In this module, students learn to

- understand the basic principles and concepts of economics
- differentiate and describe economic situations and problems
- raise awareness of economic ethics and social responsibility.
- develop basic research skills by conducting simple information research
- acquire basic communication skills as well as time management and presentation techniques

### Calculation of student workload:

56 h SWS / presence time / working hours

140 h Exam preparation

82 h Self-study

82 h Preparation / follow-up work

### Are there optional courses in the modules?

yes

The options in the Area of Recognition follow the curricula of the partner universities.

### Language(s) of instruction:

English

### Responsible for the module:

Prof. Dr. André Heinemann

### Frequency:

each semester

### Duration:

1 semester[s]

### The module is valid since / The module is valid until:

SoSe 24 / -

### Credit points / Workload:

12 / 360 hours

## Module examinations

<b>Module examination:</b> Foundations of Economics	
<b>Type of examination:</b> module exam	
<b>Form of examination:</b> Announcement at the beginning of the semester	<b>The examination is ungraded?</b> no
<b>Number of graded components / ungraded components / prerequisites of the examination:</b> 1 / - / -	
<b>Language(s) of instruction:</b> Englisch	
<b>Description:</b> In accordance with the number of courses taken, the number of exam components may vary.	

## Module courses

<b>Course:</b> Foundations of Economics	
<b>Frequency:</b> each semester	<b>Are there parallel courses?</b> no
<b>Contact hours:</b> 2	<b>University teacher:</b> N.N.
<b>Language(s) of instruction:</b> Englisch	
<b>Literature:</b> To be announced during the lecture	
<b>Teaching method(s):</b> Seminar	<b>Associated module examination:</b> Foundations of Economics

## Module 07-WW-BA-37-924: Foundations of Data Literacy

**Assignment to areas of study:**

- Area of Recognition

**Content-related prior knowledge or skills:**

none

**Learning content:**

The module provides students with insights into the core concepts and principles of data literacy. It aims at establishing a solid foundation for understanding data processes and decision-making. Students become acquainted with the fundamentals and definitions that are relevant for an understanding of data processes. They get to know data analysis techniques, data-driven goals and strategies, as well as organizational and structural basics of data management. Depending on the courses chosen, students gain further insights into topics from the following list:

- Mathematical and Statistical Fundamentals
- Data Collection and Storage
- Data Analysis and Visualization
- Data Governance and Privacy
- Big Data and Analytics
- Machine Learning
- Data Ethics
- Data-driven Decision Making

**Learning outcomes / competencies / targeted competencies:**

In this module, students learn to

- understand the basic principles and concepts of data literacy
- differentiate and describe data-related problems
- raise awareness of data ethics and privacy considerations
- develop basic research skills by conducting simple data research
- acquire basic communication skills in presenting and visualizing data
- obtain the fundamental knowledge necessary for proficient data management and analysis

**Calculation of student workload:**

210 h Exam preparation

84 h SWS / presence time / working hours

123 h Preparation / follow-up work

123 h Self-study

**Are there optional courses in the modules?**

yes

The options in the Area of Recognition follow the curricula of the partner universities.

**Language(s) of instruction:**

English

**Responsible for the module:**

Prof. Dr. André Heinemann

**Frequency:**

each semester

**Duration:**

1 semester[s]

**The module is valid since / The module is valid until:**

SoSe 24 / -

**Credit points / Workload:**

18 / 540 hours

## Module examinations

<b>Module examination:</b> Foundations of Data Literacy	
<b>Type of examination:</b> module exam	
<b>Form of examination:</b> Announcement at the beginning of the semester	<b>The examination is ungraded?</b> no
<b>Number of graded components / ungraded components / prerequisites of the examination:</b> 1 / - / -	
<b>Language(s) of instruction:</b> Englisch	
<b>Description:</b> In accordance with the number of courses taken, the number of exam components may vary.	

## Module courses

<b>Course:</b> Foundations of Data Literacy	
<b>Frequency:</b> each semester	<b>Are there parallel courses?</b> no
<b>Contact hours:</b> 2	<b>University teacher:</b> N.N.
<b>Language(s) of instruction:</b> Englisch	
<b>Literature:</b> To be announced during the lecture.	
<b>Teaching method(s):</b> Seminar	<b>Associated module examination:</b> Foundations of Data Literacy

## Module 07-WW-BA-37-925: Intermediate Data Literacy

**Assignment to areas of study:**

- Area of Recognition

**Content-related prior knowledge or skills:**

none

**Learning content:**

The module provides students with a deeper understanding and more profound insights into the core concepts and principles of data literacy. Building upon the foundations of the introductory data courses, it aims at enhancing the basics for understanding and analyzing more complex data processes and decisions. Students become acquainted with the definitions, processes and methods that are relevant for understanding and analyzing data processes. They enhance their knowledge on data analysis techniques, data-driven goals and strategies, as well as organizational and structural basics of data management. Depending on the courses chosen, students gain deeper insights into topics from the following list:

- Mathematical and Statistical Fundamentals
- Data Collection and Storage
- Data Analysis and Visualization
- Data Governance and Privacy
- Big Data and Analytics
- Machine Learning
- Data Ethics
- Data-driven Decision Making

**Learning outcomes / competencies / targeted competencies:**

In this module, students learn to

- develop a deeper understanding of the basic principles and concepts of data literacy
- delineate and analyze data-related problems
- compare different approaches to data-related concepts
- transfer learned approaches to other research areas
- enhance their research skills by conducting data research on various topics
- improve their communication skills in presenting and visualizing data
- deepen their ability to draw

**Calculation of student workload:**

84 h SWS / presence time / working hours

210 h Exam preparation

123 h Self-study

123 h Preparation / follow-up work

**Are there optional courses in the modules?**

no

**Language(s) of instruction:**

English

**Responsible for the module:**

Prof. Dr. André Heinemann

**Frequency:**

each semester

**Duration:**

1 semester[s]

**The module is valid since / The module is valid until:**

SoSe 24 / -

**Credit points / Workload:**

12 / 360 hours

## Module examinations

<b>Module examination:</b> Intermediate Data Literacy	
<b>Type of examination:</b> module exam	
<b>Form of examination:</b> Announcement at the beginning of the semester	<b>The examination is ungraded?</b> no
<b>Number of graded components / ungraded components / prerequisites of the examination:</b> 1 / - / -	
<b>Language(s) of instruction:</b> Englisch	
<b>Description:</b> In accordance with the number of courses taken, the number of exam components may vary.	

## Module courses

<b>Course:</b> Intermediate Data Literacy	
<b>Frequency:</b> winter semester, yearly	<b>Are there parallel courses?</b> no
<b>Contact hours:</b> 2	<b>University teacher:</b> N.N.
<b>Language(s) of instruction:</b> Englisch	
<b>Literature:</b> To be announced during the lecture.	
<b>Teaching method(s):</b> Seminar	<b>Associated module examination:</b> Intermediate Data Literacy

## Module 07-WW-BA-37-926: Foundations of Economic Sciences

### Assignment to areas of study:

- Area of Recognition

### Content-related prior knowledge or skills:

none

### Learning content:

The module provides students with more insights into the core concepts and principles of business studies and economics. It aims at establishing a solid foundation for understanding business and economic processes and decisions. Students become acquainted with the fundamentals and definitions that are relevant for an understanding of business and economic processes. They get to know business and economic goals and strategies, as well as organizational and structural basics of management. Depending on the courses chosen, students gain further insights into topics from the following list:

- Marketing, Market Analysis and Competition
- Finance, Accounting, Control, Tax, and Governance
- Production Management
- Logistics
- Digital Business
- Human Resources
- Quality Management
- Business Ethics and Psychology
- Macroeconomics
- Microeconomics
- International Economics
- Economic Policy and Regulation
- Economic History and Development
- Environmental Economics
- Behavioral Economics
- Public Finance

### Learning outcomes / competencies / targeted competencies:

In this module, students learn to

- understand the basic principles and concepts of business studies and economics
- differentiate and describe business as well as economic situations and problems
- raise awareness of business and economic ethics and social responsibility
- develop basic research skills by conducting simple information research
- acquire basic communication skills as well as time management and presentation techniques

### Calculation of student workload:

123 h Preparation / follow-up work

123 h Self-study

210 h Exam preparation

84 h SWS / presence time / working hours

### Are there optional courses in the modules?

yes

The options in the Area of Recognition follow the curricula of the partner universities.

