



Wintersemester 25/26

# Modulhandbuch

für das Studium

## Internationales Fortgeschrittenenprogramm Betriebswirtschaftslehre

Bachelorstudiengang

gültig in Verbindung mit der Prüfungsordnung BPO 2023/2024

Module Guide for the International Advanced Student Program

Erzeugt am: 01. Oktober 2025

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

	<b>Module</b>	<b>1. - 4. FS</b>	<b>5. FS</b>	<b>6. FS</b>
<b>I. Recognition Area (120 CP)</b>	<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		
	<b>Total Recognition Area</b>	<b>120 CP</b>		
<b>II. University of Bremen (60 CP)</b>	<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
	<b>Total University of Bremen</b>		<b>30 CP</b>	<b>30 CP</b>
<b>Total</b>		<b>120 CP</b>	<b>30 CP</b>	<b>30 CP</b>

CP: Credit Points. FS: Semester.

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

### Modulgruppenzuordnung:

- Area of Recognition

### Empfohlene inhaltliche Voraussetzungen:

none

### Lerninhalte:

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

### Lernergebnisse / Kompetenzen:

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

### Workloadberechnung:

123 h Vor- und Nachbereitung

123 h Selbstlernstudium

210 h Prüfungsvorbereitung

84 h SWS / Präsenzzeit / Arbeitsstunden

### Bestehen Auswahlmöglichkeiten von Lehrveranstaltungen im Modul?

ja

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

### Unterrichtssprache(n):

Englisch

### Modulverantwortliche(r):

Prof. Dr. André Heinemann

### Häufigkeit:

jedes Semester

### Dauer:

1 Semester

### Modul gültig seit / Modul gültig bis:

SoSe 24 / -

### ECTS-Punkte / Arbeitsaufwand:

18 / 540 Stunden

## Modulprüfungen

**Modulprüfung:** Modulprüfung 37-921 Foundations of Business Studies

**Prüfungstyp:** Modulprüfung

**Prüfungsform:**

Bekanntgabe zu Beginn des Semesters

**Die Prüfung ist unbenotet?**

nein

**Anzahl Prüfungsleistungen / Studienleistungen / Prüfungsvorleistungen:**

1 / - / -

**Prüfungssprache(n):**

Englisch

**Beschreibung:**

In accordance with the number of courses taken, the number of exam components may vary.

## Lehrveranstaltungen des Moduls

**Lehrveranstaltung:** Foundations of Business Studies

**Häufigkeit:**

jedes Semester

**Unterrichtssprache(n):**

Englisch

**SWS:**

2,00

**Literatur:**

To be announced during the lecture.

**Lehrveranstaltungsart(en):**

Seminar

**Zugeordnete Modulprüfung:**

Modulprüfung 37-921 Foundations of Business Studies

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

### Modulgruppenzuordnung:

- Area of Recognition

### Empfohlene inhaltliche Voraussetzungen:

none

### Lerninhalte:

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

### Lernergebnisse / Kompetenzen:

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

### Workloadberechnung:

82 h Vor- und Nachbereitung

140 h Prüfungsvorbereitung

82 h Selbstlernstudium

56 h SWS / Präsenzzeit / Arbeitsstunden

### Bestehen Auswahlmöglichkeiten von Lehrveranstaltungen im Modul?

ja

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

### Unterrichtssprache(n):

Englisch

### Modulverantwortliche(r):

Prof. Dr. André W. Heinemann

### Häufigkeit:

jedes Semester

### Dauer:

1 Semester

### Modul gültig seit / Modul gültig bis:

SoSe 24 / -

### ECTS-Punkte / Arbeitsaufwand:

12 / 360 Stunden

## Modulprüfungen

**Modulprüfung:** Modulprüfung 37-922 Intermediate Business Studies

**Prüfungstyp:** Modulprüfung

**Prüfungsform:**

Bekanntgabe zu Beginn des Semesters

**Die Prüfung ist unbenotet?**

nein

**Anzahl Prüfungsleistungen / Studienleistungen / Prüfungsvorleistungen:**

1 / - / -

**Prüfungssprache(n):**

Englisch

**Beschreibung:**

In accordance with the number of courses taken, the number of exam components may vary.

## Lehrveranstaltungen des Moduls

**Lehrveranstaltung:** Intermediate Business Studies

**Häufigkeit:**

jedes Semester

**Unterrichtssprache(n):**

Englisch

**SWS:**

2,00

**Literatur:**

To be announced during the lecture.

**Lehrveranstaltungsart(en):**

Seminar

**Zugeordnete Modulprüfung:**

Modulprüfung 37-922 Intermediate Business Studies

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

### Modulgruppenzuordnung:

- Area of Recognition

### Empfohlene inhaltliche Voraussetzungen:

none

### Lerninhalte:

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

### Lernergebnisse / Kompetenzen:

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

### Workloadberechnung:

56 h SWS / Präsenzzeit / Arbeitsstunden

140 h Prüfungsvorbereitung

82 h Selbstlernstudium

82 h Vor- und Nachbereitung

### Bestehen Auswahlmöglichkeiten von Lehrveranstaltungen im Modul?

ja

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

### Unterrichtssprache(n):

Englisch

### Modulverantwortliche(r):

Prof. Dr. André Heinemann

### Häufigkeit:

jedes Semester

### Dauer:

1 Semester

### Modul gültig seit / Modul gültig bis:

SoSe 24 / -

### ECTS-Punkte / Arbeitsaufwand:

12 / 360 Stunden

## Modulprüfungen

**Modulprüfung:** Modulprüfung 37-923 Foundations of Economics

**Prüfungstyp:** Modulprüfung

**Prüfungsform:**

Bekanntgabe zu Beginn des Semesters

**Die Prüfung ist unbenotet?**

nein

**Anzahl Prüfungsleistungen / Studienleistungen / Prüfungsvorleistungen:**

1 / - / -

**Prüfungssprache(n):**

Englisch

**Beschreibung:**

In accordance with the number of courses taken, the number of exam components may vary.

