



Subdivided Module Catalogue
for the Subject

Business Information Systems

as a Bachelor's with 1 major
with the degree "Bachelor of Science"
(180 ECTS credits)

Examination regulations version: 2007
Responsible: Faculty of Business Management and Economics

Course of Studies - Contents and Objectives

Integrated data processing (understood as a generic term for any electronic form of business processes between companies and their customers) requires today staff who combine the know-how in business administration and social competence with technical skills. The field of business information systems is interdisciplinary and integrates the disciplines of business administration, business information systems and computer science. The students learn to solve autonomously tasks of planning, forming and developing business data processing. The combination of scientifically substantiated theories and models, new research methods as well as practical applications qualifies the students to work in an analytical, autonomous and problem-solving manner. The subject-specific studies and the training of analytical thinking give students competences to become acquainted with assigned tasks later in their professional life. They acquire the necessary basic knowledge for the consecutive Master course of studies. The students should demonstrate in their written bachelor thesis that they are able to work on problems from the field of business information systems or computer science, limited by time frameworks as well as to apply scientific methods of business management and to fix it in a written form.

Abbreviations used

Course types: **E** = field trip, **K** = colloquium, **O** = conversatorium, **P** = placement/lab course, **R** = project, **S** = seminar, **T** = tutorial, **Ü** = exercise, **V** = lecture

Term: **SS** = summer semester, **WS** = winter semester

Methods of grading: **NUM** = numerical grade, **B/NB** = (not) successfully completed

Regulations: **(L)ASPO** = general academic and examination regulations (for teaching-degree programmes), **FSB** = subject-specific provisions, **SFB** = list of modules

Other: **A** = thesis, **LV** = course(s), **PL** = assessment(s), **TN** = participants, **VL** = prerequisite(s)

Conventions

Unless otherwise stated, courses and assessments will be held in German, assessments will be offered every semester and modules are not creditable for bonus.

Notes

Should there be the option to choose between several methods of assessment, the lecturer will agree with the module coordinator on the method of assessment to be used in the current semester by two weeks after the start of the course at the latest and will communicate this in the customary manner.

Should the module comprise more than one graded assessment, all assessments will be equally weighted, unless otherwise stated below.

Should the assessment comprise several individual assessments, successful completion of the module will require successful completion of all individual assessments.

In accordance with

the general regulations governing the degree subject described in this module catalogue:

ASPO2007

associated official publications (FSB (subject-specific provisions)/SFB (list of modules)):

17-Apr-2008 (2008-10)

This module handbook seeks to render, as accurately as possible, the data that is of statutory relevance according to the examination regulations of the degree subject. However, only the FSB (subject-specific provisions) and SFB (list of modules) in their officially published versions shall be legally binding. In the case of doubt, the provisions on, in particular, module assessments specified in the FSB/SFB shall prevail.

The subject is divided into

Abbreviation	Module title	ECTS credits	Method of grading	page
Compulsory Courses (100 ECTS credits)				
10-I-PP2-072-m01	practical course in programming (two staged)	9	B/NB	58
12-Mark-G-072-m01	Introduction to Market-Oriented Management	5	NUM	36
12-BPL-G-072-m01	Supply, Production and Operations Management. An Introduction	5	NUM	10
12-IntUR-G-072-m01	Managerial Accounting	5	NUM	43
12-I&F-G-072-m01	Investment and Finance. An Introduction	5	NUM	38
12-ExtUR-G-072-m01	Financial Accounting	5	NUM	26
12-EBWL-G-072-m01	Introduction to Business Administration	5	NUM	20
12-EVWL-G-072-m01	Introduction to Economics	5	NUM	21
10-M-MWW1-072-m01	Mathematics 1 for students in Economics	5	NUM	51
10-M-MWW2-072-m01	Mathematics 2 for students in Economics	5	NUM	52
12-Stat-G-072-m01	Descriptive Statistics and Introduction to Probability	5	NUM	34
12-EWiinf-G-072-m01	Introduction to Business Informatics	5	NUM	22
12-AInf-G-072-m01	Applied Computer Science	5	NUM	7
10-I-ADS-072-m01	Algorithm and data structures	8	NUM	6
10-I-ST-072-m01	Software technology	8	NUM	63
02-ITR-072-m01	IT-Law	5	NUM	45
12-GP-G-072-m01	Business Processes	5	NUM	31
12-SWA-G-072-m01	Systematic Academic Work	5	NUM	65
Compulsory Electives (50 ECTS credits)				
Betriebswirtschaftslehre (5 ECTS credits)				
12-U&UF-F-072-m01	Entrepreneurship and Management	5	NUM	70
12-MaFo-F-072-m01	Market Research	5	NUM	50
12-BPL-F-072-m01	Supply, Production and Logistics Management. Material Requirements Planning	5	NUM	11
12-Wipr1-F-072-m01	Financial Accounting and Auditing 1 - Financial Statements (German GAAP, IFRS)	5	NUM	25
12-I&F-F-072-m01	Investment and Finance - Advanced Level	5	NUM	44
12-St1-F-072-m01	Business Taxation 1: An Introduction to Tax Law & Tax Planning	5	NUM	12
12-EBus-F-072-m01	eBusiness	5	NUM	19
12-SCM-F-072-m01	Supply Chain Management	5	NUM	64
12-P&O-F-072-m01	Human Resource Management & Organizational Theory	5	NUM	56
12-P&Ocase-F-072-m01	Management Case Studies	5	NUM	27
12-DM-F-082-m01	Data Modelling	5	NUM	17
12-WebP-F-082-m01	Web Programming	5	NUM	71
12-IM-082-m01	Innovation Management	5	NUM	42
12-EPS-091-m01	Entrepreneurship	5	NUM	23
12-KR-082-m01	Cost Accounting for Decision Making and Control	5	NUM	46
12-FRBE-F-072-m01	Forward and Reverse Business Engineering	5	NUM	28
12-CIS1-072-m01	Computer Information Systems 1	5	NUM	13
12-CIS2-072-m01	Computer Information Systems 2	5	NUM	14

12-ARS-091-m01	Fundamentals of Information Economics and Incentive Systems	5	NUM	41
12-KR-091-m01	Cost Accounting for Decision Making and Control	5	NUM	15
Volkswirtschaftslehre				
12-Mak1-G-072-m01	Macroeconomics 1	5	NUM	47
12-Mak2-G-072-m01	Macroeconomics 2	5	NUM	49
12-Mik2-G-072-m01	Microeconomics 2	5	NUM	54
12-WiPo-G-072-m01	Introduction to Economic Policy	5	NUM	39
12-Mik1-G-072-m01	Microeconomics 1	5	NUM	53
12-Integ-F-072-m01	European Integration	5	NUM	24
12-QWF-G-082-m01	Introduction to Statistical Inference and Regression Analysis	5	NUM	32
Computer Science (5 ECTS credits)				
10-I-DB-072-m01	Data bases	5	NUM	16
10-I-OOP-072-m01	Object oriented programming	5	NUM	55
10-I-WMS-072-m01	Knowledge management systems and data mining	10	NUM	75
Andere Fakultäten (5 ECTS credits)				
06-B-P2-072-m01	Philosophy and the sciences	10	NUM	57
06-WiPsych-072-m01	Economic Psychology	5	NUM	74
Softwarepraktikum (10 ECTS credits)				
10-I-SWP-072-m01	Practical course in software	10	B/NB	62
12-WI-SWP-072-m01	Information Economics - Software Project	10	B/NB	73
Thesis (10 ECTS credits)				
12-BT-072-m01	Bachelor-Thesis	10	NUM	9
10-I-BA-072-m01	Bachelor-Thesis	12	NUM	8
Subject-specific Key Skills				
12-Tut1-072-m01	Student Teaching Assistant 1	5	NUM	67
12-Tut2-072-m01	Student Teaching Assistant 2	5	NUM	68
12-PM-F-072-m01	Project Management	5	NUM	59
12-GM1-072-m01	General Management 1	5	NUM	29
12-GM2-072-m01	General Management 2	5	NUM	30
12-TutWI1-072-m01	Student Teaching Assistant Business Information Systems 1	5	NUM	69
12-TutWI2-072-m01	Student Teaching Assistant 1	5	NUM	66
Seminar (5 ECTS credits)				
12-WiinF-FS-072-m01	Seminar: Information Technologies	5	NUM	72
10-I-SEM1-072-m01	Seminar 1	5	NUM	60
10-I-SEM2-072-m01	Seminar 2	5	NUM	61

