Module title: Introduction to Market-Oriented Management

Abbreviation: 12-Mark-G-o82-m01

Module coordinator: holder of the Chair of Business Management and Marketing

Module offered by: Faculty of Business Management and Economics

ECTS: 5

Method of grading: numerical grade

Duration: 1 semester

Module level: undergraduate

Other prerequisites: --

Contents

Description:
In this module, students will acquire the theoretical foundations of market-oriented management.

Content:
With the stakeholder approach as a starting point, the basic design of market-oriented management will be explained and exemplified in the 5 classical steps: situation analysis, objectives, strategies, tools and controlling. The course will focus not only on the behavioural approaches of consumer behaviour but also on industrial purchasing behaviour. A case study introducing students to the fundamental principles of market research based on a conjoint analysis will provide students with deeper insights into the topic.

Outline of syllabus:
1. Marketing, entrepreneurship and business management
2. Explanations of consumer behaviour
3. Fundamentals of market research
4. Strategic marketing; marketing tools
5. Corporate social responsibility versus creating shared value

Reading:

Intended learning outcomes

The students have a basic understanding of business management and are able to classify the knowledge systematically. In addition, they can use the acquired knowledge solve and identify the conventional problem fields of business management.

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)

**Allocation of places**

Number of places: 405. No restrictions with regard to available places for Bachelor’s students of Wirtschaftswissenschaft (Business Management and Economics), Wirtschaftsmathematik (Mathematics for Economics) and Wirtschaftsinformatik (Business Information Systems). The remaining places will be allocated to students of other subjects. Should the number of applications exceed the number of available places, places will be allocated in a standardised procedure among all applicants irrespective of their subjects according to the following quotas: Quota 1 (50% of places): total number of ECTS credits already achieved in the respective degree subject; among applicants with the same number of ECTS credits achieved, places will be allocated by lot. Quota 2 (25% of places): number of subject semesters of the respective applicant; among applicants with the same number of subject semesters, places will be allocated by lot. Quota 3 (25% of places): allocation by lot. Applicants who already have successfully completed at least one module component of the respective module will be given preferential consideration. Places on all courses of the module component with a restricted number of places will be allocated in the same procedure. A waiting list will be maintained and places re-allocated as they become available.

**Additional information**

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Referred to in LPO I (examination regulations for teaching-degree programmes)

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**Module appears in**

- Bachelor’s degree (1 major) Mathematics (2012)
- Bachelor’s degree (1 major) Mathematics (2013)
- Bachelor’s degree (1 major) Business Management and Economics (2009)
- Bachelor’s degree (1 major) Business Management and Economics (2008)
- Bachelor’s degree (1 major) Business Management and Economics (2010)
- Bachelor’s degree (1 major) Economathematics (2009)
- Bachelor’s degree (1 major) Economathematics (2012)
- Bachelor’s degree (1 major) Economathematics (2008)
- Bachelor’s degree (1 major) Business Information Systems (2009)
- Bachelor’s degree (1 major) Business Information Systems (2008)
- Master’s degree (1 major) China Business and Economics (2014)
- Master’s degree (1 major) China Business and Economics (2012)
- Bachelor’s degree (1 major, 1 minor) Business Management and Economics (Minor, 2010)
- Bachelor’s degree (1 major, 1 minor) Business Management and Economics (Minor, 2008)