

<b>Module title</b>		<b>Abbreviation</b>
Managerial Practice Lectures		12-VGP-192-m01
<b>Module coordinator</b>		<b>Module offered by</b>
Holder of the Professorship of Economic Journalism		Faculty of Business Management and Economics
<b>ECTS</b>	<b>Method of grading</b>	<b>Only after succ. compl. of module(s)</b>
5	numerical grade	--
<b>Duration</b>	<b>Module level</b>	<b>Other prerequisites</b>
1 semester	undergraduate	--
<b>Contents</b>		
<p>In this lecture, we invite board members of publicly listed companies, SMEs and Startups to discuss contemporary challenges of corporate management.</p> <p>Students gain sustainable insights into current management practices, challenges of corporate management in various industries, and discuss pressing managerial issues with C-level executives. In individual and group assignments, students are required to connect management theories with the managerial challenges of the speakers.</p> <p>Managers of the different companies are required to address the following questions that will foster a detailed discussion at the end of each lecture:</p> <ul style="list-style-type: none"> <li>- What are the current challenges facing your company?</li> <li>- Which strategies do you employ to respond to these challenges?</li> <li>- How have leadership concepts and approaches changed in your company?</li> </ul>		
<b>Intended learning outcomes</b>		
<p>After participating in this module, students should be able to combine theoretical approaches with current challenges in management. The students obtain a realistic insight into a cross-section of the German economy. Through discussions reports and group presentations students' social skills are trained in addition to professional skills.</p>		
<b>Courses</b> (type, number of weekly contact hours, language — if other than German)		
S (2)		
<b>Method of assessment</b> (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
<p>Portfolio (approx. 20 pages) Language of assessment: German and/or English</p>		
<b>Allocation of places</b>		
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<b>Additional information</b>		
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<b>Workload</b>		
150 h		
<b>Teaching cycle</b>		
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<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)		
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<b>Module appears in</b>		
Bachelor' degree (1 major) Business Management and Economics (2015)		

Bachelor' degree (1 major) Economathematics (2015)  
Bachelor' degree (1 major) Business Information Systems (2015)  
Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2015)  
Bachelor' degree (1 major) Business Information Systems (2016)  
Bachelor' degree (1 major) Economathematics (2017)  
Bachelor' degree (1 major) Business Information Systems (2019)  
Bachelor' degree (1 major) Business Management and Economics (2019)  
Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2019)  
Bachelor' degree (1 major) Business Information Systems (2020)  
Master's degree (1 major) China Business and Economics (2021)  
Bachelor' degree (1 major) Business Information Systems (2021)  
Bachelor' degree (1 major) Economathematics (2021)  
Bachelor' degree (1 major) Business Management and Economics (2021)  
Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2021)  
Bachelor' degree (1 major) Economathematics (2022)  
exchange program Business Management and Economics (2022)  
Bachelor' degree (1 major) Business Information Systems (2023)  
Bachelor' degree (1 major) Economathematics (2023)  
Bachelor' degree (1 major) Business Management and Economics (2023)  
Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2023)