<b>Language(s) of instruction:</b> English	<b>Responsible for the module:</b> Prof. Dr. André Heinemann
<b>Frequency:</b> each semester	<b>Duration:</b> 1 semester[s]
<b>The module is valid since / The module is valid until:</b> SoSe 24 / -	<b>Credit points / Workload:</b> 18 / 540 hours

## Module examinations

<b>Module examination:</b> Foundations of Economic Sciences	
<b>Type of examination:</b> module exam	
<b>Form of examination:</b> Announcement at the beginning of the semester	<b>The examination is ungraded?</b> no
<b>Number of graded components / ungraded components / prerequisites of the examination:</b> 1 / - / -	
<b>Language(s) of instruction:</b> Englisch	
<b>Description:</b> In accordance with the number of courses taken, the number of exam components may vary.	

## Module courses

<b>Course:</b> Foundations of Economic Sciences	
<b>Frequency:</b> each semester	<b>Are there parallel courses?</b> no
<b>Contact hours:</b> 2	<b>University teacher:</b> N.N.
<b>Language(s) of instruction:</b> Englisch	
<b>Literature:</b> To be announced during the lecture.	
<b>Teaching method(s):</b> Seminar	<b>Associated module examination:</b> Foundations of Economic Sciences



## Module 07-WW-BA-37-927: Intermediate Economic Sciences

### Assignment to areas of study:

- Area of Recognition

### Content-related prior knowledge or skills:

none

### Learning content:

The module provides students with a deeper understanding and more profound insights into additional core concepts and principles of business studies and economics. Building upon the foundations of the introductory business and economics courses, it aims at enhancing the basics for understanding and analyzing more complex business and economic processes and decisions. Students become acquainted with the definitions, processes and methods that are relevant for understanding and analyzing business and economic processes. They enhance their knowledge on business and economic goals and strategies, as well as management concepts. Depending on the courses chosen, students gain deeper insights into topics from the following list:

- Marketing, Market Analysis and Competition
- Finance, Accounting, Control, Tax, and Governance
- Production Management
- Logistics
- Digital Business
- Human Resources
- Quality Management
- Business Ethics and Psychology
- Macroeconomics
- Microeconomics
- International Economics
- Economic Policy and Regulation
- Economic History and Development
- Environmental Economics
- Behavioral Economics
- Public Finance

### Learning outcomes / competencies / targeted competencies:

In this module, students learn to

- develop a deeper understanding of the basic principles and concepts of business studies and economics
- delineate and analyze business as well as economic situations and problems
- compare different approaches of business studies and economics
- transfer learned approaches to other research areas
- enhance their research skills by conducting research on various topics
- improve their communication skills, draw conclusions and justify decisions

### Calculation of student workload:

56 h SWS / presence time / working hours

140 h Exam preparation

82 h Self-study

82 h Preparation / follow-up work

**Are there optional courses in the modules?**

yes

The options in the Area of Recognition follow the curricula of the partner universities.

<b>Language(s) of instruction:</b> English	<b>Responsible for the module:</b> Prof. Dr. André Heinemann
<b>Frequency:</b> each semester	<b>Duration:</b> 1 semester[s]
<b>The module is valid since / The module is valid until:</b> SoSe 24 / -	<b>Credit points / Workload:</b> 15 / 450 hours

**Module examinations**

<b>Module examination:</b> Intermediate Economic Sciences	
<b>Type of examination:</b> module exam	
<b>Form of examination:</b> Announcement at the beginning of the semester	<b>The examination is ungraded?</b> no
<b>Number of graded components / ungraded components / prerequisites of the examination:</b> 1 / - / -	
<b>Language(s) of instruction:</b> Englisch	
<b>Description:</b> In accordance with the number of courses taken, the number of exam components may vary.	

**Module courses**

<b>Course:</b> Intermediate Economic Sciences	
<b>Frequency:</b> summer semester, yearly	<b>Are there parallel courses?</b> no
<b>Contact hours:</b> 2	<b>University teacher:</b> N.N.
<b>Language(s) of instruction:</b> Englisch	
<b>Literature:</b> To be announced during the lecture.	
<b>Teaching method(s):</b> Seminar	<b>Associated module examination:</b> Intermediate Economic Sciences

## Module 07-WW-BA-37-941: Advanced Topics in Finance

### Assignment to areas of study:

- Area of Specialization

### Content-related prior knowledge or skills:

none

### Learning content:

Theories and concepts specific to the area of specialization are taught and advanced problems from the area of finance are dealt with. Students acquire an in-depth understanding of various topics in finance and are equipped with the knowledge and skills needed to navigate the complexities of finance. The module provides students with a comprehensive understanding of advanced concepts related to financial management, analysis and decision-making. From a company view, the subject matter is the procurement and use of financial resources. The corporate perspective is supplemented by the analysis of capital markets, which are influenced by corporate activities on the one hand, but also have an impact on them on the other. The specific content may vary depending on the course and may deal with advanced topics of investments, behavioral finance, corporate finance, derivatives or financial markets. The students learn to understand, point out and evaluate principles, strategies, methods, interrelationships, and application scenarios, and to develop their own solutions for various problems in the area of finance.

### Learning outcomes / competencies / targeted competencies:

In this module, students learn to

- acquire advanced knowledge of finance-related topics
- delineate and analyze complex financial situations and problems
- compare different approaches of advanced topics in finance and derive new insights
- transfer learned approaches to other research areas and generate new findings
- professionalize their research skills by conducting research on complex topics
- specialize their communication skills
- explain the way they draw multifaceted conclusions and justify complicated decisionmaking processes

### Calculation of student workload:

28 h SWS / presence time / working hours

70 h Exam preparation

41 h Self-study

41 h Preparation / follow-up work

### Are there optional courses in the modules?

yes

In each module, one 6 CP course from the current range of courses must be taken. The catalog of these courses is subject to change and is updated on a semester-by-semester basis.

### Language(s) of instruction:

English

### Responsible for the module:

Prof. Dr. André Heinemann

### Frequency:

each semester

### Duration:

1 semester[s]

### The module is valid since / The module is valid until:

SoSe 24 / -

### Credit points / Workload:

6 / 180 hours

## Module examinations

<b>Module examination:</b> Advanced Topics in Finance	
<b>Type of examination:</b> module exam	
<b>Form of examination:</b> Announcement at the beginning of the semester	<b>The examination is ungraded?</b> no
<b>Number of graded components / ungraded components / prerequisites of the examination:</b> 1 / - / -	
<b>Language(s) of instruction:</b> Englisch	

## Module courses

<b>Course:</b> Advanced Topics in Finance	
<b>Frequency:</b> each semester	<b>Are there parallel courses?</b> no
<b>Contact hours:</b> 2	<b>University teacher:</b> N.N.
<b>Language(s) of instruction:</b> Englisch	
<b>Literature:</b> To be announced during the lecture.	
<b>Teaching method(s):</b> Seminar	<b>Associated module examination:</b> Advanced Topics in Finance

## Module 07-WW-BA-37-942: Advanced Topics in Regulation

**Assignment to areas of study:**

- Area of Specialization

**Content-related prior knowledge or skills:**

none

**Learning content:**

The module provides students with a comprehensive understanding of advanced concepts related to financial regulations, compliance requirements and the broader legal frameworks that shape the financial industry. From a company view, the subject matter is understanding the legal and regulatory frameworks that govern the financial industry. The specific content may vary depending on the course and may deal with advanced topics of financial regulation, compliance or risk management. The students learn to understand, point out and evaluate principles, strategies, methods, interrelationships, and application scenarios, and to develop their own solutions for various problems in the area of regulation.