Module title		Abbreviation
Algorithm and data structures		10-I-ADS-072-m01
Module coordinator		Module offered by
Dean of Studies Informatik (Computer Science)		Institute of Computer Science
ECTS	Method of grading	Only after succ. compl. of module(s)
8	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
Design and analysis of algorithms, recursion vs. iteration, sort and search methods, data structures, abstract data types, lists, trees, graphs, basic graph algorithms, programming in Java.		
Intended learning outcomes		
[Version 1: The students are able to independently design algorithms as well as to precisely describe and analyse them. They are able to apply recursion in algorithms and data structures. The students are familiar with the three basic programming paradigms and are able to apply them in practical programs.] [Version 2: The students are able to independently design algorithms as well as to precisely describe and analyse them. The students are familiar with the basic paradigms of the design of algorithms and are able to apply them in practical programs. The students are able to estimate the run-time behaviour of algorithms and to prove their correctness.]		
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 can be chosen to earn a bonus)		
written examination (80 minutes) or oral examination (one candidate each: 20 minutes, groups of 2: 30 minutes, groups of 3: 40 minutes)		
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 title		Abbreviation
Applied Computer Science		12-Alnf-G-072-m01
Module coordinator		Module offered by
holder of the Chair of Information Systems Engineering		Faculty of Business Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
In this course, students will acquire an overview of the technical fundamentals and the development of business information systems.		
Intended learning outcomes		
The module provides students with basic knowledge of: (i) Computer Architecture and System Software (ii) Design and modeling of databases (iii) Networks (iv) Software development (v) IT security		
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 can be chosen to earn a bonus)		
written examination (approx. 60 minutes)		
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 title		Abbreviation
Bachelor-Thesis		10-I-BA-072-m01
Module coordinator		Module offered by
Dean of Studies Informatik (Computer Science)		Institute of Computer Science
ECTS	Method of grading	Only after succ. compl. of module(s)
12	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	Registration for assessment: as specified.
Contents		
Largely independently researching and writing on an experimental or theoretical topic in computer science, using known methods and adhering to the principles of good scientific practice.		
Intended learning outcomes		
The students are able to largely independently research and write on an experimental or theoretical topic in computer science, applying known methods and adhering to the principles of good scientific practice, and to write a Bachelor's thesis.		
Courses (type, number of weekly contact hours, language — if other than German)		
no courses assigned		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
written thesis Language of assessment: German or 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 title		Abbreviation
Bachelor-Thesis		12-BT-072-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	undergraduate	Registration for assessment on a continuous basis as agreed upon with supervisor.
Contents		
<p>Students will complete their degree with a Bachelor's thesis in which they will be required to research and write on a topic from the area of business management and economics. This thesis may either take the form of an analysis and structured presentation of the existing literature on a certain topic or may, as is often the case, also include a presentation of the students' own original achievements, e. g. new algorithms developed by students, surveys, the prototypical demonstration of a concept or the application and (further) development of a theoretical model.</p>		
Intended learning outcomes		
<p>In the thesis, students demonstrate that they are able to plan and to carry out a science-based research within a prescribed period and to document the results in accordance with the professional scientific standards in writing. The acquisition of specialized skills presupposes the reception of national and international (mainly English) literature. Students are able to understand relevant contributions to research and professional practice and to critically analyze and assess their relevance to their own specific questions. They can recognize and assess major lines of development and dynamics within the field of study.</p>		
Courses (type, number of weekly contact hours, language — if other than German)		
no courses assigned		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
written thesis Language of assessment: German or 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 title		Abbreviation
Supply, Production and Operations Management. An Introduction		12-BPL-G-072-m01
Module coordinator		Module offered by
holder of the Chair of Business Management and Industrial Management		Faculty of Business Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
This course will provide students with an overview of fundamental processes in procurement, production and logistics and the related corporate functions as well as a model-based introduction to related planning procedures.		
Intended learning outcomes		
The students will be able to describe and discuss the objectives and major processes in the domains of corporate procurement, production and logistics as well as their interdependencies. Furthermore, they are capable of developing and applying basic planning models in these fields.		
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 can be chosen to earn a bonus)		
written examination (approx. 60 minutes)		
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 title		Abbreviation
Supply, Production and Logistics Management. Material Requirements Planning		12-BPL-F-072-m01
Module coordinator		Module offered by
holder of the Chair of Business Management and Industrial Management		Faculty of Business Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
This module builds on the course "Beschaffung, Produktion und Logistik - Grundlagen" ("Procurement, Production and Logistics - Basics"). Selected tasks and processes, in particular in the area of materials management, will be analysed in detail and related planning and control models and methods will be developed.		
Intended learning outcomes		
The students are able to analyze the areas of responsibility of the functions of procurement, production and logistics as well as their interdependencies in an integrated perspective and evaluate concepts for their management. In addition, they are able to develop models in the domain of materials management and apply solution procedures to the planning problems.		
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 can be chosen to earn a bonus)		
written examination (approx. 60 minutes)		
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 title		Abbreviation
Business Taxation 1: An Introduction to Tax Law & Tax Planning		12-St1-F-072-m01
Module coordinator		Module offered by
holder of the Chair of Business Taxation		Faculty of Business Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
This module will introduce students to the field of business taxation. It will provide an overview of German tax law and will analyse tax effects on economic decisions in standard models for investment and financing decisions.		
Intended learning outcomes		
Students get an overview of the German tax law and they acquire the ability to recognize and understand the effect of taxation in fundamental economic decisions. Therefore, the module is recommended also for students who don't want to specialize in finance and accounting but rather in management studies.		
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 can be chosen to earn a bonus)		
written examination (approx. 60 minutes)		
Allocation of places		
Number of places: 150. Uniform regulations governing the restriction of the number of places are laid down in the FSB (subject-specific provisions) regarding Section 7 Subsection 4.		
Additional information		
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Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module title		Abbreviation
Computer Information Systems 1		12-CIS1-072-m01
Module coordinator		Module offered by
holder of the Chair of Business Management and Business Information Systems		Faculty of Business Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
<p>This is a dummy module in the Bachelor's degree programme Wirtschaftsinformatik (Business Information Systems) that may be used, for example, for the accreditation of courses taken abroad. Contents will vary according to the subject selected.</p> <p>Among others, the subject Agiles Vorgehen in Softwareprojekten (Agile Approach to Software Projects) may be accredited as Computer Information Systems.</p>		
Intended learning outcomes		
The Competences differ depending on the course to be taken into account.		
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 can be chosen to earn a bonus)		
written examination (60 minutes)		
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 title		Abbreviation
Computer Information Systems 2		12-CIS2-072-m01
Module coordinator		Module offered by
holder of the Chair of Business Management and Business Information Systems		Faculty of Business Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
<p>This is a dummy module in the Bachelor's degree programme Wirtschaftsinformatik (Business Information Systems) that may be used, for example, for the accreditation of courses taken abroad. Contents will vary according to the subject selected.</p> <p>Among others, the subject Agiles Vorgehen in Softwareprojekten (Agile Approach to Software Projects) may be accredited as Computer Information Systems.</p>		
Intended learning outcomes		
The Competences differ depending on the course to be taken into account.		
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 can be chosen to earn a bonus)		
written examination (approx. 60 minutes) Assessment offered: only when announced in the semester in which the courses are offered and in the subsequent semester		
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 title		Abbreviation
Cost Accounting for Decision Making and Control		12-KR-091-m01
Module coordinator		Module offered by
holder of the Chair of Chair of Business Management, Controlling and Accounting		Faculty of Business Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
First, this module will discuss basic principles of accounting such as full and direct costing as well as cost and performance accounting in the context of decision making. The course will then focus on decision-making processes (break-even analysis, short-term production planning and pricing decisions) and internal control calculations (the role of controls; deviation analyses).		
Intended learning outcomes		
This module provides competences in order to apply systems of full- and direct costing, cost and performance accounting with regard to decision-making and internal control processes. The goal is to promote analytical thinking and problem-solving abilities by analyses of complex problem structures.		
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 can be chosen to earn a bonus)		
written examination (approx. 60 minutes)		
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 title		Abbreviation
Data bases		10-I-DB-072-m01
Module coordinator		Module offered by
Dean of Studies Informatik (Computer Science)		Institute of Computer Science
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
Relational algebra and complex SQL statements; database planning and normal forms; xml data modelling; transaction management.		
Intended learning outcomes		
The students possess a knowledge about database modelling and queries in SQL, transactions as well as easy data modelling in XML.		
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 can be chosen to earn a bonus)		
written examination (50 minutes) or oral examination (one candidate each: 15 minutes, groups of 2: 20 minutes, groups of 3: 25 minutes)		
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 title		Abbreviation
Data Modelling		12-DM-F-082-m01
Module coordinator		Module offered by
holder of the Junior Professorship of Information Management		Faculty of Business Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
<p>The module covers the fundamentals and concepts of data modelling as well as languages for creating and querying data bases.</p> <p>Main topics:</p> <ul style="list-style-type: none"> - Fundamentals and application of semantic data modelling - Fundamentals and application of the relational data model - Fundamentals and application of data query languages - Further aspects of data modelling 		
Intended learning outcomes		
<p>Upon completion of the module students are able</p> <ul style="list-style-type: none"> (i) to design good conceptual and logical data models; (ii) to transform conceptual data models into physical data schemas; (iii) to create and update databases and tables; (iv) to formulate complex database queries; (v) to design different applications with databases. 		
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 can be chosen to earn a bonus)		
written examination (approx. 60 minutes)		
Allocation of places		
<p>Number of places: 50. Should the number of applications exceed the number of available places, places will be allocated as follows: (1) Bachelor's students of Wirtschaftsinformatik (Business Information Systems) will be given preferential consideration. (2) The remaining places will be allocated to students of other subjects. (3) When places are allocated in accordance with (1) and the number of applications exceeds the number of available places, places will be allocated among applicants from within this group according to the respective FSB (subject-specific provisions) regarding Section 7 Subsection 4 ASPO (general academic and examination regulations). (4) When places are allocated in accordance with (2) and the number of applications exceeds 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. (5) Within the groups according to (1) and (2), applicants who already have successfully completed at least one module component of the respective module will be given preferential consideration. (6) Places on all courses of the module component with a restricted number of places will be allocated in the same procedure. (7) A waiting list will be maintained and places re-allocated as they become available.</p>		
Additional information		
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Referred to in LPO I (examination regulations for teaching-degree programmes)

