

Module title		Abbreviation
Contemporary Management Concepts (CMC)		10-MBA-MAM-122-mo1
Module coordinator		Module offered by
MBA-Continuing Education		Faculty of Business 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		
<p>Motivation</p> <p>Nowadays, the success of companies on global markets is determined by the appropriate selection, the problem-oriented combination and the consistent application of suitable management concepts. These methods and skills are necessary to generate added value for companies. The increasing degree of interconnectedness of international supply and demand relationships requires new strategies and procedures for decision-making processes in today's business environment. Structured thinking and action in combination with creativity and innovation are key success factors for a goal-oriented corporate management.</p> <p>This module will cover the following topics:</p> <ul style="list-style-type: none"> - Enterprise organisation - Problem structuring - Evaluation and decision making - Creativity and lateral thinking - Theory of inventive problem solving (TRIZ) 		
Intended learning outcomes		
<p>Objectives</p> <p>Acquire effective management concepts and identify both opportunities as well as constraints of specific methods and tools. Take the potentials of certain strategies from different areas and find out how the combination of selected techniques offers the decisive added value to you and your company. Learn about typical requirements but also strengths and weaknesses of various management concepts. Practice several specific techniques and identify reasonable combination alternatives using both established and contemporary management concepts for your daily working environment.</p> <p>Approach</p> <p>As an introduction, relevant techniques and processes will be presented, analyzed, and combined using practical examples and team assignments. Tutorials regarding the management tasks of information and communication, problem structuring, evaluation, decision-making as well as creativity and innovation will intensify your knowledge and will support the practical implementation. You will confirm and practice your new know-how in a practice-oriented presentation. A written exam and a term paper, in which you can apply your knowledge in your company, will complete this module.</p>		
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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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 (2013)

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