**Learning outcomes / competencies / targeted competencies:**

In this module, students learn to

- acquire advanced knowledge of regulatory frameworks for financial markets and institutions
- delineate and analyze complex regulatory situations and problems
- compare different approaches of advanced regulation and derive new insights
- transfer learned approaches to other research areas and generate new findings
- professionalize their research skills by conducting research on complex topics
- specialize their communication skills
- explain the way they draw multifaceted conclusions and justify complicated decisionmaking processes

**Calculation of student workload:**

41 h Self-study

41 h Preparation / follow-up work

28 h SWS / presence time / working hours

70 h Exam preparation

**Are there optional courses in the modules?**

yes

In each module, one 6 CP course from the current range of courses must be taken. The catalog of these courses is subject to change and is updated on a semester-by-semester basis.

**Language(s) of instruction:**

English

**Responsible for the module:**

Prof. Dr. André Heinemann

**Frequency:**

each semester

**Duration:**

1 semester[s]

**The module is valid since / The module is valid until:**

SoSe 24 / -

**Credit points / Workload:**

6 / 180 hours

## Module examinations

**Module examination:** Advanced Topics in Regulation

<b>Type of examination:</b> module exam	
<b>Form of examination:</b> Announcement at the beginning of the semester	<b>The examination is ungraded?</b> no
<b>Number of graded components / ungraded components / prerequisites of the examination:</b> 1 / - / -	
<b>Language(s) of instruction:</b> Englisch	

## Module courses

<b>Course:</b> Advanced Topics in Regulation	
<b>Frequency:</b> each semester	<b>Are there parallel courses?</b> no
<b>Contact hours:</b> 2	<b>University teacher:</b> N.N.
<b>Language(s) of instruction:</b> Englisch	
<b>Literature:</b> To be announced in the lecture.	
<b>Teaching method(s):</b> Seminar	<b>Associated module examination:</b> Advanced Topics in Regulation

## Module 07-WW-BA-37-943: Advanced Topics in Accounting

### Assignment to areas of study:

- Area of Specialization

### Content-related prior knowledge or skills:

none

### Learning content:

Theories and concepts specific to the area of specialization are taught and advanced problems from the area of accounting are dealt with. Students acquire an in-depth understanding of various topics in accounting and are equipped with the knowledge and skills needed to address complex accounting challenges. The module provides students with a comprehensive understanding of complex accounting principles, practices and issues and covers topics that are relevant to advanced financial reporting, analysis, and decision-making. From a company view, the subject matter is the control and monitoring of business activities both internally and externally through a suitable reporting system. The specific content may vary depending on the course and may deal with advanced topics of management accounting, cost accounting, financial analysis, financial reporting, consolidation or operative and strategic controlling. Accounting courses deal with the business management areas of financing of businesses and companies. The students learn to understand, point out and evaluate principles, strategies, methods, interrelationships, and application scenarios, and to develop their own solutions for various problems in the area of accounting.

### Learning outcomes / competencies / targeted competencies:

In this module, students learn to

- acquire advanced knowledge of accounting concepts, practices and regulations
- delineate and analyze complex accounting situations and problems
- compare different approaches of advanced accounting and derive new insights
- transfer learned approaches to other research areas and generate new findings
- professionalize their research skills by conducting research on complex topics
- specialize their communication skills
- explain the way they draw multifaceted conclusions and justify complicated decisionmaking processes

### Calculation of student workload:

41 h Self-study

70 h Exam preparation

41 h SWS / presence time / working hours

28 h Preparation / follow-up work

### Are there optional courses in the modules?

yes

In each module, one 6 CP course from the current range of courses must be taken. The catalog of these courses is subject to change and is updated on a semester-by-semester basis.

### Language(s) of instruction:

English

### Responsible for the module:

Prof. Dr. André Heinemann

### Frequency:

each semester

### Duration:

1 semester[s]

<b>The module is valid since / The module is valid until:</b> SoSe 24 / -	<b>Credit points / Workload:</b> 6 / 180 hours
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## Module examinations

<b>Module examination:</b> Advanced Topics in Accounting	
<b>Type of examination:</b> module exam	
<b>Form of examination:</b> Announcement at the beginning of the semester	<b>The examination is ungraded?</b> no
<b>Number of graded components / ungraded components / prerequisites of the examination:</b> 1 / - / -	
<b>Language(s) of instruction:</b> Englisch	

## Module courses

<b>Course:</b> Advanced Topics in Accounting	
<b>Frequency:</b> each semester	<b>Are there parallel courses?</b> no
<b>Contact hours:</b> 2	<b>University teacher:</b> N.N.
<b>Language(s) of instruction:</b> Englisch	
<b>Literature:</b> To be announced in the lecturer.	
<b>Teaching method(s):</b> Seminar	<b>Associated module examination:</b> Advanced Topics in Accounting



## Module 07-WW-BA-37-944: Advanced Topics in Taxation

**Assignment to areas of study:**

- Area of Specialization

**Content-related prior knowledge or skills:**

none

**Learning content:**

Theories and concepts specific to the area of specialization are taught and advanced problems from the area of taxation are dealt with. Students acquire an in-depth understanding of various topics in taxation and are prepared for roles where a deep understanding of taxation is essential. The module provides students with a comprehensive understanding of tax laws, regulations and their application in business contexts. From a company view, the subject matter is the structuring of relations with the state as tax collector (treasury). The specific content may vary depending on the course and may deal with advanced topics of auditing, tax policy, tax statements or corporate taxation. The students learn to understand, point out and evaluate principles, strategies, methods, interrelationships, and application scenarios, and to develop their own solutions for various problems in the area of taxation.

**Learning outcomes / competencies / targeted competencies:**

In this module, students learn to

- acquire advanced knowledge of tax regulations and implications
- delineate and analyze complex taxation situations and problems
- compare different approaches of advanced taxation and derive new insights
- transfer learned approaches to other research areas and generate new findings
- professionalize their research skills by conducting research on complex topics
- specialize their communication skills
- explain the way they draw multifaceted conclusions and justify complicated decisionmaking processes

**Calculation of student workload:**

28 h SWS / presence time / working hours

70 h Exam preparation

41 h Self-study

41 h Preparation / follow-up work

**Are there optional courses in the modules?**

yes

In each module, one 6 CP course from the current range of courses must be taken. The catalog of these courses is subject to change and is updated on a semester-by-semester basis.

**Language(s) of instruction:**

English

**Responsible for the module:**

Prof. Dr. André Heinemann

**Frequency:**

each semester

**Duration:**

1 semester[s]

**The module is valid since / The module is valid until:**

SoSe 24 / -

**Credit points / Workload:**

6 / 180 hours

## Module examinations

**Module examination:** Advanced Topics in Taxation

<b>Type of examination:</b> module exam	
<b>Form of examination:</b> Announcement at the beginning of the semester	<b>The examination is ungraded?</b> no
<b>Number of graded components / ungraded components / prerequisites of the examination:</b> 1 / - / -	
<b>Language(s) of instruction:</b> Englisch	

## Module courses

<b>Course:</b> Advanced Topics in Taxation	
<b>Frequency:</b> each semester	<b>Are there parallel courses?</b> no
<b>Contact hours:</b> 2	<b>University teacher:</b> N.N.
<b>Language(s) of instruction:</b> Englisch	
<b>Literature:</b> To be announced during the lecture.	
<b>Teaching method(s):</b> Seminar	<b>Associated module examination:</b> Advanced Topics in Taxation

## Module 07-WW-BA-37-951: Advanced Topics in General Marketing

### Assignment to areas of study:

- Area of Specialization

### Content-related prior knowledge or skills:

none

### Learning content:

Theories and concepts specific to the area of specialization are taught and advanced problems from the area of marketing are dealt with. Students acquire an in-depth understanding of various topics in marketing and are equipped with the knowledge and skills needed to address complex marketing challenges. The module provides students with a comprehensive understanding of advanced marketing principles, practices and strategies as well as international and innovation-related marketing management approaches. The specific content may vary depending on the course and may deal with advanced topics of strategic marketing, international marketing, market research, marketing communications or product management. The students learn to understand, point out and evaluate principles, strategies, methods, interrelationships, and application scenarios, and to develop their own solutions for various problems in the area of marketing.

