



Coburg University of Applied Sciences and Arts

Department of Business Administration

Friedrich-Streib-Straße 2

96450 Coburg

Module Manual for the Bachelor in Industrial Management (B.A.) – full-time

IMPRINT

Coburg University of Applied Sciences, Department of Business Administration (2016)

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1 GENERAL BUSINESS ADMINISTRATION

<u>Module name</u> <u>Bachelor in Industrial Management</u>	 HOCHSCHULE COBURG
Module No./ Code	1
Module name	General Business Administration (ABWL)
Semester	Semester 1
Duration of module	One semester
Type of course (compulsory, elective, etc.)	Compulsory subject
If appl. courses of the module	
Frequency in which module is offered	The module starts at the beginning of the winter semester.
Prerequisites for participation	
Applicability of module for other programs	
Module coordinator	Dr. Victor J. Randall (GBA) Dr. Schmid (PCP) Dr. Weispfenning (PCP)
Name of university professor	Dr. Victor J. Randall (GBA) Dr. Schmid et al. (PCP) Dr. Weispfenning (PCP)
Classroom language	German
No. of awarded ECTS credits	5 ECTS
Total workload and its components (e.g. self-directed study + in-class time)	150 hrs, of which 45 hrs. contact/in-class time and 105 hrs. self-study
SWH	4

Type of examination/ prerequisite for award of credits	Written examination
Weighting of grade in final grade	1
Qualification goals of the module	<p>Students will gain an overview of issues, methods, and approaches of modern business administration. They will understand the structure of the Industrial Management program and the specialization module groups in the 2nd program segment.</p> <p>Specialized skills: Students will understand the scientific questions in business administration. They will learn about essential business processes and functions, business-related decision-making processes and practical solutions, as well as the functional areas and responsibilities in business.</p> <p>Methodological skills: Students will be able to work with analytical methods from business and economics. They will learn about the problem solving process and how to present results, plans and similar items. Students will master basic concepts in business administration and be able to apply their knowledge in a practical setting and solution-oriented manner.</p> <p>Other skills (incl. social and personal development skills):</p> <p>Involving students in the discussion and having them solving sample cases will aid their ability to</p> <ul style="list-style-type: none"> • competently defend an opinion / perspective, • respect other people's opinions or interpretations, integrate them into the argumentation, • and develop solutions together through discussion or team work. <p>Studying business cases and problems in international discourse in group exercises will strengthen their ability to assess and think critically about cases.</p>

Contents of the module	<p>The course will convey basic knowledge and skills in general business administration.</p> <p>Overview: Business and economics</p> <ol style="list-style-type: none"> 1. Businesses and households as carriers of the economic process based on the division of labor 2. Typology of enterprises 3. Business objectives 4. Business management 5. Operational performance processes 6. Business financial processes 7. Basic concepts and systematics of accounting 8. External business accounting
Teaching and learning methods of the module	Lecture and exercises (working through practice-related case studies)
Special topics (e.g. online work, excursions, guest lectures, etc.)	Guest lectures, if applicable, supplemented by an excursion or business visit during the semester
Literature (Compulsory reading / recommended literature)	<p>Schierenbeck, H.; Wöhle, C. B.: Grundzüge der Betriebswirtschaftslehre, Studienausgabe, 18th completely revised and updated edition (2012).</p> <p>Schierenbeck, H.; Wöhle, C. B.: Übungsbuch zu Grundzüge der Betriebswirtschaftslehre, 10th edition (2011).</p> <p>Perridon, L.; Steiner, M.; Rathgeber, A. W.: Finanzwirtschaft der Unternehmung, 15th revised and expanded edition, Vahlen (2012).</p> <p>Günter W.; Ulrich D.: Einführung in die Allgemeine Betriebswirtschaftslehre, 24th revised and updated edition, Vahlen (2010).</p>