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Module title		Abbreviation
eBusiness		12-EBus-F-072-m01
Module coordinator		Module offered by
holder of the Chair of Information Systems Engineering		Faculty of Business Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
<p>E-business is a comprehensive, digital processing of business transactions between private and public enterprises as well as institutions and their clients on global public and private networks such as the internet. Precisely because euphoria for e-business has waned considerably in recent years, a lot of emphasis is now being placed on introducing such solutions in a user-oriented way. This lecture will first discuss the supporting economic theories and will then describe and analyse individual solutions such as e-procurement, e-shop, e-marketplace and e-community in detail.</p>		
Intended learning outcomes		
<p>The module provides students with knowledge about:</p> <ul style="list-style-type: none"> (i) E-Procurement (ii) E-Shop (iii) E-Marketplace (iv) E-Community 		
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 can be chosen to earn a bonus)		
written examination (approx. 60 minutes)		
Allocation of places		
<p>Number of places: 50. Bachelor's students of Wirtschaftsinformatik (Business Information Systems) (180 ECTS credits) will be given preferential consideration when it comes to admission to courses and assessment in the module component. Uniform regulations governing the restriction of the number of places are laid down in the FSB (subject-specific provisions) regarding Section 7 Subsection 4.</p>		
Additional information		
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Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module title		Abbreviation
Introduction to Business Administration		12-EBWL-G-072-m01
Module coordinator		Module offered by
holder of the Chair of Human Resource Management and Organisation		Faculty of Business Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
<p>This course will introduce students to relevant subject areas of business administration. Students will acquire an overview of the different perspectives and main points of view from which a theoretical examination of business enterprise may take place. The course will focus on what companies or other organisations are, how they behave and in what form they are organised. For this purpose, a study will be made of the economic subject's decision-making behaviour.</p> <p>Reading list to be provided during lecture.</p>		
Intended learning outcomes		
<p>The aim of the lectures is to familiarise the students with the basic problem issues and perspectives within the field of business administration.</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 can be chosen to earn a bonus)		
written examination (approx. 60 minutes)		
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 title		Abbreviation
Introduction to Economics		12-EVWL-G-072-m01
Module coordinator		Module offered by
holder of the Chair of Monetary Policy and International Economics		Faculty of Business Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
<p>The course deals with the following topics:</p> <ol style="list-style-type: none"> 1. Economics shows how markets function 2. The division of labour is the basis of our wealth 3. The market in action 4. Monopolies and cartels endanger market economies 5. The labour market and the role of unions 6. The government's role in a social market economy 7. Governmental redistribution guarantees the social balance in a market economy 8. Environmental policy and the government's allocation function 9. Objectives and agents in the macro economy 10. How do aggregate supply and demand come into equilibrium? 11. The role of fiscal policy 12. How does a central bank stabilise aggregate demand by setting interest rates? 		
Intended learning outcomes		
By completing this course, students receive a fundamental understanding of economics. Students are able to grasp microeconomic as well as macroeconomic subjects and to analyze them in theoretical models.		
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 can be chosen to earn a bonus)		
written examination (approx. 60 minutes)		
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 title		Abbreviation
Introduction to Business Informatics		12-EWiinf-G-072-m01
Module coordinator		Module offered by
holder of the Chair of Business Management and Business Information Systems		Faculty of Business Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
<p>Content: This course offers an introduction to the essential aspects of business information systems.</p> <p>Outline of syllabus:</p> <ol style="list-style-type: none"> 1. Integration of IT systems 2. From data processing to information processing 3. eCommerce and eGovernment 4. Functionality of IT technology 5. Application development principles 6. Intercommunication <p>Reading: Thome: Grundzüge der Wirtschaftsinformatik.</p>		
Intended learning outcomes		
<p>The course "Einführung in die Wirtschaftsinformatik" communicates</p> <p>(i) an overview of the different task fields of the business informations systems discipline;</p> <p>(ii) an understanding for recent developments in the discipline and related technologies.</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 can be chosen to earn a bonus)		
written examination (60 minutes)		
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 title		Abbreviation
Entrepreneurship		12-EPS-091-m01
Module coordinator		Module offered by
holder of the Chair of Entrepreneurship and Management		Faculty of Business Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
<p>Description:</p> <p>The course introduces students to the basics of entrepreneurial self-employment. In addition to discussing theoretical concepts covering the definition, creation and performance of new ventures, the course will also discuss methods and instruments for a potential entrepreneurial career. Several content areas of start-up planning are being covered during the course of the lecture including team compilation, business model creation and financing.</p> <p>Contents of the course:</p> <ol style="list-style-type: none"> 1. Introduction to entrepreneurship 2. Human resources in start-ups 3. Opportunity analysis 4. Business modelling 5. Entrepreneurship in the digital industry 6. Business planning 7. Finance 8. Marketing in start-ups 		
Intended learning outcomes		
<p>After completing the module "Entrepreneurship", the students should be able to</p> <ol style="list-style-type: none"> (i) describe and problematize the concept of entrepreneurship and the entrepreneurial perspective; (ii) describe and analyze the entrepreneurial process, its drivers, characteristics and context; (iii) apply theories within the entrepreneurship field to real life situations; (iv) take initiatives and independently develop a business idea and use knowledge gained from earlier courses in business administration in order to develop this idea in a business plan sketch; (v) plan human resources and marketing in a start-up. 		
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 can be chosen to earn a bonus)		
written examination (approx. 60 minutes) 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 title		Abbreviation
European Integration		12-Integ-F-072-m01
Module coordinator		Module offered by
holder of the Chair of Economic Order and Social Policy		Faculty of Business Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
The course analyses the impacts the proceeding economic integration in Europe has on goods and factor markets. Several models are presented to illustrate the subsequent changes. During exercises, students will consolidate the knowledge they acquired in the lecture.		
Intended learning outcomes		
The students understand the impacts of the European Integration and of globalization in general. They are able to illustrate these impacts using the models presented in the lecture and to evaluate them in an economic manner.		
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 can be chosen to earn a bonus)		
written examination (approx. 60 minutes)		
Allocation of places		
Number of places: 20. Uniform regulations governing the restriction of the number of places are laid down in the FSB (subject-specific provisions) regarding Section 7 Subsection 4.		
Additional information		
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Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module title		Abbreviation
Financial Accounting and Auditing 1 - Financial Statements (German GAAP, IFRS)		12-Wipr1-F-072-m01
Module coordinator		Module offered by
holder of the Chair of Business Management and Accounting		Faculty of Business Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
<p>Content: This module is based on introductory courses in the areas of financial and managerial accounting and includes essential aspects of corporate financial accounting. It delivers a systematic presentation and interpretation of financial reporting standards according to the Handelsgesetzbuch (German Commercial Code, HGB) and International Financial Reporting Standards (IFRS). In addition, it introduces students to financial statement analysis methods.</p> <p>Outline of syllabus: Fundamentals of financial statements; purpose and basic assumptions of financial accounting; recognition, valuation and presentation of assets, liabilities and equity; financial statement analysis.</p> <p>Reading: Baetge, J./Kirsch, H.-J./Thiele, St.: Bilanzen, Düsseldorf. Coenberg, A.G.: Jahresabschluss und Jahresabschlussanalyse, Stuttgart. Heuser, P.J./Dörschell, A.: IFRS Handbuch, Cologne 2012. Most recent editions.</p>		
Intended learning outcomes		
The students have a deeper understanding of business fundamentals in accounting according to national (HGB) and international (IFRS) principles. They can systematically arrange and play with the knowledge and apply the acquired knowledge, i.e. resolve accounting and financial statement analysis problems of medium difficulty.		
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 can be chosen to earn a bonus)		
written examination (approx. 60 minutes)		
Allocation of places		
Number of places: 150. Uniform regulations governing the restriction of the number of places are laid down in the FSB (subject-specific provisions) regarding Section 7 Subsection 4.		
Additional information		
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Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module title		Abbreviation
Financial Accounting		12-ExtUR-G-072-m01
Module coordinator		Module offered by
holder of the Chair of Business Taxation		Faculty of Business Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
This course offers an introduction to the fundamentals of financial accounting, including the technique of double-entry book-keeping as well as the fundamentals of recognition, valuation and presentation of assets, liabilities and equity according to German commercial law.		
Intended learning outcomes		
Students acquire a basic understanding of the fundamentals of financial accounting. They are able to arrange, reproduce and apply this knowledge, i.e. they are able to solve simple accounting problems.		
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 can be chosen to earn a bonus)		
written examination (approx. 60 minutes)		
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 title		Abbreviation
Management Case Studies		12-P&Ocase-F-072-m01
Module coordinator		Module offered by
holder of the Chair of Entrepreneurship and Management		Faculty of Business Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
<p>The module will focus on equipping students with the skills necessary for solving a variety of case studies. These case studies will focus on the practical application of theoretical knowledge for the solution of practical problems and will provide students with an opportunity to apply the management tools they were taught. A particular emphasis will be on equipping students with skills in the areas of strategic thinking and the operational implementation of strategies. Participants will be issued a certificate of attendance.</p>		
Intended learning outcomes		
<p>German intended learning outcomes available but not translated yet.</p> <p>Die Studierenden verfügen über Kompetenzen zur Lösung von Fallstudien nach internationalen Standards.</p>		
Courses (type, number of weekly contact hours, language — if other than German)		
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 can be chosen to earn a bonus)		
presentation of case studies and oral participation (as specified at the beginning of the course)		
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 title		Abbreviation
Forward and Reverse Business Engineering		12-FRBE-F-072-m01
Module coordinator		Module offered by
Business Integration Prof. Thome		Faculty of Business Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
<p>"Business Engineering" refers to the method and model-based design theory for companies in the information age. "Forward" refers to design methods (such as situation analysis, requirements analysis and business process modelling) that help implement a new solution. "Reverse" refers to approaches (such as the use and process analysis) that make it possible to improve or re-design existing structures and processes. Market requirements and technological innovation potential are typical reasons for the continuous transformation of a company. The resulting change needs to be implemented into the organisational structure, business processes and information systems.</p> <p>The course traces the implementation cycle of enterprise software from the point of view of a member of a project team. In addition to acquainting students with the theoretical basis of adaptation, the course will also discuss examples from practical projects.</p>		
Intended learning outcomes		
The students know in detail the process of adaptation of business software libraries. They master the methods of Forward Engineering (such as situation analysis, requirement analysis, process modeling and business blueprint) and Reverse Engineering (Reverse Business Engineering) and their implementation in tools.		
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 can be chosen to earn a bonus)		
written examination (approx. 60 minutes)		
Allocation of places		
Number of places: 50. Bachelor's students of Wirtschaftsinformatik (Business Information Systems) (180 ECTS credits) will be given preferential consideration when it comes to admission to courses and assessment in the module component. Uniform regulations governing the restriction of the number of places are laid down in the FSB (subject-specific provisions) regarding Section 7 Subsection 4.		
Additional information		
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Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module title		Abbreviation
General Management 1		12-GM1-072-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)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
<p>This module serves the purpose of transferring credits from</p> <ul style="list-style-type: none"> • courses taken at other German or non-German universities • additional courses offered on a short-term basis • courses offered by new Chairs that are yet to be included in the FSB (subject-specific provisions) <p>The holders of the respective Chairs will ensure that the courses are eligible for credit transfer.</p>		
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)		
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 can be chosen to earn a bonus)		
written examination (60 minutes)		
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 title		Abbreviation
General Management 2		12-GM2-072-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)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
<p>This module serves the purpose of transferring credits from</p> <ul style="list-style-type: none"> • courses taken at other German or non-German universities • additional courses offered on a short-term basis • courses offered by new Chairs that are yet to be included in the FSB (subject-specific provisions) <p>The holders of the respective Chairs will ensure that the courses are eligible for credit transfer.</p>		
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)		
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 can be chosen to earn a bonus)		
written examination (60 minutes)		
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 title		Abbreviation
Business Processes		12-GP-G-072-m01
Module coordinator		Module offered by
holder of the Chair of Business Management and Business Information Systems		Faculty of Business Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
<p>This course is aimed at students of Wirtschaftsinformatik (Business Information Systems) and Wirtschaftswissenschaft (Business Management and Economics) interested in the topic. The course is divided up into two parts. In the theoretical part, students will acquire the necessary theoretical knowledge that will serve as a basis for the practical part. The practical exercise will present students with an opportunity to apply their newly acquired knowledge by working with an SAP Business ByDesign system on case studies on the model company Al-mika. In this context, the human resources, purchasing, sales, service, project management and finance departments will be dealt with.</p> <p>The course will introduce students to business processes of an ERP system (Enterprise Resource Planning) using the example of SAP Business ByDesign. In addition to the basic principles, students will also become familiar with the processes and functionalities.</p>		
Intended learning outcomes		
<p>After completing the course, the students will be able to</p> <ol style="list-style-type: none"> 1. reflect technical principles and operational models of ERP systems, 2. understand the functionality of ERP systems and 3. perform and understand business processes within the ERP system SAP Business ByDesign. 		
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 can be chosen to earn a bonus)		
written examination (approx. 60 minutes)		
Allocation of places		
Number of places: 30. Bachelor's students of Wirtschaftsinformatik (Business Information Systems) (180 ECTS credits) will be given preferential consideration when it comes to admission to courses and assessment in the module component. Uniform regulations governing the restriction of the number of places are laid down in the FSB (subject-specific provisions) regarding Section 7 Subsection 4.		
Additional information		
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Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module title		Abbreviation
Introduction to Statistical Inference and Regression Analysis		12-QWF-G-082-m01
Module coordinator		Module offered by
holder of the Chair of Econometrics		Faculty of Business Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
<p>Description:</p> <p>This module deals with random variables and their statistical distributions as well as with the basic terms and methods of inferential statistics. Some of the most famous distributions such as the normal, binomial, poisson or the exponential distribution are introduced in the first half of the course. The second half deals with the fundamental concepts and techniques used in inferential statistics, including interval estimation and the construction, application and interpretation of hypothesis tests. Additionally, an introduction to multiple regression analysis is given towards the end of the course.</p> <p>The knowledge and skills acquired in this course serve as a prerequisite for the course "Computerpraktikum" ("Computer Lab in Regression Analysis") and the subsequent Master's course "Ökonometrie I" ("Econometrics I").</p> <p>Outline of syllabus:</p> <ol style="list-style-type: none"> 1. Random variables and their distributions 2. Distribution parameters 3. On the importance of the normal distribution 4. Central limit theorems 5. Inferential statistics 6. Interval estimation 7. Hypothesis testing 8. Regression analysis 		
Intended learning outcomes		
<p>Students acquire a basic knowledge of the techniques necessary for the analysis of random events. They will be familiar with different distributions and their respective parameters. Apart from basic estimation methods for these unknown parameters, students learn how to construct and interpret common statistical tests and are able to apply these to specific economic or business questions. Additionally, students acquire a basic understanding of ordinary least square (OLS), enabling them to read simple scientific papers and to apply these tools to scientific questions.</p> <p>The competences acquired in this course serve as a prerequisite for the course "Computer Lab in Regression Analysis" and the subsequent Master's course "Econometrics I".</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 can be chosen to earn a bonus)		
written examination (approx. 120 minutes)		
Allocation of places		
<p>Number of places: 640. 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%</p>		
Bachelor's with 1 major Business Information Systems (2007)	JMU Würzburg • generated 23-Aug-2021 • exam. reg. data record Bachelor (180 ECTS) Wirtschaftsinformatik - 2007	page 32 / 75