### Learning outcomes / competencies / targeted competencies:

In this module, students learn to

- acquire advanced knowledge of general marketing strategies
- delineate and analyze complex marketing situations and problems
- compare different approaches of advanced marketing and derive new insights
- transfer learned approaches to other research areas and generate new findings
- professionalize their research skills by conducting research on complex topics
- specialize their communication skills
- explain the way they draw multifaceted conclusions and justify complicated decisionmaking processes

### Calculation of student workload:

41 h Self-study

41 h Preparation / follow-up work

28 h SWS / presence time / working hours

70 h Exam preparation

### Are there optional courses in the modules?

yes

In each module, one 6 CP course from the current range of courses must be taken. The catalog of these courses is subject to change and is updated on a semester-by-semester basis.

### Language(s) of instruction:

English

### Responsible for the module:

Prof. Dr. André Heinemann

### Frequency:

each semester

### Duration:

1 semester[s]

### The module is valid since / The module is valid until:

SoSe 24 / -

### Credit points / Workload:

6 / 180 hours

## Module examinations

<b>Module examination:</b> Advanced Topics in General Marketing	
<b>Type of examination:</b> module exam	
<b>Form of examination:</b> Announcement at the beginning of the semester	<b>The examination is ungraded?</b> no
<b>Number of graded components / ungraded components / prerequisites of the examination:</b> 1 / - / -	
<b>Language(s) of instruction:</b> Englisch	

## Module courses

<b>Course:</b> Advanced Topics in General Marketing	
<b>Frequency:</b> each semester	<b>Are there parallel courses?</b> no
<b>Contact hours:</b> 2	<b>University teacher:</b> N.N.
<b>Language(s) of instruction:</b> Englisch	
<b>Literature:</b> To be announced during the lecture.	
<b>Teaching method(s):</b> Seminar	<b>Associated module examination:</b> Advanced Topics in General Marketing

## Module 07-WW-BA-37-952: Advanced Topics in Brand Management

**Assignment to areas of study:**

- Area of Specialization

**Content-related prior knowledge or skills:**

none

**Learning content:**

Theories and concepts specific to the area of specialization are taught and advanced problems from the area of brand management are dealt with. Students acquire an in-depth understanding of various topics in brand management and are equipped with the expertise in building, sustaining and evolving brands. The module provides students with a comprehensive understanding of advanced brand strategy, development and maintenance. The specific content may vary depending on the course and may deal with advanced topics of strategic and operative brand management, brand positioning or identity-based brand management.

The students learn to understand, point out and evaluate principles, strategies, methods, interrelationships, and application scenarios, and to develop their own solutions for various problems in the area of brand management.

**Learning outcomes / competencies / targeted competencies:**

In this module, students learn to

- acquire advanced knowledge of brand management concepts and theories
- delineate and analyze complex situations and problems of brand management
- compare different approaches of advanced brand management and derive new insights
- transfer learned approaches to other research areas and generate new findings
- professionalize their research skills by conducting research on complex topics
- specialize their communication skills
- explain the way they draw multifaceted conclusions and justify complicated decisionmaking processes

**Calculation of student workload:**

28 h SWS / presence time / working hours

70 h Exam preparation

41 h Self-study

41 h Preparation / follow-up work

**Are there optional courses in the modules?**

no

**Language(s) of instruction:**

English

**Responsible for the module:**

Prof. Dr. André Heinemann

**Frequency:**

each semester

**Duration:**

1 semester[s]

**The module is valid since / The module is valid until:**

SoSe 24 / -

**Credit points / Workload:**

6 / 180 hours

## Module examinations

**Module examination:** Advanced Topics in Brand Management

**Type of examination:** module exam

<b>Form of examination:</b> Announcement at the beginning of the semester	<b>The examination is ungraded?</b> no
<b>Number of graded components / ungraded components / prerequisites of the examination:</b> 1 / - / -	
<b>Language(s) of instruction:</b> Englisch	

## Module courses

<b>Course:</b> Advanced Topics in Brand Management	
<b>Frequency:</b> each semester	<b>Are there parallel courses?</b> no
<b>Contact hours:</b> 2	<b>University teacher:</b> N.N.
<b>Language(s) of instruction:</b> Englisch	
<b>Literature:</b> To be announced during the lecture.	
<b>Teaching method(s):</b> Seminar	<b>Associated module examination:</b> Advanced Topics in Brand Management

## Module 07-WW-BA-37-953: Advanced Topics in Digital Marketing

**Assignment to areas of study:**

- Area of Specialization

**Content-related prior knowledge or skills:**

none

**Learning content:**

Theories and concepts specific to the area of specialization are taught and advanced problems from the area of digital marketing are dealt with. Students acquire an in-depth understanding of various topics in digital marketing and are equipped with the knowledge and skills needed to navigate the complexities of the digital marketing domain. The module provides students with a comprehensive understanding of advanced online marketing strategies and tactics. The specific content may vary depending on the course and may deal with advanced topics of digital marketing management, online brand building, online marketing communications, e-commerce strategies and implementation or social media marketing.

The students learn to understand, point out and evaluate principles, strategies, methods, interrelationships, and application scenarios, and to develop their own solutions for various problems in the area of digital marketing.

**Learning outcomes / competencies / targeted competencies:**

In this module, students learn to

- acquire advanced knowledge of digital marketing strategies
- delineate and analyze complex situations and problems of digital marketing
- compare different approaches of advanced digital marketing and derive new insights
- transfer learned approaches to other research areas and generate new findings
- professionalize their research skills by conducting research on complex topics
- specialize their communication skills
- explain the way they draw multifaceted conclusions and justify complicated decisionmaking processes

**Calculation of student workload:**

41 h Preparation / follow-up work

41 h Self-study

70 h Exam preparation

28 h SWS / presence time / working hours

**Are there optional courses in the modules?**

yes

In each module, one 6 CP course from the current range of courses must be taken. The catalog of these courses is subject to change and is updated on a semester-by-semester basis.

**Language(s) of instruction:**

English

**Responsible for the module:**

Prof. Dr. André Heinemann

**Frequency:**

each semester

**Duration:**

1 semester[s]

**The module is valid since / The module is valid until:**

SoSe 24 / -

**Credit points / Workload:**

6 / 180 hours

## Module examinations

<b>Module examination:</b> Advanced Topics in Digital Marketing	
<b>Type of examination:</b> module exam	
<b>Form of examination:</b> Announcement at the beginning of the semester	<b>The examination is ungraded?</b> no
<b>Number of graded components / ungraded components / prerequisites of the examination:</b> 1 / - / -	
<b>Language(s) of instruction:</b> Englisch	

## Module courses

<b>Course:</b> Advanced Topics in Digital Marketing	
<b>Frequency:</b> each semester	<b>Are there parallel courses?</b> no
<b>Contact hours:</b> 2	<b>University teacher:</b> N.N.
<b>Language(s) of instruction:</b> Englisch	
<b>Literature:</b> To be announced during the lecture.	
<b>Teaching method(s):</b> Seminar	<b>Associated module examination:</b> Advanced Topics in Digital Marketing



## Module 07-WW-BA-37-954: Advanced Topics in Consumer Behavior

**Assignment to areas of study:**

- Area of Specialization

**Content-related prior knowledge or skills:**

none

**Learning content:**

Theories and concepts specific to the area of specialization are taught and advanced problems from the area of consumer behavior are dealt with. Students acquire an in-depth understanding of various topics in consumer behavior and are equipped with the knowledge and skills needed to understand and respond to consumer choices. The module provides students with a comprehensive understanding of complex consumer behavior theories, research methodologies and practical applications related to understanding consumer decision-making. The specific content may vary depending on the course and may deal with advanced topics of consumer behavior theories, decision-making processes, consumer research methodologies or consumer perception.

The students learn to understand, point out and evaluate principles, strategies, methods, interrelationships, and application scenarios, and to develop their own solutions for various problems in the area of consumer behavior.