## Lehrveranstaltungen des Moduls

**Lehrveranstaltung:** Foundations of Economics

**Häufigkeit:**

jedes Semester

**Unterrichtssprache(n):**

Englisch

**SWS:**

2,00

**Literatur:**

To be announced during the lecture

**Lehrveranstaltungsart(en):**

Seminar

**Zugeordnete Modulprüfung:**

Modulprüfung 37-923 Foundations of Economics

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

### Modulgruppenzuordnung:

- Area of Recognition

### Empfohlene inhaltliche Voraussetzungen:

none

### Lerninhalte:

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

### Lernergebnisse / Kompetenzen:

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

### Workloadberechnung:

210 h Prüfungsvorbereitung

84 h SWS / Präsenzzeit / Arbeitsstunden

123 h Vor- und Nachbereitung

123 h Selbstlernstudium

### Bestehen Auswahlmöglichkeiten von Lehrveranstaltungen im Modul?

ja

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

### Unterrichtssprache(n):

Englisch

### Modulverantwortliche(r):

Prof. Dr. André Heinemann

### Häufigkeit:

jedes Semester

### Dauer:

1 Semester

### Modul gültig seit / Modul gültig bis:

SoSe 24 / -

### ECTS-Punkte / Arbeitsaufwand:

12 / 360 Stunden

## Modulprüfungen

**Modulprüfung:** Modulprüfung 37-924 Foundations of Data Literacy

**Prüfungstyp:** Modulprüfung

**Prüfungsform:**

Bekanntgabe zu Beginn des Semesters

**Die Prüfung ist unbenotet?**

nein

**Anzahl Prüfungsleistungen / Studienleistungen / Prüfungsvorleistungen:**

1 / - / -

**Prüfungssprache(n):**

Englisch

**Beschreibung:**

In accordance with the number of courses taken, the number of exam components may vary.

## Lehrveranstaltungen des Moduls

**Lehrveranstaltung:** Foundations of Data Literacy

**Häufigkeit:**

jedes Semester

**Unterrichtssprache(n):**

Englisch

**SWS:**

2,00

**Literatur:**

To be announced during the lecture.

**Lehrveranstaltungsart(en):**

Seminar

**Zugeordnete Modulprüfung:**

Modulprüfung 37-924 Foundations of Data Literacy

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

### Modulgruppenzuordnung:

- Area of Recognition

### Empfohlene inhaltliche Voraussetzungen:

none

### Lerninhalte:

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

### Lernergebnisse / Kompetenzen:

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

### Workloadberechnung:

84 h SWS / Präsenzzeit / Arbeitsstunden

210 h Prüfungsvorbereitung

123 h Selbstlernstudium

123 h Vor- und Nachbereitung

### Bestehen Auswahlmöglichkeiten von Lehrveranstaltungen im Modul?

nein

### Unterrichtssprache(n):

Englisch

### Modulverantwortliche(r):

Prof. Dr. André Heinemann

### Häufigkeit:

jedes Semester

### Dauer:

1 Semester

### Modul gültig seit / Modul gültig bis:

SoSe 24 / -

### ECTS-Punkte / Arbeitsaufwand:

12 / 360 Stunden

## Modulprüfungen

**Modulprüfung:** Modulprüfung 37-925 Intermediate Data Literacy

**Prüfungstyp:** Modulprüfung

**Prüfungsform:**

Bekanntgabe zu Beginn des Semesters

**Die Prüfung ist unbenotet?**

nein

**Anzahl Prüfungsleistungen / Studienleistungen / Prüfungsvorleistungen:**

1 / - / -

**Prüfungssprache(n):**

Englisch

**Beschreibung:**

In accordance with the number of courses taken, the number of exam components may vary.

## Lehrveranstaltungen des Moduls

**Lehrveranstaltung:** Intermediate Data Literacy

**Häufigkeit:**

Wintersemester, jährlich

**Unterrichtssprache(n):**

Englisch

**SWS:**

2,00

**Literatur:**

To be announced during the lecture.

**Lehrveranstaltungsart(en):**

Seminar

**Zugeordnete Modulprüfung:**

Modulprüfung 37-925 Intermediate Data Literacy

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

### Modulgruppenzuordnung:

- Area of Recognition

### Empfohlene inhaltliche Voraussetzungen:

none

### Lerninhalte:

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

### Lernergebnisse / Kompetenzen:

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

### Workloadberechnung:

123 h Vor- und Nachbereitung

123 h Selbstlernstudium

210 h Prüfungsvorbereitung

84 h SWS / Präsenzzeit / Arbeitsstunden

### Bestehen Auswahlmöglichkeiten von Lehrveranstaltungen im Modul?

ja

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

**Unterrichtssprache(n):**

Englisch

**Modulverantwortliche(r):**

Prof. Dr. André Heinemann

**Häufigkeit:**

jedes Semester

**Dauer:**

1 Semester

**Modul gültig seit / Modul gültig bis:**

SoSe 24 / -

**ECTS-Punkte / Arbeitsaufwand:**

18 / 540 Stunden

## Modulprüfungen

**Modulprüfung:** Modulprüfung 37-926 Foundations of Economic Sciences

**Prüfungstyp:** Modulprüfung

**Prüfungsform:**

Bekanntgabe zu Beginn des Semesters

**Die Prüfung ist unbenotet?**

nein

**Anzahl Prüfungsleistungen / Studienleistungen / Prüfungsvorleistungen:**

1 / - / -

**Prüfungssprache(n):**

Englisch

**Beschreibung:**

In accordance with the number of courses taken, the number of exam components may vary.

## Lehrveranstaltungen des Moduls

**Lehrveranstaltung:** Foundations of Economic Sciences

**Häufigkeit:**

jedes Semester

**Unterrichtssprache(n):**

Englisch

**SWS:**

2,00

**Literatur:**

To be announced during the lecture.