2 ECONOMICS

<u>Module name</u> <u>Bachelor in Industrial Management</u>	 HOCHSCHULE COBURG
Module No./ Code	2
Module name	Economics
Semester	Semester 2
Duration of module	One semester
Type of course (compulsory, elective, ...)	Compulsory module
If appl. courses of the module	
Frequency in which module is offered	The module is offered 1x a year
Prerequisites for participation	
Applicability of module for other programs	Generally also suitable for other comparable programs
Module coordinator	Dr. Lutz Schneider
Name of university professor	Dr. Lutz Schneider
Classroom language	German
No. of awarded ECTS credits	5
Total workload and composition (e.g. self-directed study + in-class time)	150 hrs, of which 45 hrs. contact/in-class time and 105 hrs. self-study
SWH	4
Type of examination/ prerequisite for award of credits	Written examination
Weighting of grade in final grade	1

<p>Qualification goals of the module</p>	<p>Specialized skills:</p> <p>Students will learn to name and describe economic processes. They will distinguish basic positions of economic theory and apply the economic profit and benefit calculation to individual and overall economic issues. For this, they will use the acquired economic vocabulary / model knowledge. They will analyze economic problems and assess economic policy strategies.</p> <p>Methodological skills:</p> <p>Students will be able to distinguish scientific and non-scientific approaches. They will be able to name the benefits and drawbacks of model-oriented explanatory schemes. They will develop verbal, graphical, and formal representations of real economic questions. They will apply mathematical (optimization) procedures.</p> <p>Social and personal skills:</p> <p>Students will develop a reflective attitude to economic model thinking and be able to assess individual approaches critically. They will obtain a skeptical distance to (their own) common sense attempts of explanations and overcome the tendency to make snap judgments. Students will also be able to express, explain and defend positions within the context of larger social groups.</p>
<p>Contents of the module</p>	<ul style="list-style-type: none"> • Economic thinking: scientific method and economic models • Interdependency and commercial benefits: production possibilities, comparative costs, and specialization • Supply and demand: allocation and price formation on markets, elasticities, welfare theory, market failure • Business theory: basics of production and cost theory, business behavior in competition, monopolies • Consumer decision: budget, preferences, benefit optimization

	<ul style="list-style-type: none"> • Measurement of national income and price level: VGR, prosperity, closed-loop model, index formation • Unemployment: measurement, microeconomic approaches • Monetary theory: functions, concepts, and supply of money; quantity theory and inflation • Macroeconomic theory: economic activity, IS-LM model; AS-AD model, monetary and fiscal policy • International economics: capital and trade balance; explanation of exchange rates; theory of open economics
Teaching and learning methods / forms of the module	Lecture, exercises
Special topics (e.g. online work, excursions, guest	
Literature (compulsory reading / additional literature)	<p>Mankiw, G., N., Taylor, M.: Grundzüge der Volkswirtschaftslehre, Schäffer-Poeschel, Stuttgart (2012).</p> <p>Hermann, M.: Grundzüge der Volkswirtschaftslehre, Arbeitsbuch, Schäffer-Poeschel, Stuttgart (2012).</p> <p>Beck, H.: Volkswirtschaftslehre, Munich, Beck (2012).</p> <p>Bofinger, P.: Grundzüge der Volkswirtschaftslehre: eine Einführung in die Wissenschaft von Märkten, Pearson, Munich (2011).</p> <p>Brunner, S., Kehrle, K.: Volkswirtschaftslehre, Vahlen, Munich (2012).</p>


3 MARKETING

<u>Module name</u> <u>Bachelor in Industrial Management</u>	 HOCHSCHULE COBURG
Module No./ Code	3
Module name	Marketing
Semester	Semester 3
Duration of module	One semester
Type of course (compulsory, elective, etc.)	Compulsory subject
If appl. courses of the module	
Frequency in which module is offered	The module is offered 1x a year
Prerequisites for participation	See admission qualification to 3rd semester according to § 4 of the Program and Examination Regulations.
Applicability of module for other programs	Insurance (Bachelor)
Module coordinator	Dr. Roland Hertrich
Name of university professor	Dr. Roland Hertrich
Classroom language	German
No. of awarded ECTS credits	5
Total workload and its components (e.g. self-directed study + in-class time)	150 hrs, of which 45 hrs. contact/in-class time and 105 hrs. self-study
SWH	4
Type of examination/ prerequisite for award of credits	Written examination
Weighting of grade in final grade	1