**Learning outcomes / competencies / targeted competencies:**

In this module, students learn to

- acquire advanced knowledge of consumer behavior concepts and theories
- delineate and analyze complex situations and problems of consumer behavior
- compare different approaches of advanced consumer behavior and derive new insights
- transfer learned approaches to other research areas and generate new findings
- professionalize their research skills by conducting research on complex topics
- specialize their communication skills
- explain the way they draw multifaceted conclusions and justify complicated decisionmaking processes

**Calculation of student workload:**

28 h SWS / presence time / working hours

41 h Preparation / follow-up work

41 h Self-study

70 h Exam preparation

**Are there optional courses in the modules?**

yes

In each module, one 6 CP course from the current range of courses must be taken. The catalog of these courses is subject to change and is updated on a semester-by-semester basis.

**Language(s) of instruction:**

English

**Responsible for the module:**

Prof. Dr. André Heinemann

**Frequency:**

each semester

**Duration:**

1 semester[s]

**The module is valid since / The module is valid until:**

SoSe 24 / -

**Credit points / Workload:**

6 / 180 hours

## Module examinations

<b>Module examination:</b> Advanced Topics in Consumer Behavior	
<b>Type of examination:</b> module exam	
<b>Form of examination:</b> Announcement at the beginning of the semester	<b>The examination is ungraded?</b> no
<b>Number of graded components / ungraded components / prerequisites of the examination:</b> 1 / - / -	
<b>Language(s) of instruction:</b> Englisch	

## Module courses

<b>Course:</b> Advanced Topics in Consumer Behavior	
<b>Frequency:</b> each semester	<b>Are there parallel courses?</b> no
<b>Contact hours:</b> 2	<b>University teacher:</b> N.N.
<b>Language(s) of instruction:</b> Englisch	
<b>Literature:</b> To be announced during the lecture.	
<b>Teaching method(s):</b> Seminar	<b>Associated module examination:</b> Advanced Topics in Consumer Behavior

## Module 07-WW-BA-37-961: Advanced Topics in International Business 1

**Assignment to areas of study:**

- Area of Specialization

**Content-related prior knowledge or skills:**

none

**Learning content:**

Theories and concepts specific to the area of specialization are taught and advanced problems from the area of international business are dealt with. Students acquire an in-depth understanding of various topics in international business and are equipped with the knowledge and skills needed to understand the complexities of conducting business on a global scale. The module provides students with a comprehensive understanding of the challenges, opportunities and strategies involved in managing and thriving in the international business environment. The module highlights the increasing necessity to be internationally oriented due to the advancing globalization and to act demand-oriented in national and international competition. The specific content may vary depending on the course and may deal with advanced topics of international business environment, international management, globalization, cross-cultural management, multinational enterprises, international marketing or international trade and finance. The students learn to understand, point out and evaluate principles, strategies, methods, interrelationships, and application scenarios, and to develop their own solutions for various problems in the area of international business.

**Learning outcomes / competencies / targeted competencies:**

In this module, students learn to

- acquire advanced knowledge of international business
- delineate and analyze complex situations and problems of international business
- compare different approaches of advanced international business and derive new insights
- transfer learned approaches to other research areas and generate new findings
- professionalize their research skills by conducting research on complex topics
- specialize their communication skills
- explain the way they draw multifaceted conclusions and justify complicated decisionmaking processes

**Calculation of student workload:**

70 h Exam preparation

28 h SWS / presence time / working hours

41 h Preparation / follow-up work

41 h Self-study

**Are there optional courses in the modules?**

yes

In each module, one 6 CP course from the current range of courses must be taken. The catalog of these courses is subject to change and is updated on a semester-by-semester basis.

**Language(s) of instruction:**

English

**Responsible for the module:**

Prof. Dr. André Heinemann

**Frequency:**

each semester

**Duration:**

1 semester[s]

**The module is valid since / The module is valid until:**

SoSe 24 / -

**Credit points / Workload:**

0 / 0 hours

## Module examinations

<b>Module examination:</b> Advanced Topics in International Business 1	
<b>Type of examination:</b> module exam	
<b>Form of examination:</b> Announcement at the beginning of the semester	<b>The examination is ungraded?</b> no
<b>Number of graded components / ungraded components / prerequisites of the examination:</b> 1 / - / -	
<b>Language(s) of instruction:</b> Englisch	

## Module courses

<b>Course:</b> Advanced Topics in International Business 1	
<b>Frequency:</b> each semester	<b>Are there parallel courses?</b> no
<b>Contact hours:</b> 2	<b>University teacher:</b> N.N.
<b>Language(s) of instruction:</b> Englisch	
<b>Literature:</b> To be announced during the lecture.	
<b>Teaching method(s):</b> Seminar	<b>Associated module examination:</b> Advanced Topics in International Business 1

## Module 07-WW-BA-37-962: Advanced Topics in International Business 2

**Assignment to areas of study:**

- Area of Specialization

**Content-related prior knowledge or skills:**

none

**Learning content:**

Theories and concepts specific to the area of specialization are taught and advanced problems from the area of international business are dealt with. Students acquire an in-depth understanding of various topics in international business and are equipped with the knowledge and skills needed to understand the complexities of conducting business on a global scale. The module provides students with a comprehensive understanding of the challenges, opportunities and strategies involved in managing and thriving in the international business environment. The module highlights the increasing necessity to be internationally oriented due to the advancing globalization and to act demand-oriented in national and international competition. The specific content may vary depending on the course and may deal with advanced topics of international business environment, international management, globalization, cross-cultural management, multinational enterprises, international marketing or international trade and finance. The students learn to understand, point out and evaluate principles, strategies, methods, interrelationships, and application scenarios, and to develop their own solutions for various problems in the area of international business.

**Learning outcomes / competencies / targeted competencies:**

In addition to a broad strategy, which includes covering as many different subject areas as possible, students can also specialize in specific subject areas instead. Students pursuing such an in-depth strategy can take an additional module in the field of international business conveying the same competencies.

In this module, students learn to

- acquire advanced knowledge of international business
- delineate and analyze complex situations and problems of international business
- compare different approaches of advanced international business and derive new insights
- transfer learned approaches to other research areas and generate new findings
- professionalize their research skills by conducting research on complex topics
- specialize their communication skills
- explain the way they draw multifaceted conclusions and justify complicated decisionmaking processes

**Calculation of student workload:**

41 h Preparation / follow-up work

70 h Exam preparation

41 h Self-study

28 h SWS / presence time / working hours

**Are there optional courses in the modules?**

yes

In each module, one 6 CP course from the current range of courses must be taken. The catalog of these courses is subject to change and is updated on a semester-by-semester basis.

**Language(s) of instruction:**

English

**Responsible for the module:**

Prof. Dr. André Heinemann

**Frequency:**

each semester

**Duration:**

1 semester[s]

<b>The module is valid since / The module is valid until:</b> SoSe 24 / -	<b>Credit points / Workload:</b> 6 / 180 hours
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## Module examinations

<b>Module examination:</b> Advanced Topics in International Business 2	
<b>Type of examination:</b> module exam	
<b>Form of examination:</b> Announcement at the beginning of the semester	<b>The examination is ungraded?</b> no
<b>Number of graded components / ungraded components / prerequisites of the examination:</b> 1 / - / -	
<b>Language(s) of instruction:</b> Englisch	

## Module courses

<b>Course:</b> Advanced Topics in International Business 2	
<b>Frequency:</b> each semester	<b>Are there parallel courses?</b> no
<b>Contact hours:</b> 2	<b>University teacher:</b> Prof. Dr. André Heinemann
<b>Language(s) of instruction:</b> Englisch	
<b>Literature:</b> To be announced during the lecture.	
<b>Teaching method(s):</b> Seminar	<b>Associated module examination:</b> Advanced Topics in International Business 2

## Module 07-WW-BA-37-963: Advanced Topics in Entrepreneurship 1

**Assignment to areas of study:**

- Area of Specialization

**Content-related prior knowledge or skills:**

none

**Learning content:**

Theories and concepts specific to the area of specialization are taught and advanced problems from the area of entrepreneurship are dealt with. Students acquire an in-depth understanding of various topics in entrepreneurship and are equipped with the knowledge and skills needed to meet the challenges of entrepreneurship and contribute to the development of innovative and successful businesses. The module provides students with a comprehensive understanding of complex entrepreneurial processes and advanced concepts in business creation. The module conveys an insight into the increasing need for entrepreneurial thinking at all management levels of institutions. The specific content may vary depending on the course and may deal with advanced topics of entrepreneurship concepts, business planning, innovation, start-up creation, business management or governance.