**Lehrveranstaltungsart(en):**

Seminar

**Zugeordnete Modulprüfung:**

Modulprüfung 37-926 Foundations of Economic Sciences

**Modul 07-WW-BA-37-927: Intermediate Economic Sciences****Modulgruppenzuordnung:**

- Area of Recognition

**Empfohlene inhaltliche Voraussetzungen:**

none

**Lerninhalte:**

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

**Lernergebnisse / Kompetenzen:**

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

**Workloadberechnung:**

56 h SWS / Präsenzzeit / Arbeitsstunden

140 h Prüfungsvorbereitung

82 h Selbstlernstudium

82 h Vor- und Nachbereitung

### Bestehen Auswahlmöglichkeiten von Lehrveranstaltungen im Modul?

ja

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

**Unterrichtssprache(n):**

Englisch

**Modulverantwortliche(r):**

Prof. Dr. André Heinemann

**Häufigkeit:**

jedes Semester

**Dauer:**

1 Semester

**Modul gültig seit / Modul gültig bis:**

SoSe 24 / -

**ECTS-Punkte / Arbeitsaufwand:**

15 / 450 Stunden

## Modulprüfungen

**Modulprüfung:** Modulprüfung 37-927 Intermediate Economic Sciences

**Prüfungstyp:** Modulprüfung

**Prüfungsform:**

Bekanntgabe zu Beginn des Semesters

**Die Prüfung ist unbenotet?**

nein

**Anzahl Prüfungsleistungen / Studienleistungen / Prüfungsvorleistungen:**

1 / - / -

**Prüfungssprache(n):**

Englisch

**Beschreibung:**

In accordance with the number of courses taken, the number of exam components may vary.

## Lehrveranstaltungen des Moduls

**Lehrveranstaltung:** Intermediate Economic Sciences

**Häufigkeit:**

Sommersemester, jährlich

**Unterrichtssprache(n):**

Englisch

**SWS:**

2,00

**Literatur:**

To be announced during the lecture.

**Lehrveranstaltungsart(en):**

Seminar

**Zugeordnete Modulprüfung:**

Modulprüfung 37-927 Intermediate Economic Sciences

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

### Modulgruppenzuordnung:

- Area of Specialization

### Empfohlene inhaltliche Voraussetzungen:

none

### Lerninhalte:

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.

### Lernergebnisse / Kompetenzen:

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

### Workloadberechnung:

28 h SWS / Präsenzzeit / Arbeitsstunden

70 h Prüfungsvorbereitung

41 h Selbstlernstudium

41 h Vor- und Nachbereitung

### Bestehen Auswahlmöglichkeiten von Lehrveranstaltungen im Modul?

ja

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.

### Unterrichtssprache(n):

Englisch

### Modulverantwortliche(r):

Prof. Dr. André Heinemann

### Häufigkeit:

jedes Semester

### Dauer:

1 Semester

### Modul gültig seit / Modul gültig bis:

SoSe 24 / -

### ECTS-Punkte / Arbeitsaufwand:

6 / 180 Stunden

## Modulprüfungen

**Modulprüfung:** Modulprüfung 37-941 Advanced Topics in Finance

**Prüfungstyp:** Modulprüfung

**Prüfungsform:**

Bekanntgabe zu Beginn des Semesters

**Die Prüfung ist unbenotet?**

nein

**Anzahl Prüfungsleistungen / Studienleistungen / Prüfungsvorleistungen:**

1 / - / -

**Prüfungssprache(n):**

Englisch

## Lehrveranstaltungen des Moduls

**Lehrveranstaltung:** Advanced Topics in Finance

**Häufigkeit:**

jedes Semester

**Unterrichtssprache(n):**

Englisch

**SWS:**

2,00

**Literatur:**

To be announced during the lecture.

**Lehrveranstaltungsart(en):**

Seminar

**Zugeordnete Modulprüfung:**

Modulprüfung 37-941 Advanced Topics in Finance

### Zugeordnete Lehrveranstaltungen

**Behavioral Finance** (Seminar)

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

### Modulgruppenzuordnung:

- Area of Specialization

### Empfohlene inhaltliche Voraussetzungen:

none

### Lerninhalte:

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.

### Lernergebnisse / Kompetenzen:

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

### Workloadberechnung:

41 h Selbstlernstudium

41 h Vor- und Nachbereitung

28 h SWS / Präsenzzeit / Arbeitsstunden

70 h Prüfungsvorbereitung

### Bestehen Auswahlmöglichkeiten von Lehrveranstaltungen im Modul?

ja

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.

### Unterrichtssprache(n):

Englisch

### Modulverantwortliche(r):

Prof. Dr. André Heinemann

### Häufigkeit:

jedes Semester

### Dauer:

1 Semester

### Modul gültig seit / Modul gültig bis:

SoSe 24 / -

### ECTS-Punkte / Arbeitsaufwand:

6 / 180 Stunden

## Modulprüfungen

**Modulprüfung:** Modulprüfung 37-942 Advanced Topics in Regulation

**Prüfungstyp:** Modulprüfung

**Prüfungsform:**

Bekanntgabe zu Beginn des Semesters

**Die Prüfung ist unbenotet?**

nein

**Anzahl Prüfungsleistungen / Studienleistungen / Prüfungsvorleistungen:**

1 / - / -

**Prüfungssprache(n):**

Englisch

## Lehrveranstaltungen des Moduls

**Lehrveranstaltung:** Advanced Topics in Regulation

**Häufigkeit:**

jedes Semester

**Unterrichtssprache(n):**

Englisch

**SWS:**

2,00

**Literatur:**

To be announced in the lecture.

**Lehrveranstaltungsart(en):**

Seminar

**Zugeordnete Modulprüfung:**

Modulprüfung 37-942 Advanced Topics in Regulation

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

### Modulgruppenzuordnung:

- Area of Specialization

### Empfohlene inhaltliche Voraussetzungen:

none

### Lerninhalte:

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.

### Lernergebnisse / Kompetenzen:

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

### Workloadberechnung:

41 h Selbstlernstudium

70 h Prüfungsvorbereitung

41 h SWS / Präsenzzeit / Arbeitsstunden

28 h Vor- und Nachbereitung

### Bestehen Auswahlmöglichkeiten von Lehrveranstaltungen im Modul?

ja

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.