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 title		Abbreviation
Descriptive Statistics and Introduction to Probability		12-Stat-G-072-m01
Module coordinator		Module offered by
holder of the Chair of Econometrics		Faculty of Business Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
<p>Description:</p> <p>This module deals with the basic terms and concepts of descriptive statistics, indices and probability calculus. It introduces students to common frequency distributions and fundamental distributional characteristics of one-dimensional data as well as basic concepts and methodology necessary for the description and interpretation of multi-dimensional data. In addition, interpretation and calculation with indices as well as fundamental terms of probability calculus are discussed in the second half of the course.</p> <p>Outline of syllabus:</p> <ol style="list-style-type: none"> 1. Basic terms in statistics 2. Frequency distributions 3. Distributional characteristics 4. Multi-dimensional data 5. Index calculus 6. Fundamental probability calculus 7. Random variables and distributions <p>Reading:</p> <p>Assenmacher, W.: Deskriptive Statistik, Springer. Bamberg, G., Baur, F.: Statistik, Oldenbourg. Bohley, P.: Statistik, Oldenbourg. Hartung, J., Elpelt, B., Klösner, K.-H.: Statistik, Oldenbourg. Hippmann, H.-D.: Statistik, Schäffer-Poeschel. Leiner, B.: Einführung in die Statistik. Litz, H.-P.: Statistische Methoden in den Wirtschafts- und Sozialwissenschaften, Oldenbourg. Mosler, K., Schmid, F.: Beschreibende Statistik und Wirtschaftsstatistik, Springer. Schaich, E., Köhle, B., Hartung, J.: Statistik I für Volkswirte, Betriebswirte und Soziologen, Verlag Franz Vahlen. Schira, J.: Statistische Methoden der VWL und BWL, Pearson Studium.</p>		
Intended learning outcomes		
<p>Students acquire knowledge of the fundamental terms and concepts of descriptive statistics. In particular, they become familiar with the application and interpretation of common visual and formal tools for descriptive data analysis while simultaneously learning how to competently deal with economic and/or statistical data. On the visual side, this includes knowledge of the construction and interpretation of histograms, bar plots, pie charts, and empirical distribution functions, while on the formal side students learn how to deal with basic distributional characteristics and correlation measures. Additionally, students are familiarized with index calculus and interpretation (in particular the Laspeyres and the Paasche price index) as well as with the most fundamental concepts and terms of probability calculus.</p> <p>The competences acquired in this course serve as a prerequisite for "Introductory Statistics II".</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 can be chosen to earn a bonus)		
written examination (approx. 120 minutes)		

