

Module title		Abbreviation
Project Module Marketing & Innovation I		12-M-PDBUS1-242-m01
Module coordinator		Module offered by
Dean of the Faculty of Business Management and Economics		Faculty of Business Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
10	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
This module is designed to provide credit for work completed in project seminars in Digital Business Strategy.		
Intended learning outcomes		
As a result of accrediting multiple kinds of modules, a description of acquired skills cannot be given.		
Courses (type, number of weekly contact hours, language — if other than German)		
S (2) Module taught in: English		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
project (approx. 15 pages, e. g. term paper, documentation, preparing a contribution) and presentation (approx. 15 minutes), weighted 2:1 Assessment offered: In the semester in which the course is offered Language of assessment: German and/or English creditable for bonus		
Allocation of places		
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Additional information		
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Workload		
300 h		
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) Management (2024)		