### Unterrichtssprache(n):

Englisch

### Modulverantwortliche(r):

Prof. Dr. André Heinemann

### Häufigkeit:

jedes Semester

### Dauer:

1 Semester

### Modul gültig seit / Modul gültig bis:

SoSe 24 / -

### ECTS-Punkte / Arbeitsaufwand:

6 / 180 Stunden

## Modulprüfungen

**Modulprüfung:** Modulprüfung 37-943 Advanced Topics in Accounting

**Prüfungstyp:** Modulprüfung

**Prüfungsform:**

Bekanntgabe zu Beginn des Semesters

**Die Prüfung ist unbenotet?**

nein

**Anzahl Prüfungsleistungen / Studienleistungen / Prüfungsvorleistungen:**

1 / - / -

**Prüfungssprache(n):**

Englisch

## Lehrveranstaltungen des Moduls

**Lehrveranstaltung:** Advanced Topics in Accounting

**Häufigkeit:**

jedes Semester

**Unterrichtssprache(n):**

Englisch

**SWS:**

2,00

**Literatur:**

To be announced in the lecturer.

**Lehrveranstaltungsart(en):**

Seminar

**Zugeordnete Modulprüfung:**

Modulprüfung 37-943 Advanced Topics in Accounting

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

### Modulgruppenzuordnung:

- Area of Specialization

### Empfohlene inhaltliche Voraussetzungen:

none

### Lerninhalte:

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.

### Lernergebnisse / Kompetenzen:

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

### Workloadberechnung:

28 h SWS / Präsenzzeit / Arbeitsstunden

70 h Prüfungsvorbereitung

41 h Selbstlernstudium

41 h Vor- und Nachbereitung

### Bestehen Auswahlmöglichkeiten von Lehrveranstaltungen im Modul?

ja

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.

### Unterrichtssprache(n):

Englisch

### Modulverantwortliche(r):

Prof. Dr. André Heinemann

### Häufigkeit:

jedes Semester

### Dauer:

1 Semester

### Modul gültig seit / Modul gültig bis:

SoSe 24 / -

### ECTS-Punkte / Arbeitsaufwand:

6 / 180 Stunden

## Modulprüfungen

**Modulprüfung:** Modulprüfung 37-944 Advanced Topics in Taxation

**Prüfungstyp:** Modulprüfung

**Prüfungsform:**

Bekanntgabe zu Beginn des Semesters

**Die Prüfung ist unbenotet?**

nein

**Anzahl Prüfungsleistungen / Studienleistungen / Prüfungsvorleistungen:**

1 / - / -

**Prüfungssprache(n):**

Englisch

## Lehrveranstaltungen des Moduls

**Lehrveranstaltung:** Advanced Topics in Taxation

**Häufigkeit:**

jedes Semester

**Unterrichtssprache(n):**

Englisch

**SWS:**

2,00

**Literatur:**

To be announced during the lecture.

**Lehrveranstaltungsart(en):**

Seminar

**Zugeordnete Modulprüfung:**

Modulprüfung 37-944 Advanced Topics in Taxation

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

### Modulgruppenzuordnung:

- Area of Specialization

### Empfohlene inhaltliche Voraussetzungen:

none

### Lerninhalte:

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.

### Lernergebnisse / Kompetenzen:

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

### Workloadberechnung:

41 h Selbstlernstudium

41 h Vor- und Nachbereitung

28 h SWS / Präsenzzeit / Arbeitsstunden

70 h Prüfungsvorbereitung

### Bestehen Auswahlmöglichkeiten von Lehrveranstaltungen im Modul?

ja

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.

### Unterrichtssprache(n):

Englisch

### Modulverantwortliche(r):

Prof. Dr. André Heinemann

### Häufigkeit:

jedes Semester

### Dauer:

1 Semester

### Modul gültig seit / Modul gültig bis:

SoSe 24 / -

### ECTS-Punkte / Arbeitsaufwand:

6 / 180 Stunden

## Modulprüfungen

**Modulprüfung:** Modulprüfung 37-951 Advanced Topics in General Marketing

**Prüfungstyp:** Modulprüfung

**Prüfungsform:**

Bekanntgabe zu Beginn des Semesters

**Die Prüfung ist unbenotet?**

nein

**Anzahl Prüfungsleistungen / Studienleistungen / Prüfungsvorleistungen:**

1 / - / -

**Prüfungssprache(n):**

Englisch

## Lehrveranstaltungen des Moduls

**Lehrveranstaltung:** Advanced Topics in General Marketing

**Häufigkeit:**

jedes Semester

**Unterrichtssprache(n):**

Englisch

**SWS:**

2,00

**Literatur:**

To be announced during the lecture.

**Lehrveranstaltungsart(en):**

Seminar

**Zugeordnete Modulprüfung:**

Modulprüfung 37-951 Advanced Topics in General Marketing

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

### Modulgruppenzuordnung:

- Area of Specialization

### Empfohlene inhaltliche Voraussetzungen:

none

### Lerninhalte:

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.

### Lernergebnisse / Kompetenzen:

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

### Workloadberechnung:

28 h SWS / Präsenzzeit / Arbeitsstunden

70 h Prüfungsvorbereitung

41 h Selbstlernstudium

41 h Vor- und Nachbereitung

### Bestehen Auswahlmöglichkeiten von Lehrveranstaltungen im Modul?

nein

### Unterrichtssprache(n):

Englisch

### Modulverantwortliche(r):

Prof. Dr. André Heinemann

### Häufigkeit:

jedes Semester

### Dauer:

1 Semester

### Modul gültig seit / Modul gültig bis:

SoSe 24 / -

### ECTS-Punkte / Arbeitsaufwand:

6 / 180 Stunden

## Modulprüfungen

**Modulprüfung:** Modulprüfung 37-952 Advanced Topics in Brand Management

**Prüfungstyp:** Modulprüfung

**Prüfungsform:**

Bekanntgabe zu Beginn des Semesters

**Die Prüfung ist unbenotet?**

nein

**Anzahl Prüfungsleistungen / Studienleistungen / Prüfungsvorleistungen:**

1 / - / -

**Prüfungssprache(n):**

Englisch

## Lehrveranstaltungen des Moduls

**Lehrveranstaltung:** Advanced Topics in Brand Management

**Häufigkeit:**

jedes Semester

**Unterrichtssprache(n):**

Englisch

**SWS:**

2,00

**Literatur:**

To be announced during the lecture.