The students learn to understand, point out and evaluate principles, strategies, methods, interrelationships, and application scenarios, and to develop their own solutions for various problems in the area of entrepreneurship.

**Learning outcomes / competencies / targeted competencies:**

In this module, students learn to

- acquire advanced knowledge of entrepreneurship
- delineate and analyze complex entrepreneurial situations and problems
- compare different approaches of advanced entrepreneurship and derive new insights
- transfer learned approaches to other research areas and generate new findings
- professionalize their research skills by conducting research on complex topics
- specialize their communication skills
- explain the way they draw multifaceted conclusions and justify complicated decisionmaking processes

**Calculation of student workload:**

28 h SWS / presence time / working hours

70 h Exam preparation

41 h Self-study

41 h Preparation / follow-up work

**Are there optional courses in the modules?**

yes

In each module, one 6 CP course from the current range of courses must be taken. The catalog of these courses is subject to change and is updated on a semester-by-semester basis.

**Language(s) of instruction:**

English

**Responsible for the module:**

Prof. Dr. André Heinemann

**Frequency:**

each semester

**Duration:**

1 semester[s]

**The module is valid since / The module is valid until:**

SoSe 24 / -

**Credit points / Workload:**

6 / 180 hours

## Module examinations

<b>Module examination:</b> Advanced Topics in Entrepreneurship 1	
<b>Type of examination:</b> module exam	
<b>Form of examination:</b> Announcement at the beginning of the semester	<b>The examination is ungraded?</b> no
<b>Number of graded components / ungraded components / prerequisites of the examination:</b> 1 / - / -	
<b>Language(s) of instruction:</b> Englisch	

## Module courses

<b>Course:</b> Advanced Topics in Entrepreneurship 1	
<b>Frequency:</b> each semester	<b>Are there parallel courses?</b> no
<b>Contact hours:</b> 2	<b>University teacher:</b> N.N.
<b>Language(s) of instruction:</b> Englisch	
<b>Literature:</b> To be announced during the lecture.	
<b>Teaching method(s):</b> Seminar	<b>Associated module examination:</b> Advanced Topics in Entrepreneurship 1



## Module 07-WW-BA-37-964: Advanced Topics in Entrepreneurship 2

### Assignment to areas of study:

- Area of Specialization

### Content-related prior knowledge or skills:

none

### Learning content:

Theories and concepts specific to the area of specialization are taught and advanced problems from the area of entrepreneurship are dealt with. Students acquire an in-depth understanding of various topics in entrepreneurship and are equipped with the knowledge and skills needed to meet the challenges of entrepreneurship and contribute to the development of innovative and successful businesses. The module provides students with a comprehensive understanding of complex entrepreneurial processes and advanced concepts in business creation. The module conveys an insight into the increasing need for entrepreneurial thinking at all management levels of institutions. The specific content may vary depending on the course and may deal with advanced topics of entrepreneurship concepts, business planning, innovation, start-up creation, business management or governance.

The students learn to understand, point out and evaluate principles, strategies, methods, interrelationships, and application scenarios, and to develop their own solutions for various problems in the area of entrepreneurship.

### Learning outcomes / competencies / targeted competencies:

In addition to a broad strategy, which includes covering as many different subject areas as possible, students can also specialize in specific subject areas instead. Students pursuing such an in-depth strategy can take an additional module in the field of entrepreneurship conveying the same competencies.

In this module, students learn to

- acquire advanced knowledge of entrepreneurship
- delineate and analyze complex entrepreneurial situations and problems
- compare different approaches of advanced entrepreneurship and derive new insights
- transfer learned approaches to other research areas and generate new findings
- professionalize their research skills by conducting research on complex topics
- specialize their communication skills
- explain the way they draw multifaceted conclusions and justify complicated decisionmaking processes

### Calculation of student workload:

41 h Preparation / follow-up work

70 h Exam preparation

41 h Self-study

28 h SWS / presence time / working hours

### Are there optional courses in the modules?

yes

In each module, one 6 CP course from the current range of courses must be taken. The catalog of these courses is subject to change and is updated on a semester-by-semester basis.

### Language(s) of instruction:

English

### Responsible for the module:

Prof. Dr. André Heinemann

### Frequency:

each semester

### Duration:

1 semester[s]

<b>The module is valid since / The module is valid until:</b> SoSe 24 / -	<b>Credit points / Workload:</b> 6 / 180 hours
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## Module examinations

<b>Module examination:</b> Advanced Topics in Entrepreneurship 2	
<b>Type of examination:</b> module exam	
<b>Form of examination:</b> Announcement at the beginning of the semester	<b>The examination is ungraded?</b> no
<b>Number of graded components / ungraded components / prerequisites of the examination:</b> 1 / - / -	
<b>Language(s) of instruction:</b> Englisch	

## Module courses

<b>Course:</b> Advanced Topics in Entrepreneurship 2	
<b>Frequency:</b> each semester	<b>Are there parallel courses?</b> no
<b>Contact hours:</b> 2	<b>University teacher:</b> N.N.
<b>Language(s) of instruction:</b> Englisch	
<b>Literature:</b> To be announced during the lecture.	
<b>Teaching method(s):</b> Seminar	<b>Associated module examination:</b> Advanced Topics in Entrepreneurship 2

## Module 07-WW-BA-37-965: Advanced Topics in Digital Business 1

### Assignment to areas of study:

- Area of Specialization

### Content-related prior knowledge or skills:

none

### Learning content:

Theories and concepts specific to the area of specialization are taught and advanced problems from the area of digital business are dealt with. Students acquire an in-depth understanding of various topics in digital business and are equipped with the knowledge and skills needed to understand, engage with and leverage the digital landscape in the business world. The module provides students with a comprehensive understanding of digital technologies, strategies and tools to enhance business operations, create new opportunities and stay competitive in the digital era. The specific content may vary depending on the course and may deal with advanced topics of digital business, digital strategy, data analytics and business intelligence, digital innovation, digital transformation or digital ethics. The students learn to understand, point out and evaluate principles, strategies, methods, interrelationships, and application scenarios, and to develop their own solutions for various problems in the area of digital business.

### Learning outcomes / competencies / targeted competencies:

In this module, students learn to

- acquire advanced knowledge in the topic of digital business
- delineate and analyze complex situations and problems of digital business
- compare different approaches of advanced digital business and derive new insights
- transfer learned approaches to other research areas and generate new findings
- professionalize their research skills by conducting research on complex topics
- specialize their communication skills
- explain the way they draw multifaceted conclusions and justify complicated decisionmaking processes

### Calculation of student workload:

41 h Preparation / follow-up work

41 h Self-study

70 h Exam preparation

28 h SWS / presence time / working hours

### Are there optional courses in the modules?

yes

In each module, one 6 CP course from the current range of courses must be taken. The catalog of these courses is subject to change and is updated on a semester-by-semester basis.