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 title		Abbreviation
Introduction to Market-Oriented Management		12-Mark-G-072-m01
Module coordinator		Module offered by
holder of the Chair of Business Management and Marketing		Faculty of Business Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
<p>Description</p> <p>In this module, students will acquire the theoretical foundations of market-oriented management.</p> <p>Content:</p> <p>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.</p> <p>Outline of syllabus:</p> <ol style="list-style-type: none"> 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 <p>Reading:</p> <p>Foscht, T. / Swoboda, B.: Käuferverhalten: Grundlagen -- Perspektiven -- Anwendungen, 4th revised and exp. ed., Wiesbaden 2011.</p> <p>Homburg, Ch.: Grundlagen des Marketingmanagements: Einführung in Strategie, Instrumente, Umsetzung und Unternehmensführung, 4th revised and exp. ed., Wiesbaden 2012.</p> <p>Homburg, Ch.: Grundlagen des Marketingmanagements: Einführung in Strategie, Instrumente, Umsetzung und Unternehmensführung, 3rd ed., Wiesbaden, 2012a.</p> <p>Kroeber-Riel, W. / Weinberg, P.: Konsumentenverhalten, 9th ed., Munich 2009.</p> <p>Meffert, H. / Burman, Ch / Kirchgeorg, M.: Marketing -- Grundlagen marktorientierter Unternehmensführung: Konzepte -- Instrumente -- Praxisbeispiele, 11th revised and exp. ed., Wiesbaden 2012.</p> <p>Meffert, H. / Burman, Ch / Becker, Ch.: Internationales Marketing-Management -- Ein markenorientierter Ansatz, 4th ed., Stuttgart 2010.</p> <p>Meyer, M.: Ökonomische Organisation der Industrie: Netzwerkarrangements zwischen Markt und Unternehmung, Wiesbaden 1995.</p> <p>Porter, M. E.: Wettbewerbsvorteile -- Spitzenleistungen erreichen und behaupten, 8th ed., Campus Frankfurt / New York 2014. (Original: Porter, M.: Competitive Advantage, New York 1985.)</p> <p>Simon, H. / Fassnacht, M.: Preismanagement, Strategie -- Analyse -- Entscheidung -- Umsetzung, 3rd ed., Wiesbaden 2009.</p>		
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 can be chosen to earn a bonus)
written examination (approx. 60 minutes)
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 title		Abbreviation
Investment and Finance. An Introduction		12-I&F-G-072-m01
Module coordinator		Module offered by
holder of the Chair of Business Management, Banking and Finance		Faculty of Business Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
<p>Content: This course offers an introduction to principles of financial mathematics, several methods of capital budgeting and principles of financial economics.</p> <p>Outline of syllabus:</p> <ol style="list-style-type: none"> 1. Principles of financial mathematics 2. Fundamental concepts 3. Problems of investment and finance in one commodity world under certainty 4. Problems of investment and finance in one commodity world under uncertainty 5. Problems of investment and finance in many commodities world under uncertainty 6. Capital market and corporate financing in Germany 		
Intended learning outcomes		
<p>After completing the course "Principles of Investments and Finance", the students will be able</p> <p>(i) to understand the fundamentals in financial mathematics and solve several problems, e.g. via the PV approach;</p> <p>(ii) to address the central problems in intertemporal allocation given different capital market scenarios;</p> <p>(iii) to budget and calculate the optimal useful life given static and dynamic investment approaches under the consideration of several other investment opportunities and the capital market scenario, especially the influence of taxes.</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 can be chosen to earn a bonus)		
written examination (approx. 60 minutes)		
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 title		Abbreviation
Introduction to Economic Policy		12-WiPo-G-072-m01
Module coordinator		Module offered by
holder of the Chair of Economic Order and Social Policy		Faculty of Business Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
<p>Description:</p> <p>The course consists of six chapters. The first chapter illustrates what economists have in mind when referring to the term "economic policy" and discusses its objectives, means and institutions. The following chapters deal with the objectives that are set out in the German "Gesetz zur Förderung der Stabilität und des Wachstums der Wirtschaft" ("Law for Promoting Stability and Growth of the Economy") of 1967. Each chapter uses current macroeconomic data to evaluate the degree to which the particular objective is achieved, discusses the reasons of possible problems and demonstrates actions the government may take to cure the problems.</p> <p>Outline of syllabus:</p> <ol style="list-style-type: none"> 1. Introduction <ul style="list-style-type: none"> -What is "Economic Policy"? - Objectives of economic policy - Instruments of economic policy - Institutions of economic policy 2. Full employment <ul style="list-style-type: none"> - Empirics: The status quo of the labour market - Reasons for unemployment - Cure for labour market problems 3. Price level stability <ul style="list-style-type: none"> - Empirics: inflation, deflation or price stability? - Reasons for inflation and deflation - Cure for price instability - The contradicting relationship between full employment and stable prices 4. Business cycles and economic growth <ul style="list-style-type: none"> - Empirics: current situation of the world economy and long-term economic growth - Reasons for cyclical fluctuations and determinants of economic growth - Cure for macroeconomic instabilities and means to facilitate economic growth 5. Balance in foreign trade <ul style="list-style-type: none"> - Empirics: balances of payments of Germany, Europe and the World - Reasons for macroeconomic imbalances - Cure for instabilities in foreign trade 6. Income distribution <ul style="list-style-type: none"> - Empirics: the distribution of incomes and its historical development - Reasons for an increase in income inequality - Cure for inequality and redistribution 		
Intended learning outcomes		
<p>The students gain a basic understanding of the role of the state in national and international economies. Based on a number of macroeconomic models (AS/AD, IS/LM, phillips curve, labor market equilibria, Solow model, Beveridge curve, etc.), students study the ability of the state to influence national and global economies. Students learn to assess in which situations such influence can be welfare-enhancing and under which circumstances governmental interventions may be harmful. After successful completion of the course, students are able to analyze concrete economic situations and to develop policy options of the state. In addition, students have learned to assess the situation of a country on the basis of empirical macroeconomic data and to explain the particular problems based on different models.</p>		
Bachelor's with 1 major Business Information Systems (2007)		page 39 / 75
JMU Würzburg • generated 23-Aug-2021 • exam. reg. data record Bachelor (180 ECTS) Wirtschaftsinformatik - 2007		