**Lehrveranstaltungsart(en):**

Seminar

**Zugeordnete Modulprüfung:**

Modulprüfung 37-952 Advanced Topics in Brand Management

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

### Modulgruppenzuordnung:

- Area of Specialization

### Empfohlene inhaltliche Voraussetzungen:

none

### Lerninhalte:

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.

### Lernergebnisse / Kompetenzen:

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

### Workloadberechnung:

41 h Vor- und Nachbereitung

41 h Selbstlernstudium

70 h Prüfungsvorbereitung

28 h SWS / Präsenzzeit / Arbeitsstunden

### Bestehen Auswahlmöglichkeiten von Lehrveranstaltungen im Modul?

ja

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.

### Unterrichtssprache(n):

Englisch

### Modulverantwortliche(r):

Prof. Dr. André Heinemann

### Häufigkeit:

jedes Semester

### Dauer:

1 Semester

### Modul gültig seit / Modul gültig bis:

SoSe 24 / -

### ECTS-Punkte / Arbeitsaufwand:

6 / 180 Stunden

## Modulprüfungen

**Modulprüfung:** Modulprüfung 37-953 Advanced Topics in Digital Marketing

**Prüfungstyp:** Modulprüfung

**Prüfungsform:**

Bekanntgabe zu Beginn des Semesters

**Die Prüfung ist unbenotet?**

nein

**Anzahl Prüfungsleistungen / Studienleistungen / Prüfungsvorleistungen:**

1 / - / -

**Prüfungssprache(n):**

Englisch

## Lehrveranstaltungen des Moduls

**Lehrveranstaltung:** Advanced Topics in Digital Marketing

**Häufigkeit:**

jedes Semester

**Unterrichtssprache(n):**

Englisch

**SWS:**

2,00

**Literatur:**

To be announced during the lecture.

**Lehrveranstaltungsart(en):**

Seminar

**Zugeordnete Modulprüfung:**

Modulprüfung 37-953 Advanced Topics in Digital Marketing

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

### Modulgruppenzuordnung:

- Area of Specialization

### Empfohlene inhaltliche Voraussetzungen:

none

### Lerninhalte:

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.

### Lernergebnisse / Kompetenzen:

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

### Workloadberechnung:

28 h SWS / Präsenzzeit / Arbeitsstunden

41 h Vor- und Nachbereitung

41 h Selbstlernstudium

70 h Prüfungsvorbereitung

### Bestehen Auswahlmöglichkeiten von Lehrveranstaltungen im Modul?

ja

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.

### Unterrichtssprache(n):

Englisch

### Modulverantwortliche(r):

Prof. Dr. André Heinemann

### Häufigkeit:

jedes Semester

### Dauer:

1 Semester

### Modul gültig seit / Modul gültig bis:

SoSe 24 / -

### ECTS-Punkte / Arbeitsaufwand:

6 / 180 Stunden

## Modulprüfungen

**Modulprüfung:** Modulprüfung 37-954 Advanced Topics in Consumer Behavior

**Prüfungstyp:** Modulprüfung

**Prüfungsform:**

Bekanntgabe zu Beginn des Semesters

**Die Prüfung ist unbenotet?**

nein

**Anzahl Prüfungsleistungen / Studienleistungen / Prüfungsvorleistungen:**

1 / - / -

**Prüfungssprache(n):**

Englisch

## Lehrveranstaltungen des Moduls

**Lehrveranstaltung:** Advanced Topics in Consumer Behavior

**Häufigkeit:**

jedes Semester

**Unterrichtssprache(n):**

Englisch

**SWS:**

2,00

**Literatur:**

To be announced during the lecture.

**Lehrveranstaltungsart(en):**

Seminar

**Zugeordnete Modulprüfung:**

Modulprüfung 37-954 Advanced Topics in Consumer Behavior

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

### Modulgruppenzuordnung:

- Area of Specialization

### Empfohlene inhaltliche Voraussetzungen:

none

### Lerninhalte:

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.

### Lernergebnisse / Kompetenzen:

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

### Workloadberechnung:

70 h Prüfungsvorbereitung

28 h SWS / Präsenzzeit / Arbeitsstunden

41 h Vor- und Nachbereitung

41 h Selbstlernstudium

### Bestehen Auswahlmöglichkeiten von Lehrveranstaltungen im Modul?

ja

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.

### Unterrichtssprache(n):

Englisch

### Modulverantwortliche(r):

Prof. Dr. André Heinemann

### Häufigkeit:

jedes Semester

### Dauer:

1 Semester

### Modul gültig seit / Modul gültig bis:

SoSe 24 / -

### ECTS-Punkte / Arbeitsaufwand:

6 / 180 Stunden

## Modulprüfungen

**Modulprüfung:** Modulprüfung 37-961 Advanced Topics in International Business 1

**Prüfungstyp:** Modulprüfung

**Prüfungsform:**

Bekanntgabe zu Beginn des Semesters

**Die Prüfung ist unbenotet?**

nein

**Anzahl Prüfungsleistungen / Studienleistungen / Prüfungsvorleistungen:**

1 / - / -

**Prüfungssprache(n):**

Englisch

## Lehrveranstaltungen des Moduls

**Lehrveranstaltung:** Advanced Topics in International Business 1

**Häufigkeit:**

jedes Semester

**Unterrichtssprache(n):**

Englisch

**SWS:**

2,00

**Literatur:**

To be announced during the lecture.

**Lehrveranstaltungsart(en):**

Seminar

**Zugeordnete Modulprüfung:**

Modulprüfung 37-961 Advanced Topics in  
International Business 1

### Zugeordnete Lehrveranstaltungen

**International Business** (Vorlesung)

Bitte beachten Sie die Veranstaltungszeiten im Ablaufplan.

**Strategisches Management** (Seminar)

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

### Modulgruppenzuordnung:

- Area of Specialization

### Empfohlene inhaltliche Voraussetzungen:

none

### Lerninhalte:

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.

### Lernergebnisse / Kompetenzen:

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

### Workloadberechnung:

41 h Vor- und Nachbereitung

70 h Prüfungsvorbereitung

41 h Selbstlernstudium

28 h SWS / Präsenzzeit / Arbeitsstunden

### Bestehen Auswahlmöglichkeiten von Lehrveranstaltungen im Modul?

ja

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.