### Language(s) of instruction:

English

### Responsible for the module:

Prof. Dr. André Heinemann

### Frequency:

each semester

### Duration:

1 semester[s]

### The module is valid since / The module is valid until:

SoSe 24 / -

### Credit points / Workload:

6 / 180 hours

## Module examinations

<b>Module examination:</b> Advanced Topics in Digital Business 1	
<b>Type of examination:</b> module exam	
<b>Form of examination:</b> Announcement at the beginning of the semester	<b>The examination is ungraded?</b> no
<b>Number of graded components / ungraded components / prerequisites of the examination:</b> 1 / - / -	
<b>Language(s) of instruction:</b> Englisch	

## Module courses

<b>Course:</b> Advanced Topics in Digital Business 1	
<b>Frequency:</b> each semester	<b>Are there parallel courses?</b> no
<b>Contact hours:</b> 2	<b>University teacher:</b> N.N.
<b>Language(s) of instruction:</b> Englisch	
<b>Literature:</b> To be announced during the lecture.	
<b>Teaching method(s):</b> Seminar	<b>Associated module examination:</b> Advanced Topics in Digital Business 1

## Module 07-WW-BA-37-966: Advanced Topics in Digital Business 2

**Assignment to areas of study:**

- Area of Specialization

**Content-related prior knowledge or skills:**

none

**Learning content:**

Theories and concepts specific to the area of specialization are taught and advanced problems from the area of digital business are dealt with. Students acquire an in-depth understanding of various topics in digital business and are equipped with the knowledge and skills needed to understand, engage with and leverage the digital landscape in the business world. The module provides students with a comprehensive understanding of digital technologies, strategies and tools to enhance business operations, create new opportunities and stay competitive in the digital era. The specific content may vary depending on the course and may deal with advanced topics of digital business, digital strategy, data analytics and business intelligence, digital innovation, digital transformation or digital ethics. The students learn to understand, point out and evaluate principles, strategies, methods, interrelationships, and application scenarios, and to develop their own solutions for various problems in the area of digital business.

**Learning outcomes / competencies / targeted competencies:**

In this module, students learn to

- acquire advanced knowledge in the topic of digital business
- delineate and analyze complex situations and problems of digital business
- compare different approaches of advanced digital business and derive new insights
- transfer learned approaches to other research areas and generate new findings
- professionalize their research skills by conducting research on complex topics
- specialize their communication skills
- explain the way they draw multifaceted conclusions and justify complicated decisionmaking processes

**Calculation of student workload:**

41 h Preparation / follow-up work

28 h SWS / presence time / working hours

41 h Self-study

70 h Exam preparation

**Are there optional courses in the modules?**

yes

In each module, one 6 CP course from the current range of courses must be taken. The catalog of these courses is subject to change and is updated on a semester-by-semester basis.

**Language(s) of instruction:**

English

**Responsible for the module:**

Prof. Dr. André Heinemann

**Frequency:**

each semester

**Duration:**

1 semester[s]

**The module is valid since / The module is valid until:**

SoSe 24 / -

**Credit points / Workload:**

6 / 180 hours

## Module examinations

<b>Module examination:</b> Advanced Topics in Digital Business 2	
<b>Type of examination:</b> module exam	
<b>Form of examination:</b> Announcement at the beginning of the semester	<b>The examination is ungraded?</b> no
<b>Number of graded components / ungraded components / prerequisites of the examination:</b> 1 / - / -	
<b>Language(s) of instruction:</b> Englisch	

## Module courses

<b>Course:</b> Advanced Topics in Digital Business 2	
<b>Frequency:</b> each semester	<b>Are there parallel courses?</b> no
<b>Contact hours:</b> 2	<b>University teacher:</b> N.N.
<b>Language(s) of instruction:</b> Englisch	
<b>Literature:</b> To be announced during the lecture.	
<b>Teaching method(s):</b> Seminar	<b>Associated module examination:</b> Advanced Topics in Digital Business 2

## Module 07-WW-BA-37-967: Advanced Topics in Business Psychology

### Assignment to areas of study:

- Area of Specialization

### Content-related prior knowledge or skills:

none

### Learning content:

Theories and concepts specific to the area of specialization are taught and advanced problems from the area of business psychology are dealt with. Students acquire an in-depth understanding of various topics in business psychology and are equipped with the knowledge and skills needed to understand the psychological factors influencing behavior in the business context. The module provides students with a comprehensive understanding of the human behavior within the business context and the application of psychological principles and theories to understand and enhance various aspects of organizational behavior and performance. The specific content may vary depending on the course and may deal with advanced topics of business psychology, organizational behavior, leadership, communication in business, consumer psychology, human resources management or organizational change. The students learn to understand, point out and evaluate principles, strategies, methods, interrelationships, and application scenarios, and to develop their own solutions for various problems in the area of business psychology.

### Learning outcomes / competencies / targeted competencies:

In this module, students learn to

- acquire advanced knowledge of business psychology
- delineate and analyze complex situations and problems of business psychology
- compare different approaches of advanced business psychology and derive new insights
- transfer learned approaches to other research areas and generate new findings
- professionalize their research skills by conducting research on complex topics
- specialize their communication skills
- explain the way they draw multifaceted conclusions and justify complicated decisionmaking processes

### Calculation of student workload:

70 h Exam preparation

28 h SWS / presence time / working hours

41 h Preparation / follow-up work

41 h Self-study

### Are there optional courses in the modules?

yes

In each module, one 6 CP course from the current range of courses must be taken. The catalog of these courses is subject to change and is updated on a semester-by-semester basis.

### Language(s) of instruction:

English

### Responsible for the module:

Prof. Dr. André Heinemann

### Frequency:

each semester

### Duration:

1 semester[s]

### The module is valid since / The module is valid until:

SoSe 24 / -

### Credit points / Workload:

6 / 180 hours

## Module examinations

<b>Module examination:</b> Advanced Topics in Business Psychology	
<b>Type of examination:</b> module exam	
<b>Form of examination:</b> Announcement at the beginning of the semester	<b>The examination is ungraded?</b> no
<b>Number of graded components / ungraded components / prerequisites of the examination:</b> 1 / - / -	
<b>Language(s) of instruction:</b> Englisch	

## Module courses

<b>Course:</b> Advanced Topics in Business Psychology	
<b>Frequency:</b> each semester	<b>Are there parallel courses?</b> no
<b>Contact hours:</b> 2	<b>University teacher:</b> N.N.
<b>Language(s) of instruction:</b> Englisch	
<b>Literature:</b> To be announced during the lecture.	
<b>Teaching method(s):</b> Seminar	<b>Associated module examination:</b> Advanced Topics in Business Psychology



## Module 07-WW-BA-37-968: Advanced Topics in Logistics Management 1

**Assignment to areas of study:**

- Area of Specialization

**Content-related prior knowledge or skills:**

none

**Learning content:**

Theories and concepts specific to the area of specialization are taught and advanced problems from the area of logistics management are dealt with. Students acquire an in-depth understanding of various topics in logistics management and are equipped with the knowledge and skills needed to contribute to the efficient and effective movement of goods throughout the supply chain. The module provides students with a comprehensive understanding of the principles, processes and strategies involved in effectively planning and managing the movement and storage of goods and services within a supply chain. The courses convey broad knowledge with regard to the planning and interrelationships in procurement and production logistics as well as in the transport industry or the areas of supply chain management and meso logistics. The specific content may vary depending on the course and may deal with advanced topics of logistics management, supply chain management, transport economics, production logistics, distribution logistics and global logistics. The students learn to understand, point out and evaluate principles, strategies, methods, interrelationships, and application scenarios, and to develop their own solutions for various problems in the area of logistics management.

**Learning outcomes / competencies / targeted competencies:**

In this module, students learn to

- acquire advanced knowledge of logistics management
- delineate and analyze complex situations and problems of logistics management
- compare different approaches of advanced logistics management and derive new insights
- transfer learned approaches to other research areas and generate new findings
- professionalize their research skills by conducting research on complex topics
- specialize their communication skills
- explain the way they draw multifaceted conclusions and justify complicated decisionmaking processes

**Calculation of student workload:**

28 h SWS / presence time / working hours

70 h Exam preparation

41 h Self-study

41 h Preparation / follow-up work

**Are there optional courses in the modules?**

yes

In each module, one 6 CP course from the current range of courses must be taken. The catalog of these courses is subject to change and is updated on a semester-by-semester basis.