<p>Qualification goals of the module</p>	<p>Objectives: Students in this marketing course will understand the contents and significance of marketing for the successful management of a business. Students will be able to recognize marketing-related questions in businesses, develop solutions (marketing plans), and implement them in practice.</p> <p>Curriculum: The introductory course in marketing provides a first but comprehensive look at marketing in businesses and other organizations. It forms the basis for the differentiation of marketing into different focus areas in the second segment of the program, e.g. based on different business branches or marketing techniques, which are addressed in the Marketing and Sales courses in the second program segment.</p>
<p>Contents of the module</p>	<ol style="list-style-type: none"> 1. Foundations of marketing <ol style="list-style-type: none"> 1.1. Basic concepts and marketing concepts 1.2. Marketing and business management 1.3. Marketing and social responsibility 2. Analysis of the sales market <ol style="list-style-type: none"> 2.1. Consumer and organizational behavior 2.2. Market segmentation and product positioning 2.3. Competitive analysis 2.4. Marketing research 3. Operative marketing planning <ol style="list-style-type: none"> 3.1. Product policy 3.2. Price policy 3.3. Communication policy 3.4. Distribution policy 3.5. Budget planning and budget control 4. Strategic marketing planning 5. Marketing organization
<p>Teaching and learning methods / forms of the module</p>	<p>Lecture, seminar-type lectures, exercises</p>

Special topics (e.g. online work, excursions, guest	
Literature (Compulsory reading / recommended literature)	Baines, P.; Fill, Ch.; Page, K.: Marketing, Oxford (2010). Gay, R.; Charlesworth, A.; Esen, R.: Online Marketing, Oxford (2007). Kreutzer, R.: Praxisorientiertes Marketing, 3rd edition, Wiesbaden (2009). Waldeck, B.; Hertrich, R.: Marketing, ein Lehr- und Lernbuch, Hamburg (2007).


4 SALES

<u>Module name</u> <u>Bachelor in Industrial Management</u>	 HOCHSCHULE COBURG
Module No./ Code	4
Module name	Sales
Semester	Semester 4
Duration of module	One semester
Type of course (compulsory, elective, etc.)	Compulsory course
If appl. courses of the module	
Frequency in which module is offered	The module is offered 1x a year.
Prerequisites for participation	See admission qualification to 3rd semester under § 4 of the Program and Examination Regulations.
Applicability of module for other programs	Can generally also be used in other academic programs that in some way deal with sales
Module coordinator	Dr. Weispfenning
Name of university professor	Dr. Weispfenning
Classroom language	German
No. of awarded ECTS credits	5
Total workload and its composition (e.g. in-class time + self-directed study)	150 hrs, of which 45 hrs. contact/in-class time and 105 hrs. self-study
SWH	4
Type of examination/ prerequisite for award of credits	Written examination
Weighting of grade in final grade	1

Qualification goals of the module	<p>Objectives: Students in the Sales and Distribution course will learn about the contents and significance of sales for the successful management of a business. Students will receive an overview of critical issues in the areas of sales strategy, sales management, information management, and customer relationship management.</p> <p>Curriculum: The introductory course in Sales provides a first comprehensive look at sales in business. It is the foundation for specializing in different areas of sales during the second section of the program, e.g. personal sales, pricing, media planning, online marketing, or multi-channel management.</p>
Contents of the module	<p>Part I: Sales strategy – The fundamental settings</p> <ul style="list-style-type: none"> • Customers – the focus of the sales strategy • Competitive advantages – faster, higher, farther... • Sales paths and sales partners – Designing the path to the customer • Price policy – The price is right • The numerical framework of the sales strategy - Goals and resources <p>Part II: Sales management – Designing structures and processes, managing people, and embodying a culture</p> <ul style="list-style-type: none"> • Sales organization – Designing structures and processes to be successful • Planning and control - Finding the middle ground between "flying blind" and "number cemeteries" • Personnel management – The step child of sales • Culture in sales – The power of the unwritten laws