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 can be chosen to earn a bonus)
written examination (approx. 60 minutes)
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 title		Abbreviation
Fundamentals of Information Economics and Incentive Systems		12-ARS-091-m01
Module coordinator		Module offered by
Managing Director of the Institute of Economics		Faculty of Business Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
<p>On the basis of the fundamental principles of decision and information economics, this course will discuss what makes accounting information useful for decision-making processes and how we can distinguish between the concepts of decision usefulness and incentive usefulness. The course will then move on to discuss typical controlling tools such as budgeting, ratios and transfer prices and will investigate these in terms of their incentive usefulness.</p>		
Intended learning outcomes		
<p>German intended learning outcomes available but not translated yet.</p> <p>Die Studierenden können grundsätzlich beurteilen, ob ein Rechnungslegungssystem entscheidungsrelevante Informationen liefert und welche verhaltenssteuernden Wirkungen es möglicherweise entfaltet. Sie haben gelernt, wie mit Hilfe von rechnungswesenbasierten Controlling- Instrumenten das Verhalten der Entscheidungsträger im Unternehmen gezielt gesteuert werden kann und wo die Grenzen solcher Instrumente liegen. Die Studierenden haben konkrete Ausgestaltungen solcher Instrumente in der Praxis an Beispielen wie etwa der Deutschen Luft-hansa AG und der Deutschen Bahn AG kennengelernt.</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 can be chosen to earn a bonus)		
written examination (approx. 60 minutes)		
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 title		Abbreviation
Innovation Management		12-IM-082-m01
Module coordinator		Module offered by
holder of the Chair of Entrepreneurship and Management		Faculty of Business Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
<p>The course will provide students with an overview of essential topics of innovation management. Particular emphasis will be on the application of theoretical concepts to practical examples and cases. The course will develop the innovation process starting with the idea and ending with the market entry of an innovation. The course will consist of two core elements: 1. "Creating Value": how can companies create something new? and 2. "Profiting from Value": how can companies profit from innovations? The course will use practical examples from numerous industries such as world-class restaurants, music, consumer goods, electricity or the software industry.</p>		
Intended learning outcomes		
<p>At the end of the module students are able to understand:</p> <ul style="list-style-type: none"> • The importance of innovations • The sources of innovations • The New Product Development process • The roles in the innovation process • The importance of intellectual property rights • How innovations diffuse in the market 		
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 can be chosen to earn a bonus)		
written examination (approx. 60 minutes) 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 title		Abbreviation
Managerial Accounting		12-IntUR-G-072-m01
Module coordinator		Module offered by
holder of the Chair of Business Management and Accounting		Faculty of Business Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
<p>Content: This course offers an introduction to aims and methods of managerial accounting (cost accounting).</p> <p>Outline of syllabus:</p> <ol style="list-style-type: none"> 1. Managerial accounting and financial accounting 2. Managerial accounting: basic terms 3. Different types of costs 4. Cost centre accounting based on total costs 5. Job costing based on total costs 6. Cost centre accounting and job costing based on direct/variable costs 7. Budgeting and cost-variance analysis 8. Cost-volume-profit analysis 9. Cost information and operating decisions <p>Reading: Coenenberg/Fischer/Günther: Kostenrechnung und Kostenanalyse, Stuttgart. Friedl/Hofmann/Pedell: Kostenrechnung. Eine entscheidungsorientierte Einführung. (most recent editions)</p>		
Intended learning outcomes		
<p>After completing the course "Management Accounting and Control", the students will be able to</p> <ol style="list-style-type: none"> (i) set out the responsibilities of the company's internal accounting and control; (ii) define the central concepts of internal enterprise computing restriction and control and assign case studies the terms; (iii) apply the basic methods of internal corporate accounting and control on a full and cost base to idealized case studies of medium difficulty that calculate relevant costs and benefits and take on this basis a reasoned decision. 		
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 can be chosen to earn a bonus)		
written examination (approx. 60 minutes)		
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 title		Abbreviation
Investment and Finance - Advanced Level		12-I&F-F-072-m01
Module coordinator		Module offered by
holder of the Chair of Business Management, Banking and Finance		Faculty of Business Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
<p>Content: This course discusses the fundamental principles of corporate valuation, optimal asset allocation and optimal financial structuring.</p> <p>Outline of syllabus:</p> <ol style="list-style-type: none"> 1. Choice under uncertainty 2. Portfolio selection 3. Main features of the capital market theory 4. Taxes and business financing 5. Agency theory and business financing 		
Intended learning outcomes		
<p>After completion of the module "Investment and financing for advanced" students will be able</p> <p>(i) to understand the basics of a rational investment and financing behavior under uncertainty;</p> <p>(ii) to explain the optimal asset allocation in theory and to solve several case studies;</p> <p>(iii) demonstrate an increased understanding of the fundamentals of the agency theory and the resulting problems of optimal financing structure.</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 can be chosen to earn a bonus)		
written examination (approx. 60 minutes)		
Allocation of places		
Number of places: 100. Uniform regulations governing the restriction of the number of places are laid down in the FSB (subject-specific provisions) regarding Section 7 Subsection 4.		
Additional information		
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Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module title		Abbreviation
IT-Law		02-ITR-072-m01
Module coordinator		Module offered by
holder of the Chair of Criminal Law, Criminal Procedure, Legal Theory, Information Law and Legal Informatics		Faculty of Law
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
German contents available but not translated yet.		
Das Modul bietet einen Überblick über wesentliche Aspekte des Datenschutzrechts sowie des Marken- und Medienrechts für Wirtschaftsinformatiker		
Intended learning outcomes		
The student learns the rudiments of scientific work. This contains the development and division of a given topic on the basis of literature, the preparation of a lecture as well as the skill to actively participate in discussions.		
Courses (type, number of weekly contact hours, language — if other than German)		
This module comprises 2 module components. Information on courses will be listed separately for each module component.		
<ul style="list-style-type: none"> • 02-ITR-1-072: V (no information on SWS (weekly contact hours) and course language available) • 02-ITR-2-072: V (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 can be chosen to earn a bonus)		
Assessment in this module comprises the assessments in the individual module components as specified below. Unless stated otherwise, successful completion of the module will require successful completion of all individual assessments.		
Assessment in module component 02-ITR-1-072: Data Protection Law		
<ul style="list-style-type: none"> • 3 ECTS, Method of grading: numerical grade • written examination (approx. 60 minutes) 		
Assessment in module component 02-ITR-2-072: Trademark Law and Media Law		
<ul style="list-style-type: none"> • 2 ECTS, Method of grading: numerical grade • written examination (approx. 60 minutes) 		
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 title		Abbreviation
Cost Accounting for Decision Making and Control		12-KR-082-m01
Module coordinator		Module offered by
holder of the Chair of Chair of Business Management, Controlling and Accounting		Faculty of Business Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
First, this module will discuss basic principles of accounting such as full and direct costing as well as cost and performance accounting in the context of decision making. The course will then focus on decision-making processes (break-even analysis, short-term production planning and pricing decisions) and internal control calculations (the role of controls; deviation analyses).		
Intended learning outcomes		
This module provides competences in order to apply systems of full- and direct costing, cost and performance accounting with regard to decision-making and internal control processes. The goal is to promote analytical thinking and problem-solving abilities by analyses of complex problem structures.		
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 can be chosen to earn a bonus)		
written examination (approx. 60 minutes)		
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 title		Abbreviation
Macroeconomics 1		12-Mak1-G-072-m01
Module coordinator		Module offered by
holder of the Chair of International Macroeconomics		Faculty of Business Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
<p>Description:</p> <p>This module covers basic macroeconomic relationships, the determination of employment, production, interest, current and capital account, nominal and real exchange rate, prices and inflation - in the long run (with flexible wages and prices) and in the short term (with fixed wages and prices). The course will familiarise students with concepts which are of central importance in a globalised environment (e. g. interest rate arbitrage, foreign exchange risk, purchasing power parity). The explanations will be applied to current issues (e. g. current account balances in the global economy; questions related to the European monetary union and the global financial crisis).</p> <p>Outline of syllabus:</p> <ol style="list-style-type: none"> 1. Macroeconomic issues and characteristics <ul style="list-style-type: none"> - Issues of macroeconomics - The measurement of economic activity 2. Long-term relationships <ul style="list-style-type: none"> - The classic long-term model of the closed economy - Money and Inflation - The classic long-term model of a small open economy - Unemployment 3. Short and medium-term relationships <ul style="list-style-type: none"> - Fluctuations of economic activity: an introduction - The IS-LM model of a closed economy - The IS-LM model of an open economy - Aggregate supply and Phillips curve - Conclusion and outlook <p>Reading:</p> <p>The latest editions of the following textbooks: N. Gregory Mankiw: Macroeconomics [students are recommended to read the original English edition; they may also read the German translation] Olivier Blanchard and David H. Johnson, Macroeconomics Prentice Hall; [a German-language edition of the book by Olivier Blanchard and Gerhard Illing is available from Pearson Studium]. Michael Burda and Charles Wyplosz: Macroeconomics. A European text. To illustrate the lecture, case studies in particular will be developed in which more current sources are used.</p>		
Intended learning outcomes		
<p>This expertise enables the students to penetrate economically-intuitively and analytically macroeconomic interactions and problems in the course of advancing globalization and to deal with these arguments. Students learn to interpret on a scientific basis the impact of macroeconomic developments in individual economic actors (businesses, households, the state).</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 can be chosen to earn a bonus)
written examination (approx. 60 minutes)
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 title		Abbreviation
Macroeconomics 2		12-Mak2-G-072-m01
Module coordinator		Module offered by
holder of the Chair of Public Finance		Faculty of Business Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
<p>Description: The lecture provides an introduction to long run or dynamic issues of macroeconomic theory and policy.</p> <p>Contents: 1. Phillips curve and dynamic model 2. Growth theory and policy 3. Microeconomic foundations of macroeconomics 4. Macroeconomic policy</p> <p>Lecture notes to be provided by Chair.</p>		
Intended learning outcomes		
After completing the course "Makroökonomie 2" students are familiar with the most important concepts of growth theory, they know the microeconomic foundations of modern macroeconomic theory and understand the intertemporal budget constraint of the government. Therefore they are able to discuss the growth and distributional consequences of policy reforms by applying simple economic models.		
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 can be chosen to earn a bonus)		
written examination (approx. 60 minutes)		
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 title		Abbreviation
Market Research		12-MaFo-F-072-m01
Module coordinator		Module offered by
holder of the Chair of Business Management and Marketing		Faculty of Business Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
This module will acquaint students with modern methods of market research as well as multivariate statistical methods and will thus equip them with the skills necessary to independently conduct practical and empirical scientific studies.		
Intended learning outcomes		
German intended learning outcomes available but not translated yet.		
Die Studierenden verfügen über Kenntnisse moderner Marktforschungsmethoden und multivariater statistischer Verfahren zur eigenständigen Durchführung von praktischen und wissenschaftlichen empirischen Studien.		
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 can be chosen to earn a bonus)		
written examination (approx. 60 minutes)		
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 title		Abbreviation
Mathematics 1 for students in Economics		10-M-MWW1-072-m01
Module coordinator		Module offered by
Dean of Studies Mathematik (Mathematics)		Institute of Mathematics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
Theory of real-valued functions in one or two variables.		
Intended learning outcomes		
The student learns basic mathematical techniques in analysis. He/She is able to apply these methods to simple problems in economical modelling.		
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 can be chosen to earn a bonus)		
written examination (approx. 120 minutes)		
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 title		Abbreviation
Mathematics 2 for students in Economics		10-M-MWW2-072-m01
Module coordinator		Module offered by
Dean of Studies Mathematik (Mathematics)		Institute of Mathematics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
Theory of real-valued functions in several variables and basics in linear algebra.		
Intended learning outcomes		
The student deepens his/her knowledge in analysis and learns basic linear algebra. He/She is able to apply these methods to simple problems in economical modelling.		
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 can be chosen to earn a bonus)		
written examination (approx. 120 minutes)		
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 title		Abbreviation
Microeconomics 1		12-Mik1-G-072-m01