**Language(s) of instruction:**

English

**Responsible for the module:**

Prof. Dr. André Heinemann

**Frequency:**

each semester

**Duration:**

1 semester[s]

**The module is valid since / The module is valid until:**

SoSe 24 / -

**Credit points / Workload:**

6 / 180 hours

## Module examinations

<b>Module examination:</b> Advanced Topics in Logistics Management 1	
<b>Type of examination:</b> module exam	
<b>Form of examination:</b> Announcement at the beginning of the semester	<b>The examination is ungraded?</b> no
<b>Number of graded components / ungraded components / prerequisites of the examination:</b> 1 / - / -	
<b>Language(s) of instruction:</b> Englisch	

## Module courses

<b>Course:</b> Advanced Topics in Logistics Management 1	
<b>Frequency:</b> each semester	<b>Are there parallel courses?</b> no
<b>Contact hours:</b> 2	<b>University teacher:</b> N.N.
<b>Language(s) of instruction:</b> Englisch	
<b>Literature:</b> To be announced during the lecture.	
<b>Teaching method(s):</b> Seminar	<b>Associated module examination:</b>

**Module 07-WW-BA-37-969: Advanced Topics in Logistics Management 2**

**Assignment to areas of study:**

- Area of Specialization

**Content-related prior knowledge or skills:**

none

**Learning content:**

Theories and concepts specific to the area of specialization are taught and advanced problems from the area of logistics management are dealt with. Students acquire an in-depth understanding of various topics in logistics management and are equipped with the knowledge and skills needed to contribute to the efficient and effective movement of goods throughout the supply chain. The module provides students with a comprehensive understanding of the principles, processes and strategies involved in effectively planning and managing the movement and storage of goods and services within a supply chain. The courses convey broad knowledge with regard to the planning and interrelationships in procurement and production logistics as well as in the transport industry or the areas of supply chain management and meso logistics. The specific content may vary depending on the course and may deal with advanced topics of logistics management, supply chain management, transport economics, production logistics, distribution logistics and global logistics. The students learn to understand, point out and evaluate principles, strategies, methods, interrelationships, and application scenarios, and to develop their own solutions for various problems in the area of logistics management.

**Learning outcomes / competencies / targeted competencies:**

In addition to a broad strategy, which includes covering as many different subject areas as possible, students can also specialize in specific subject areas instead. Students pursuing such an in-depth strategy can take an additional module in the field of logistics conveying the same competencies.

In this module, students learn to

- acquire advanced knowledge of logistics management
- delineate and analyze complex situations and problems of logistics management
- compare different approaches of advanced logistics management and derive new insights
- transfer learned approaches to other research areas and generate new findings
- professionalize their research skills by conducting research on complex topics
- specialize their communication skills
- explain the way they draw multifaceted conclusions and justify complicated decisionmaking processes

**Calculation of student workload:**

41 h Self-study

41 h Preparation / follow-up work

28 h SWS / presence time / working hours

70 h Exam preparation

**Are there optional courses in the modules?**

yes

In each module, one 6 CP course from the current range of courses must be taken. The catalog of these courses is subject to change and is updated on a semester-by-semester basis.

**Language(s) of instruction:**

English

**Responsible for the module:**

Prof. Dr. André Heinemann

**Frequency:**

each semester

**Duration:**

1 semester[s]

<b>The module is valid since / The module is valid until:</b> SoSe 24 / -	<b>Credit points / Workload:</b> 6 / 180 hours
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## Module examinations

<b>Module examination:</b> Advanced Topics in Logistics Management 2	
<b>Type of examination:</b> module exam	
<b>Form of examination:</b> Announcement at the beginning of the semester	<b>The examination is ungraded?</b> no
<b>Number of graded components / ungraded components / prerequisites of the examination:</b> 1 / - / -	
<b>Language(s) of instruction:</b> Englisch	

## Module courses

<b>Course:</b> Advanced Topics in Logistics Management 2	
<b>Frequency:</b> winter semester, yearly	<b>Are there parallel courses?</b> no
<b>Contact hours:</b>	<b>University teacher:</b> N.N.
<b>Language(s) of instruction:</b> Englisch	
<b>Literature:</b> To be announced during the lecture.	
<b>Teaching method(s):</b> Seminar	<b>Associated module examination:</b> Advanced Topics in Logistics Management 2

## Module 07-WW-BA-37-970: Project Module

### Assignment to areas of study:

- Area of Specialization

### Content-related prior knowledge or skills:

none

### Learning content:

In the project courses, students work on a larger research project on selected issues in Marketing, in Finance, Accounting and Taxation, or in General Management and Logistics. Depending on the selected project, they work on different tasks and subject-specific focal points, they use different methods and aim for different results. The students work out the details of the project and steps to be taken largely by themselves. Problem-solving is carried out in small groups and individual work settings. The knowledge acquired in the specialization modules is deepened and applied to an overarching question.

### Learning outcomes / competencies / targeted competencies:

Students expand their subject-specific knowledge and test the application of their specialist knowledge to complex problems. They are able to

- work out a specific problem independently
- expand the conveyed conceptual basis
- explain concepts, strategies, and functions
- apply principles to their own project
- generate hypotheses and derive suitable measures
- reflect on their findings.

In addition to expanding their technical expertise, students learn other job-relevant and social skills such as:

- working independently, coordination and time management
- teamwork, coping with role and group dynamics
- presentation techniques (oral and written)
- dealing with complexity.

### Calculation of student workload:

28 h SWS / presence time / working hours

32 h Exam preparation

150 h Self-study

150 h Preparation / follow-up work

### Are there optional courses in the modules?

yes

In this module, one 12 CP project course from the current range of courses must be taken. The catalog of these courses is subject to change and is updated on a semester-by-semester basis.

### Language(s) of instruction:

English

### Responsible for the module:

Prof. Dr. André Heinemann

### Frequency:

winter semester, yearly

### Duration:

1 semester[s]

### The module is valid since / The module is valid until:

SoSe 24 / -

### Credit points / Workload:

12 / 360 hours

## Module examinations

<b>Module examination:</b> Project Module	
<b>Type of examination:</b> module exam	
<b>Form of examination:</b> Announcement at the beginning of the semester	<b>The examination is ungraded?</b> no
<b>Number of graded components / ungraded components / prerequisites of the examination:</b> 1 / - / -	
<b>Language(s) of instruction:</b> Englisch	

## Module courses

<b>Course:</b> Project Module	
<b>Frequency:</b> winter semester, yearly	<b>Are there parallel courses?</b> no
<b>Contact hours:</b> 2	<b>University teacher:</b> N.N.
<b>Language(s) of instruction:</b> Englisch	
<b>Literature:</b> To be announced during the lecture.	
<b>Teaching method(s):</b> Seminar	<b>Associated module examination:</b> Project Module

**Module 07-WW-BA-37-930: Module Bachelor Thesis****Assignment to areas of study:**

- Bachelor Thesis

**Content-related prior knowledge or skills:**

none

**Learning content:**

Students conduct an independent research project and write an academic thesis. Topics are to be selected according to prior agreements with supervisors.

**Learning outcomes / competencies / targeted competencies:**

Students prove that they are capable of working on a self-chosen research topic in an independent way. They learn to conduct a limited research project, beginning with the choice and discussion of topics and methods, the development of a structure, a sound literature recherche, the formulation of concrete research questions and hypotheses, the testing of hypotheses or creative extension of theoretical concepts, up to the completion of the scientific thesis according to formal academic standards.

**Calculation of student workload:**

360 h SWS / presence time / working hours

**Are there optional courses in the modules?**

yes

Students pick a topic for their thesis with their supervisors.

**Language(s) of instruction:**

English

**Responsible for the module:**

N.N.

**Frequency:**

each semester

**Duration:**

1 semester[s]

**The module is valid since / The module is valid until:**

SoSe 24 / -

**Credit points / Workload:**

12 / 360 hours

**Module examinations****Module examination:** Module Bachelor Thesis**Type of examination:** module exam**Form of examination:**

Bachelor Thesis

**The examination is ungraded?**

no

**Number of graded components / ungraded components / prerequisites of the examination:**

1 / - / -

**Language(s) of instruction:**

Englisch

**Module courses****Course:** Module Bachelor Thesis

<b>Frequency:</b> each semester	<b>Are there parallel courses?</b> no
<b>Contact hours:</b> 2	<b>University teacher:</b> N.N.
<b>Language(s) of instruction:</b> Englisch	
<b>Literature:</b> To be announced during the lecture.	
<b>Teaching method(s):</b> Accompanying seminar (for Bachelor and Master Thesis)	<b>Associated module examination:</b> Module Bachelor Thesis