Module title	Abbreviation
Business Process Management (BPM)	10-MBA-GPM-122-m01

Module coordinator	Module offered by
MBA-Continuing Education	Faculty of Management and Economics

ECTS	Method of grading	Only after succ. compl. of module(s)
6	numerical grade	--

Duration	Module level	Other prerequisites
1 semester	graduate	--

Contents

Motivation
Continually changing market requirements necessitate constant adjustments of the business processes within companies. The traditional design of a company's operational structure, i. e. isolating individual functions, is replaced by the organisational integration of logically connected tasks and procedures. This development affects not only internal processes but also increasingly affects inter-company business processes. This is why companies that manage to design their entire operations and overall organisation in a structured and integrated manner are particularly successful.

This module will cover the following topics:
- Information processing within companies
- Business processes
- Customer relationship management (CRM)
- Supply chain management (SCM)
- Enterprise resource planning (ERP)

Intended learning outcomes

Objectives
Acquire well-founded know-how about the design and management of business processes in a practically-oriented manner. Get detailed as well as state-of-the-art insights about the processes within and between companies. Learn about the tools and concepts available nowadays for the continuous improvement of business processes. Identify the potentials of digital process development -- both in regards with suppliers as well as with customers. Employ and utilize strategies, methods, and tools of modern process design in order to have the decisive advantage compared to your competitors.

Approach
First, you will be taught the state-of-the-art theories of modern business process management. You will receive information technology support in the form of enterprise resource planning systems. You will be shown how business processes are illustrated and monitored in standard software. During a site visit to a middle-sized company, you will be able to experience the actual process execution. You will have to prove your newly acquired knowledge by presenting a case study as well as by writing an exam. Composing a term paper will then help you to apply your know-how in your own company.

Courses (type, number of weekly contact hours, language — if other than German)

V + Ü (no information on SWS (weekly contact hours) and course language available)

Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

written examination (approx. 60 minutes) and presentation (approx. 15 minutes) and seminar paper (approx. 15 pages), weighted 3:3:4
Language of assessment: German, English

Allocation of places

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Additional information

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Workload
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Teaching cycle
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Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module appears in
Master's degree (1 major) Business Integration (MBA) (2013)
Master's degree (1 major) Business Integration (MBA) (2012)
Master's degree (1 major) Purchasing & Supply Chain Management (MBA) (2013)