Module coordinator		Module offered by
holder of the Chair of Economics, Information and Contract Economics		Faculty of Business Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
<p>The lecture covers the following topics</p> <p>Theory of the household:</p> <ol style="list-style-type: none"> 1. Utility maximisation under constraints 2. Comparative statics 3. Income and substitution effects 4. Labour supply 5. Intertemporal consumption / savings decisions <p>Theory of the firm:</p> <ol style="list-style-type: none"> 6. Production functions (technology) 7. Profit maximisation 8. Long run versus short run cost minimisation 9. Supply of goods 		
Intended learning outcomes		
<p>Students are systematically trained in microeconomic methods relevant in household and firm theory. Accordingly, they will know how to solve optimization problems under constraints. These scientific methods will serve as useful in many fields of specialization in economics and business administration. In particular, students know analytically how to analyze the impact of changes in the economic environment, e.g., wages, interest rates, income on individual decision making.</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 can be chosen to earn a bonus)		
written examination (approx. 60 minutes)		
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 title		Abbreviation
Microeconomics 2		12-Mik2-G-072-m01
Module coordinator		Module offered by
holder of the Chair of Industrial Economics		Faculty of Business Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
<p>Outline of syllabus:</p> <ol style="list-style-type: none"> 1. Cost minimisation 2. Profit maximisation and the supply function 3. Short-run market equilibrium 4. Long-run market equilibrium 5. Government interventions 6. Monopoly 7. Pricing strategies with market power 8. Introduction to game theory 9. Strategic interaction and oligopoly 		
Intended learning outcomes		
<p>The aim of the course is to understand how markets work. We will investigate the behavior of a company in different market structures; namely perfectly competitive markets, monopoly markets and all forms in between, the so-called oligopoly markets. Ultimately, we are interested in whether the market results from a social point of view is desirable. Using our models, we will also try to analyze the consequences of different government interventions. The knowledge that students gain in this course will be in their future course of studies of benefits to them. In almost all business and economics lectures markets play a role. It also discussed in detail how economic actors make their decisions. Students will thus learn the important building blocks of economic thought. This knowledge will also be useful in the workplace and even in their private lives.</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 can be chosen to earn a bonus)		
written examination (approx. 60 minutes)		
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 title		Abbreviation
Object oriented programming		10-I-OOP-072-m01
Module coordinator		Module offered by
Dean of Studies Informatik (Computer Science)		Institute of Computer Science
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
Polymorphism, generic programming, meta programming, web programming, templates, document management.		
Intended learning outcomes		
The students are proficient in the different paradigms of object-oriented programming and have experience in their practical use.		
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 can be chosen to earn a bonus)		
written examination (50 minutes) or oral examination (one candidate each: 15 minutes, groups of 2: 20 minutes, groups of 3: 25 minutes)		
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 title		Abbreviation
Human Resource Management & Organizational Theory		12-P&O-F-072-m01
Module coordinator		Module offered by
holder of the Chair of Human Resource Management and Organisation		Faculty of Business Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
<p>The lecture "Personal und Organisation" ("Human Resources Management and Organisation") presents and discusses basic theories, estimation techniques and empirical results from the area of personnel economics and organisation.</p> <p>Reading list to be provided during lecture</p>		
Intended learning outcomes		
<p>The aim of the lecture is to enable students to understand and apply basic theories, estimation techniques and empirical results in the area personnel economics and organisation on the basis of text books and scientific literature.</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 can be chosen to earn a bonus)		
written examination (approx. 60 minutes)		
Allocation of places		
Number of places: 100. Uniform regulations governing the restriction of the number of places are laid down in the FSB (subject-specific provisions) regarding Section 7 Subsection 4.		
Additional information		
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Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module title		Abbreviation
Philosophy and the sciences		o6-B-P2-072-m01
Module coordinator		Module offered by
holder of the Chair of Theoretical Philosophy		Institute of Philosophy
ECTS	Method of grading	Only after succ. compl. of module(s)
10	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
Introduction to the theory of intellectual disciplines; philosophical bases of the humanities and the social sciences; philosophical bases of the natural sciences and engineering.		
Intended learning outcomes		
Intended learning outcomes: Content-related outcomes: - insight into the relationship of philosophy to individual intellectual disciplines - ability to reflect on the historical and intellectual origins of our knowledge culture - ability to organise topics into overarching historical, social, and political schemata - insight into the scope and limits of various intellectual disciplines - knowledge of, and ability to criticise, basic assumptions in systems of thought, culture, and knowledge Formal outcomes (skills to be tested in assessments): - ability to analyse philosophical texts and issues - ability to organise concepts and philosophical positions into overarching intellectual schemata - ability to present philosophical positions in a structured and linguistically appropriate manner		
Courses (type, number of weekly contact hours, language — if other than German)		
This module comprises 2 module components. Information on courses will be listed separately for each module component. <ul style="list-style-type: none"> • o6-B-P2-1-072: S (no information on SWS (weekly contact hours) and course language available) • o6-B-P2-2-072: S (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 can be chosen to earn a bonus)		
Assessment in this module comprises the assessments in the individual module components as specified below. Unless stated otherwise, successful completion of the module will require successful completion of all individual assessments.		
Assessment in module component o6-B-P2-1-072: Philosophical principles of arts and humanities <ul style="list-style-type: none"> • 5 ECTS, Method of grading: numerical grade • written examination (approx. 120 minutes) 		
Assessment in module component o6-B-P2-2-072: Philosophical principles of natural sciences and technology <ul style="list-style-type: none"> • 5 ECTS, Method of grading: numerical grade • written examination (approx. 120 minutes) 		
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 title		Abbreviation
practical course in programming (two staged)		10-I-PP2-072-m01
Module coordinator		Module offered by
Dean of Studies Informatik (Computer Science)		Institute of Computer Science
ECTS	Method of grading	Only after succ. compl. of module(s)
9	(not) successfully completed	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	By way of exception, additional prerequisites are listed in the section on assessments.
Contents		
The programming language used is Java. In the practical course, small to middle-sized java programs are to be implemented independently.		
Intended learning outcomes		
The students are able to independently develop and implement small to middle-sized Java programs.		
Courses (type, number of weekly contact hours, language — if other than German)		
This module comprises 2 module components. Information on courses will be listed separately for each module component. <ul style="list-style-type: none"> • 10-I-PP2-1-072: P (no information on SWS (weekly contact hours) and course language available) • 10-I-PP2-2-072: P (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 can be chosen to earn a bonus)		
Assessment in this module comprises the assessments in the individual module components as specified below. Unless stated otherwise, successful completion of the module will require successful completion of all individual assessments.		
Assessment in module component 10-I-PP2-1-072: practical course in programming (two staged) part 1 <ul style="list-style-type: none"> • 2 ECTS, Method of grading: (not) successfully completed • completion of programming exercises (expenditure of time to be specified at the beginning of the course) • Assessment offered: once a year, winter semester • Other prerequisites: Module 10-I-ADS or 10-I-ST is recommended. 		
Assessment in module component 10-I-PP2-2-072: practical course in programming (two staged) part 2 <ul style="list-style-type: none"> • 7 ECTS, Method of grading: (not) successfully completed • completion of programming exercises (expenditure of time to be specified at the beginning of the course) • Other prerequisites: Module 10-I-ADS or 10-I-ST is recommended. 		
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 title		Abbreviation
Project Management		12-PM-F-072-m01
Module coordinator		Module offered by
Business Integration Prof. Thome		Faculty of Business Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
<p>Description:</p> <p>This module will acquaint students with basic concepts and methods of project management and project planning with a special focus on IT projects.</p> <p>The following contents will be covered:</p> <ul style="list-style-type: none"> - Organisational forms in projects - Project management tasks - Project team and project responsibilities - Project planning (structure, schedule, capacity, time and cost planning) - Project phases (project initiation, project planning, project execution, project close, project control) - Project management tools - Critical path methods (CPM, MPM, PERT) - Risk analysis - Project management software 		
Intended learning outcomes		
The students recognize the economic potential of a consistent project planning and the influence on compliance of project objectives such as deadlines and costs. The students are familiar with methods and tools of project planning and may use them in work.		
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 can be chosen to earn a bonus)		
written examination (approx. 60 minutes)		
Allocation of places		
Number of places: 50. Uniform regulations governing the restriction of the number of places are laid down in the FSB (subject-specific provisions) regarding Section 7 Subsection 4.		
Additional information		
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Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module title		Abbreviation
Seminar 1		10-I-SEM1-072-m01
Module coordinator		Module offered by
Dean of Studies Informatik (Computer Science)		Institute of Computer Science
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
Independent review of a current topic in computer science on the basis of literature and, where applicable, software with written and oral presentation. The topics in modules 10-I-SEM1 and 10-I-SEM2 must come from different areas (this usually means that they are assigned by different lecturers).		
Intended learning outcomes		
The students are able to independently review a current topic in computer science, to summarise the main aspects in written form and to orally present these in an appropriate way.		
Courses (type, number of weekly contact hours, language — if other than German)		
S (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 can be chosen to earn a bonus)		
written elaboration and oral presentation with subsequent discussion on a topic from the field of computer science (type and length to be specified by the lecturer at the beginning of the course) Language of assessment: German, English if required by the examination candidate		
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 title		Abbreviation
Seminar 2		10-I-SEM2-072-m01
Module coordinator		Module offered by
Dean of Studies Informatik (Computer Science)		Institute of Computer Science
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
Independent review of a current topic in computer science on the basis of literature and, where applicable, software with written and oral presentation. The topics in modules 10-I-SEM1 and 10-I-SEM2 must come from different areas (this usually means that they are assigned by different lecturers).		
Intended learning outcomes		
The students are able to independently review a current topic in computer science, to summarise the main aspects in written form and to orally present these in an appropriate way.		
Courses (type, number of weekly contact hours, language — if other than German)		
S (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 can be chosen to earn a bonus)		
written elaboration and oral presentation with subsequent discussion on a topic from the field of computer science (type and length to be specified by the lecturer at the beginning of the course) Language of assessment: German, English if required by the examination candidate		
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 title		Abbreviation
Practical course in software		10-I-SWP-072-m01
Module coordinator		Module offered by
Dean of Studies Informatik (Computer Science)		Institute of Computer Science
ECTS	Method of grading	Only after succ. compl. of module(s)
10	(not) successfully completed	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
Completion of a project assignment in groups, problem analysis, creation of requirements specifications, specification of solution components (e. g. UML) and milestones, user manual, programming documentation, presentation and delivery of the runnable software product in a colloquium.		
Intended learning outcomes		
The students possess the practical skills for the design, development and execution of a software project in small teams.		
Courses (type, number of weekly contact hours, language — if other than German)		
P (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 can be chosen to earn a bonus)		
periodic presentations on project progress with regard to detailing problem specifications, the corresponding solution components (software) and the documentation of these; if project is completed in groups, proof of contributions made by the individual student required; software and project documentation as specified in assignment, final presentation (10 to 15 minutes per group)		
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 title		Abbreviation
Software technology		10-I-ST-072-m01
Module coordinator		Module offered by
Dean of Studies Informatik (Computer Science)		Institute of Computer Science
ECTS	Method of grading	Only after succ. compl. of module(s)
8	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
Object-oriented software development with UML, development of graphical user interfaces, foundations of databases and object-relational mapping, foundations of web programming (HTML, XML), software development processes, unified process, agile software development, project management, quality assurance.		
Intended learning outcomes		