### Unterrichtssprache(n):

Englisch

### Modulverantwortliche(r):

Prof. Dr. André Heinemann

### Häufigkeit:

jedes Semester

### Dauer:

1 Semester

**Modul gültig seit / Modul gültig bis:**

SoSe 24 / -

**ECTS-Punkte / Arbeitsaufwand:**

6 / 180 Stunden

## Modulprüfungen

**Modulprüfung:** Modulprüfung 37-962 Advanced Topics in International Business 2

**Prüfungstyp:** Modulprüfung

**Prüfungsform:**

Bekanntgabe zu Beginn des Semesters

**Die Prüfung ist unbenotet?**

nein

**Anzahl Prüfungsleistungen / Studienleistungen / Prüfungsvorleistungen:**

1 / - / -

**Prüfungssprache(n):**

Englisch

## Lehrveranstaltungen des Moduls

**Lehrveranstaltung:** Advanced Topics in International Business 2

**Häufigkeit:**

jedes Semester

**Unterrichtssprache(n):**

Englisch

**SWS:**

2,00

**Literatur:**

To be announced during the lecture.

**Lehrveranstaltungsart(en):**

Seminar

**Zugeordnete Modulprüfung:**

Modulprüfung 37-962 Advanced Topics in  
International Business 2

### Zugeordnete Lehrveranstaltungen

**International Business** (Vorlesung)

Bitte beachten Sie die Veranstaltungszeiten im Ablaufplan.

**Strategisches Management** (Seminar)

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

### Modulgruppenzuordnung:

- Area of Specialization

### Empfohlene inhaltliche Voraussetzungen:

none

### Lerninhalte:

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.

### Lernergebnisse / Kompetenzen:

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

### Workloadberechnung:

28 h SWS / Präsenzzeit / Arbeitsstunden

70 h Prüfungsvorbereitung

41 h Selbstlernstudium

41 h Vor- und Nachbereitung

### Bestehen Auswahlmöglichkeiten von Lehrveranstaltungen im Modul?

ja

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.

### Unterrichtssprache(n):

Englisch

### Modulverantwortliche(r):

Prof. Dr. André Heinemann

### Häufigkeit:

jedes Semester

### Dauer:

1 Semester

### Modul gültig seit / Modul gültig bis:

SoSe 24 / -

### ECTS-Punkte / Arbeitsaufwand:

6 / 180 Stunden

## Modulprüfungen

**Modulprüfung:** Modulprüfung 37-963 Advanced Topics in Entrepreneurship 1

**Prüfungstyp:** Modulprüfung

**Prüfungsform:**

Bekanntgabe zu Beginn des Semesters

**Die Prüfung ist unbenotet?**

nein

**Anzahl Prüfungsleistungen / Studienleistungen / Prüfungsvorleistungen:**

1 / - / -

**Prüfungssprache(n):**

Englisch

## Lehrveranstaltungen des Moduls

**Lehrveranstaltung:** Advanced Topics in Entrepreneurship 1

**Häufigkeit:**

jedes Semester

**Unterrichtssprache(n):**

Englisch

**SWS:**

2,00

**Literatur:**

To be announced during the lecture.

**Lehrveranstaltungsart(en):**

Seminar

**Zugeordnete Modulprüfung:**

Modulprüfung 37-963 Advanced Topics in  
Entrepreneurship 1

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

### Modulgruppenzuordnung:

- Area of Specialization

### Empfohlene inhaltliche Voraussetzungen:

none

### Lerninhalte:

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.

### Lernergebnisse / Kompetenzen:

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

### Workloadberechnung:

41 h Vor- und Nachbereitung

70 h Prüfungsvorbereitung

41 h Selbstlernstudium

28 h SWS / Präsenzzeit / Arbeitsstunden

### Bestehen Auswahlmöglichkeiten von Lehrveranstaltungen im Modul?

ja

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.

### Unterrichtssprache(n):

Englisch

### Modulverantwortliche(r):

Prof. Dr. André Heinemann

### Häufigkeit:

jedes Semester

### Dauer:

1 Semester

**Modul gültig seit / Modul gültig bis:**

SoSe 24 / -

**ECTS-Punkte / Arbeitsaufwand:**

6 / 180 Stunden

## Modulprüfungen

**Modulprüfung:** Modulprüfung 37-964 Advanced Topics in Entrepreneurship 2

**Prüfungstyp:** Modulprüfung

**Prüfungsform:**

Bekanntgabe zu Beginn des Semesters

**Die Prüfung ist unbenotet?**

nein

**Anzahl Prüfungsleistungen / Studienleistungen / Prüfungsvorleistungen:**

1 / - / -

**Prüfungssprache(n):**

Englisch

## Lehrveranstaltungen des Moduls

**Lehrveranstaltung:** Advanced Topics in Entrepreneurship 2

**Häufigkeit:**

jedes Semester

**Unterrichtssprache(n):**

Englisch

**SWS:**

2,00

**Literatur:**

To be announced during the lecture.

**Lehrveranstaltungsart(en):**

Seminar

**Zugeordnete Modulprüfung:**

Modulprüfung 37-964 Advanced Topics in  
Entrepreneurship 2

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

### Modulgruppenzuordnung:

- Area of Specialization

### Empfohlene inhaltliche Voraussetzungen:

none

### Lerninhalte:

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.

### Lernergebnisse / Kompetenzen:

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

### Workloadberechnung:

41 h Vor- und Nachbereitung

41 h Selbstlernstudium

70 h Prüfungsvorbereitung

28 h SWS / Präsenzzeit / Arbeitsstunden

### Bestehen Auswahlmöglichkeiten von Lehrveranstaltungen im Modul?

ja

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.

### Unterrichtssprache(n):

Englisch

### Modulverantwortliche(r):

Prof. Dr. André Heinemann

### Häufigkeit:

jedes Semester

### Dauer:

1 Semester

### Modul gültig seit / Modul gültig bis:

SoSe 24 / -

### ECTS-Punkte / Arbeitsaufwand:

6 / 180 Stunden

## Modulprüfungen

**Modulprüfung:** Modulprüfung 37-965 Advanced Topics in Digital Business 1

**Prüfungstyp:** Modulprüfung

**Prüfungsform:**

Bekanntgabe zu Beginn des Semesters

**Die Prüfung ist unbenotet?**

nein

**Anzahl Prüfungsleistungen / Studienleistungen / Prüfungsvorleistungen:**

1 / - / -

**Prüfungssprache(n):**

Englisch

## Lehrveranstaltungen des Moduls

**Lehrveranstaltung:** Advanced Topics in Digital Business 1

**Häufigkeit:**

jedes Semester

**Unterrichtssprache(n):**

Englisch

**SWS:**

2,00

**Literatur:**

To be announced during the lecture.

**Lehrveranstaltungsart(en):**

Seminar

**Zugeordnete Modulprüfung:**

Modulprüfung 37-965 Advanced Topics in Digital Business 1

### Zugeordnete Lehrveranstaltungen

**Digital Future Challenge Seminar** (Seminar)

**Information Systems and Business Process Management** (Seminar)

[http://www.unihb.eu/s\\_isbpm](http://www.unihb.eu/s_isbpm)

**Sustainable Digitalisation and Transformation** (Seminar)

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

### Modulgruppenzuordnung:

- Area of Specialization

### Empfohlene inhaltliche Voraussetzungen:

none

### Lerninhalte:

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.

### Lernergebnisse / Kompetenzen:

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

### Workloadberechnung:

41 h Vor- und Nachbereitung

28 h SWS / Präsenzzeit / Arbeitsstunden

41 h Selbstlernstudium

70 h Prüfungsvorbereitung

### Bestehen Auswahlmöglichkeiten von Lehrveranstaltungen im Modul?

ja

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.

### Unterrichtssprache(n):

Englisch

### Modulverantwortliche(r):

Prof. Dr. André Heinemann

### Häufigkeit:

jedes Semester

### Dauer:

1 Semester

### Modul gültig seit / Modul gültig bis:

SoSe 24 / -

### ECTS-Punkte / Arbeitsaufwand:

6 / 180 Stunden

## Modulprüfungen

**Modulprüfung:** Modulprüfung 37-966 Advanced Topics in Digital Business 2

**Prüfungstyp:** Modulprüfung

**Prüfungsform:**

Bekanntgabe zu Beginn des Semesters

**Die Prüfung ist unbenotet?**

nein

**Anzahl Prüfungsleistungen / Studienleistungen / Prüfungsvorleistungen:**

1 / - / -

**Prüfungssprache(n):**

Englisch

## Lehrveranstaltungen des Moduls

**Lehrveranstaltung:** Advanced Topics in Digital Business 2

**Häufigkeit:**

jedes Semester

**Unterrichtssprache(n):**

Englisch

**SWS:**

2,00

**Literatur:**

To be announced during the lecture.

**Lehrveranstaltungsart(en):**

Seminar

**Zugeordnete Modulprüfung:**

Modulprüfung 37-966 Advanced Topics in Digital Business 2

### Zugeordnete Lehrveranstaltungen

**Digital Future Challenge Seminar** (Seminar)

**Information Systems and Business Process Management** (Seminar)

[http://www.unihb.eu/s\\_isbpm](http://www.unihb.eu/s_isbpm)

**Sustainable Digitalisation and Transformation** (Seminar)

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

### Modulgruppenzuordnung:

- Area of Specialization

### Empfohlene inhaltliche Voraussetzungen:

none

### Lerninhalte:

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.

### Lernergebnisse / Kompetenzen:

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

### Workloadberechnung:

70 h Prüfungsvorbereitung

28 h SWS / Präsenzzeit / Arbeitsstunden

41 h Vor- und Nachbereitung

41 h Selbstlernstudium

### Bestehen Auswahlmöglichkeiten von Lehrveranstaltungen im Modul?

ja

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.

### Unterrichtsprache(n):

Englisch

### Modulverantwortliche(r):

Prof. Dr. André Heinemann

### Häufigkeit:

jedes Semester

### Dauer:

1 Semester

### Modul gültig seit / Modul gültig bis:

SoSe 24 / -

### ECTS-Punkte / Arbeitsaufwand:

6 / 180 Stunden

## Modulprüfungen

**Modulprüfung:** Modulprüfung 37-967 Advanced Topics in Business Psychology

**Prüfungstyp:** Modulprüfung

**Prüfungsform:**

Bekanntgabe zu Beginn des Semesters

**Die Prüfung ist unbenotet?**

nein

**Anzahl Prüfungsleistungen / Studienleistungen / Prüfungsvorleistungen:**

1 / - / -

**Prüfungssprache(n):**

Englisch

## Lehrveranstaltungen des Moduls

**Lehrveranstaltung:** Advanced Topics in Business Psychology

**Häufigkeit:**

jedes Semester

**Unterrichtssprache(n):**

Englisch

**SWS:**

2,00

**Literatur:**

To be announced during the lecture.

**Lehrveranstaltungsart(en):**

Seminar

**Zugeordnete Modulprüfung:**

Modulprüfung 37-967 Advanced Topics in Business Psychology

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

### Modulgruppenzuordnung:

- Area of Specialization

### Empfohlene inhaltliche Voraussetzungen:

none

### Lerninhalte:

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.

### Lernergebnisse / Kompetenzen:

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

### Workloadberechnung:

28 h SWS / Präsenzzeit / Arbeitsstunden

70 h Prüfungsvorbereitung

41 h Selbstlernstudium

41 h Vor- und Nachbereitung

### Bestehen Auswahlmöglichkeiten von Lehrveranstaltungen im Modul?

ja

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.

### Unterrichtssprache(n):

Englisch

### Modulverantwortliche(r):

Prof. Dr. André Heinemann

### Häufigkeit:

jedes Semester

### Dauer:

1 Semester

### Modul gültig seit / Modul gültig bis:

SoSe 24 / -

### ECTS-Punkte / Arbeitsaufwand:

6 / 180 Stunden

## Modulprüfungen

**Modulprüfung:** Modulprüfung 37-968 Advanced Topics in Logistics Management 1

**Prüfungstyp:** Modulprüfung

**Prüfungsform:**

Bekanntgabe zu Beginn des Semesters

**Die Prüfung ist unbenotet?**

nein

**Anzahl Prüfungsleistungen / Studienleistungen / Prüfungsvorleistungen:**

1 / - / -

**Prüfungssprache(n):**

Englisch

## Lehrveranstaltungen des Moduls

**Lehrveranstaltung:** Advanced Topics in Logistics Management 1

**Häufigkeit:**

jedes Semester

**Unterrichtssprache(n):**

Englisch

**SWS:**

2,00

**Literatur:**

To be announced during the lecture.