The students possess a fundamental theoretical and practical knowledge on the design and development of software systems, in particular for the web.		
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 can be chosen to earn a bonus)		
written examination (80 minutes) or oral examination (one candidate each: 20 minutes, groups of 2: 30 minutes, groups of 3: 40 minutes)		
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 title		Abbreviation
Supply Chain Management		12-SCM-F-072-m01
Module coordinator		Module offered by
holder of the Chair of Logistics and Quantitative Methods in Business Administration		Faculty of Business Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
The seminar "Supply Chain Management" will introduce students to tactical and operational planning problems of supply chain management. It will discuss the wording of these as formal models and, with the help of a continuous case study, will acquaint students with the implementation of these models in SAP APO.		
Intended learning outcomes		
After completing this seminar students can (i) apply selected and applied quantitative models for procurement, production, sales and supply chain management; (ii) face the practical problems when using real data to feed models; (iii) understand the challenges to reach a coordinated decision in a 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 can be chosen to earn a bonus)		
written examination (approx. 60 minutes)		
Allocation of places		
Number of places: 50. Uniform regulations governing the restriction of the number of places are laid down in the FSB (subject-specific provisions) regarding Section 7 Subsection 4.		
Additional information		
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Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module title		Abbreviation
Systematic Academic Work		12-SWA-G-072-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)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
<p>The following topics will be covered:</p> <ul style="list-style-type: none"> • Introduction to the subject: explanation of terms, purpose and benefits of academic writing and research • Stages of academic writing and research: • Stage 1 : orientation and planning • Stage 2 : collecting and evaluating material • Stage 3 : writing a draft • Stage 4 : revision and submission • Time management • Presentation 		
Intended learning outcomes		
Students acquire knowledge of scientific methods. Many chairs and departments of the faculty recommend to participate or expect successful participation ahead of the application process for the bachelor thesis.		
Courses (type, number of weekly contact hours, language — if other than German)		
Ü + S (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 can be chosen to earn a bonus)		
exposé (approx. 2 pages) with presentation (15 minutes)		
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 title		Abbreviation
Student Teaching Assistant 1		12-TutWi2-072-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)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
This module includes tutoring activities in a tutorial offered by a Chair at the Faculty of Business Management and Economics.		
Intended learning outcomes		
Students have the ability to guide a group, to present content understandable and to develop training materials.		
Courses (type, number of weekly contact hours, language — if other than German)		
Ä + 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 can be chosen to earn a bonus)		
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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 title		Abbreviation
Student Teaching Assistant 1		12-Tut1-072-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)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
This module includes tutoring activities in a tutorial offered by a Chair at the Faculty of Business Management and Economics.		
Intended learning outcomes		
Students have the ability to guide a group, to present content understandable and to develop training materials.		
Courses (type, number of weekly contact hours, language — if other than German)		
Ä + 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 can be chosen to earn a bonus)		
preparation of materials for exercises, presentations, oral participation or similar (method of assessment to be specified by the respective Chair)		
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 title		Abbreviation
Student Teaching Assistant 2		12-Tut2-072-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)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
This module includes tutoring activities in a tutorial offered by a Chair at the Faculty of Business Management and Economics.		
Intended learning outcomes		
Students have the ability to guide a group, to present content understandable and to develop training materials.		
Courses (type, number of weekly contact hours, language — if other than German)		
Ä + 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 can be chosen to earn a bonus)		
preparation of materials for exercises, presentations, oral participation or similar (method of assessment to be specified by the respective Chair)		
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 title		Abbreviation
Student Teaching Assistant Business Information Systems 1		12-TutWI1-072-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)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
This module includes tutoring activities in a tutorial offered by a Chair at the Faculty of Business Management and Economics.		
Intended learning outcomes		
Students have the ability to guide a group, to present content understandable and to develop training materials.		
Courses (type, number of weekly contact hours, language — if other than German)		
Ä + 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 can be chosen to earn a bonus)		
preparation of materials for exercises, presentation of suggestions for solution		
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 title		Abbreviation
Entrepreneurship and Management		12-U&UF-F-072-m01
Module coordinator		Module offered by
holder of the Chair of Business Management and Marketing		Faculty of Business Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
<p>Description:</p> <p>The module builds on the introductory course "Grundlagen marktorientierter Unternehmensführung" ("Fundamentals of Market-based Management"). It provides a systematic introduction to the approaches of corporate management (stakeholder and shareholder value approach) as well as an overview of market-oriented corporate governance. In addition, aspects of responsible leadership will be discussed.</p> <p>The theory of Chester Barnard with the idea of creating a complex economic incentive contribution balance in the company will help students develop an in-depth understanding of typical management tasks. In addition, the course will focus on the development of business plans for the successful establishment and the continued existence of companies.</p> <p>Outline of syllabus:</p> <ol style="list-style-type: none"> 1. Business and strategy in economic theory 2. Business plan as a strategy concept 3. Stakeholder management and responsible leadership 4. Stakeholder value, shareholder value and creating shared value 		
Intended learning outcomes		
Students will gain profound knowledge of basics in business as well as basics in different approaches in corporate management. Furthermore the students will get an overview of the main tools to create a business plan.		
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 can be chosen to earn a bonus)		
written examination (approx. 60 minutes)		
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 title		Abbreviation
Web Programming		12-WebP-F-o82-m01
Module coordinator		Module offered by
holder of the Chair of Information Systems Engineering		Faculty of Business Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
<p>The lecture "Web Programming" will introduce students to the basic principles of internet-based programming. After a general introduction to web technologies (one unit), the lecture will discuss the markup language HTML and the style sheet language CSS (four units). The basics of the scripting language PHP will be discussed in another four units.</p>		
Intended learning outcomes		
<p>The module provides students with knowledge of:</p> <ul style="list-style-type: none"> (i) HTML, CSS, PHP (ii) Databases (iii) Database-based Internet applications 		
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 can be chosen to earn a bonus)		
written examination (approx. 60 minutes)		
Allocation of places		
<p>Number of places: 50. Should the number of applications exceed the number of available places, places will be allocated as follows: (1) Bachelor's students of Wirtschaftsinformatik (Business Information Systems) will be given preferential consideration. (2) The remaining places will be allocated to students of other subjects. (3) When places are allocated in accordance with (1) and the number of applications exceeds the number of available places, places will be allocated among applicants from within this group according to the respective FSB (subject-specific provisions) regarding Section 7 Subsection 4 ASPO (general academic and examination regulations). (4) When places are allocated in accordance with (2) and the number of applications exceeds 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. (5) Within the groups according to (1) and (2), applicants who already have successfully completed at least one module component of the respective module will be given preferential consideration. (6) Places on all courses of the module component with a restricted number of places will be allocated in the same procedure. (7) A waiting list will be maintained and places re-allocated as they become available.</p>		
Additional information		
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Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module title		Abbreviation
Seminar: Information Technologies		12-Wiinf-FS-072-m01
Module coordinator		Module offered by
holder of the Chair of Business Management and Business Information Systems		Faculty of Business Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
<p>In this course, students will acquire important knowledge and skills that will enable them to prepare a well-structured term paper and to present the results of their work with the help of relevant topics in the fields of information systems and enterprise systems.</p> <p>Reading: will vary according to topic</p>		
Intended learning outcomes		
<p>After completing the course "Wirtschaftsinformatik-Seminar", students will be able to</p> <ol style="list-style-type: none"> 1. understand the fundamentals of scientific literature reviews; 2. integrate elaborated content in a scientific thesis; 3. create presentations independently. 		
Courses (type, number of weekly contact hours, language — if other than German)		
S (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 can be chosen to earn a bonus)		
term paper (20 pages) and presentation (approx. 20 minutes), weighted 2:1		
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 title		Abbreviation
Information Economics - Software Project		12-WI-SWP-072-m01
Module coordinator		Module offered by
holder of the Chair of Business Management and Business Information Systems		Faculty of Business Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
10	(not) successfully completed	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
<p>Content: This module will present students with an opportunity to practically apply and consolidate their theoretical knowledge and skills, over the course of several weeks, in a project on a software-related topic.</p> <p>Reading: will vary according to content</p>		
Intended learning outcomes		
<p>After completing the course "Wirtschaftsinformatik Software-Praktikum", students will be able to (i) outline practical problem solutions on different topics on IS and IT; (ii) assess and solve practical IS situations.</p>		
Courses (type, number of weekly contact hours, language — if other than German)		
P (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 can be chosen to earn a bonus)		
term paper (approx. 20 pages) and presentation (approx. 20 minutes)		
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 title		Abbreviation
Economic Psychology		o6-WiPsych-072-m01
Module coordinator		Module offered by
holder of the Professorship of Industrial and Organisational Psychology		Institute of Psychology
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
<p>In this module, the students acquire basic knowledge of the principles of experience and behaviour in the economic environment. The lecture comprises the subject areas, theories, methods, application and practice of Industrial and Organisational Psychology. The seminars cover selected, alternating subject areas of this psychological field of application (e.g. personnel selection, leadership, advertising effect).</p>		
Intended learning outcomes		
<p>The students acquire professional and practical skills, which are useful for the further course of studies and their future occupation. They gain profound professional knowledge of central results, theories and methods of Industrial and Organisational Psychology and learn to apply this knowledge to practice as well as to the Master's degree programme. After finishing the first university degree programme (BSc.), the students have already acquired theoretical, empirical and application-oriented competencies, which can be useful in everyday life and in professional life (e.g. personnel selection and management).</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 can be chosen to earn a bonus)		
written examination (60 minutes)		
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 title		Abbreviation
Knowledge management systems and data mining		10-I-WMS-072-m01
Module coordinator		Module offered by
holder of the Chair of Computer Science VI		Institute of Computer Science
ECTS	Method of grading	Only after succ. compl. of module(s)
10	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
<p>[Version 1: Foundations in the following areas: process and product-oriented knowledge management systems, basic knowledge representation and inference (rules, objects, constraints, probabilistic, non-monotonous, temporal closures), problem classes and solution methods (diagnostic, construction, simulation), knowledge acquisition and process models, data mining (data warehouse and OLAP, data preprocessing, data visualisation), learning algorithms with data mining (learning of decidability trees, rules, subgroups, clusters), semantic web.]</p> <p>[Version 2: Foundations in the following areas: process and product-oriented knowledge management systems, basic knowledge representation and inference (rules, objects, constraints, probabilistic, non-monotonous, temporal closure), solution methods (diagnostic, construction), knowledge acquisition and process models, semantic web.]</p>		
Intended learning outcomes		
The students possess the theoretical and practical knowledge necessary to understand and develop knowledge management systems and data mining systems including knowledge formalisation. The students also have acquired experience in a small project.		
Courses (type, number of weekly contact hours, language — if other than German)		
V + Ü + 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 can be chosen to earn a bonus)		
written examination (80 minutes) or oral examination (one candidate each: 20 minutes, groups of 2: 30 minutes, groups of 3: 40 minutes)		
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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