**Lehrveranstaltungsart(en):**

Seminar

**Zugeordnete Modulprüfung:**

## Modul 07-WW-BA-37-969: Advanced Topics in Logistics Management 2

### Modulgruppenzuordnung:

- Area of Specialization

### Empfohlene inhaltliche Voraussetzungen:

none

### Lerninhalte:

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.

### Lernergebnisse / Kompetenzen:

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

### Workloadberechnung:

41 h Selbstlernstudium

41 h Vor- und Nachbereitung

28 h SWS / Präsenzzeit / Arbeitsstunden

70 h Prüfungsvorbereitung

### Bestehen Auswahlmöglichkeiten von Lehrveranstaltungen im Modul?

ja

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.

### Unterrichtssprache(n):

Englisch

### Modulverantwortliche(r):

Prof. Dr. André Heinemann

### Häufigkeit:

jedes Semester

### Dauer:

1 Semester

**Modul gültig seit / Modul gültig bis:**

SoSe 24 / -

**ECTS-Punkte / Arbeitsaufwand:**

6 / 180 Stunden

## Modulprüfungen

**Modulprüfung:** Modulprüfung 37-969 Advanced Topics in Logistics Management 2

**Prüfungstyp:** Modulprüfung

**Prüfungsform:**

Bekanntgabe zu Beginn des Semesters

**Die Prüfung ist unbenotet?**

nein

**Anzahl Prüfungsleistungen / Studienleistungen / Prüfungsvorleistungen:**

1 / - / -

**Prüfungssprache(n):**

Englisch

## Lehrveranstaltungen des Moduls

**Lehrveranstaltung:** Advanced Topics in Logistics Management 2

**Häufigkeit:**

Wintersemester, jährlich

**Unterrichtssprache(n):**

Englisch

**SWS:**

0,00

**Literatur:**

To be announced during the lecture.

**Lehrveranstaltungsart(en):**

Seminar

**Zugeordnete Modulprüfung:**

Modulprüfung 37-969 Advanced Topics in Logistics Management 2

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

### Modulgruppenzuordnung:

- Area of Specialization

### Empfohlene inhaltliche Voraussetzungen:

none

### Lerninhalte:

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.

### Lernergebnisse / Kompetenzen:

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.

### Workloadberechnung:

28 h SWS / Präsenzzeit / Arbeitsstunden

32 h Prüfungsvorbereitung

150 h Selbstlernstudium

150 h Vor- und Nachbereitung

### Bestehen Auswahlmöglichkeiten von Lehrveranstaltungen im Modul?

ja

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.

### Unterrichtssprache(n):

Englisch

### Modulverantwortliche(r):

Prof. Dr. André Heinemann

### Häufigkeit:

Wintersemester, jährlich

### Dauer:

1 Semester

### Modul gültig seit / Modul gültig bis:

SoSe 24 / -

### ECTS-Punkte / Arbeitsaufwand:

12 / 360 Stunden

## Modulprüfungen

**Modulprüfung:** Modulprüfung 37-970 Project Module

**Prüfungstyp:** Modulprüfung

**Prüfungsform:**

Bekanntgabe zu Beginn des Semesters

**Die Prüfung ist unbenotet?**

nein

**Anzahl Prüfungsleistungen / Studienleistungen / Prüfungsvorleistungen:**

1 / - / -

**Prüfungssprache(n):**

Englisch

## Lehrveranstaltungen des Moduls

**Lehrveranstaltung:** Project Module

**Häufigkeit:**

Wintersemester, jährlich

**Unterrichtssprache(n):**

Englisch

**SWS:**

2,00

**Literatur:**

To be announced during the lecture.

**Lehrveranstaltungsart(en):**

Seminar

**Zugeordnete Modulprüfung:**

Modulprüfung 37-970 Project Module

### Zugeordnete Lehrveranstaltungen

**Projekt Logistik** (Projektplenum)

Das Projektmodul Logistik kann nur von Studierenden des Masterprogramms BWL belegt werden, die bereits die Module 1 bis 4 Logistik erfolgreich absolviert haben.

## Modul 07-WW-BA-37-930: Module Bachelor Thesis

### Modulgruppenzuordnung:

- Bachelor Thesis

### Empfohlene inhaltliche Voraussetzungen:

none

### Lerninhalte:

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

### Lernergebnisse / Kompetenzen:

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.

### Workloadberechnung:

360 h SWS / Präsenzzeit / Arbeitsstunden

### Bestehen Auswahlmöglichkeiten von Lehrveranstaltungen im Modul?

ja

Students pick a topic for their thesis with their supervisors.

### Unterrichtsprache(n):

Englisch

### Modulverantwortliche(r):

N.N.

### Häufigkeit:

jedes Semester

### Dauer:

1 Semester

### Modul gültig seit / Modul gültig bis:

SoSe 24 / -

### ECTS-Punkte / Arbeitsaufwand:

12 / 360 Stunden

## Modulprüfungen

**Modulprüfung:** Module Bachelor Thesis

**Prüfungstyp:** Modulprüfung

### Prüfungsform:

Bachelorarbeit

### Die Prüfung ist unbenotet?

nein

### Anzahl Prüfungsleistungen / Studienleistungen / Prüfungsvorleistungen:

1 / - / -

### Prüfungssprache(n):

Englisch

## Lehrveranstaltungen des Moduls

**Lehrveranstaltung:** Module Bachelor Thesis

### Häufigkeit:

jedes Semester

### Unterrichtsprache(n):

Englisch

**SWS:**

2,00

**Literatur:**

To be announced during the lecture.

**Lehrveranstaltungsart(en):**

Begleitseminar (zu Bachelor-/Masterarbeit)

**Zugeordnete Modulprüfung:**

Module Bachelor Thesis