	<p>Part III: Information management as key to professionalism in sales</p> <ul style="list-style-type: none"> • Principles for understanding information systems • CRM and CAS – The road sign in the jungle of information <p>Part IV: Customer relationship management – Stay on the ball!</p> <ul style="list-style-type: none"> • The salesmen personality – walking manuals, socializers, and all-rounders • Key account management – Close collaboration with important customers
Teaching and learning methods of the	Lecture, seminar-type lectures, exercises
Special topics (e.g. online work, excursions, guest lectures, etc.)	In general guest lecture / excursion
Literature (Compulsory reading / recommended literature)	Homburg, C.; Schäfer, H.; Schneider, J.: Sales Excellence, Gabler Verlag, 7th edition (2012).


5 PRODUCTION

<u>Module name</u> <u>Bachelor in Industrial Management</u>	 HOCHSCHULE COBURG
Module No./ Code	5
Module name	Production Industry
Semester	Semester 1
Duration of module	One semester
Type of course (compulsory, elective, etc.)	Compulsory subject
If appl. courses of the module	
Frequency in which module is offered	The module is offered 1x a year
Prerequisites for participation	
Applicability of module for other programs	
Module coordinator	Dr. Claus-Burkard Böhnlein
Name of university professor	Dr. Claus-Burkard Böhnlein
Classroom language	German
No. of awarded ECTS credits	5
Total workload and its composition (in-class time + self-directed study)	150 hrs, of which 45 hrs. contact/in-class time and 105 hrs. self-study
SWH	4
Type of examination/ prerequisite for award of credits	Written examination
Weighting of grade in final grade	1
Qualification goals of the module	<ul style="list-style-type: none"> Students will learn to classify, delineate and apply central terms and concepts in production.

	<ul style="list-style-type: none"> • Students will be familiar with the objectives, concepts and procedures in the production industry and be able to assess them. • Students will learn about fundamental tasks and be able to name and assess current problems in production companies. • Students will know the classical and modern methods / concepts for planning and managing production environments. • Through selected examples, students will learn to transfer and apply methods and concepts in production to other areas of business.
<p>Contents of the module</p>	<ol style="list-style-type: none"> 1. Service provision 2. Service catalog and integration level 3. Location decision 4. Tasks and models of the production industry 5. Production types and production procedures 6. Structural decisions in production 7. Make to stock, make to order, and order penetration credit 8. Production planning 9. Procurement and stock 10. Bottleneck orientation 11. Toyota production system
<p>Teaching and learning methods / forms of the module</p>	<p>Lecture, exercise, working through case studies</p>
<p>Special topics (e.g. online work, excursions, guest</p>	<p>Guest lectures</p>
<p>Literature (Compulsory reading / recommended literature)</p>	<p>Recommended literature Thonemann, U.: Operations Management - Konzepte, Methoden und Anwendungen, 2nd edition, Pearson, Munich (2010).</p>

	<p>Supplemental literature:</p> <p>Corsten, H.; Gössinger, R.: Produktionswirtschaft Einführung in das industrielle Produktionsmanagement, 13th edition, Oldenbourg, Munich (2012).</p> <p>Gronau, N.: Enterprise Resource Planning Architektur, Funktionen und Management von ERP-Systemen, 2nd edition, Oldenbourg, Munich (2010).</p> <p>Kiener, S.; Maier-Scheubeck, N.; Obermaier, R.; Weiß, M.: Produktions-Management – Grundlagen der Produktionsplanung und -steuerung, 10th edition, Oldenbourg, Munich (2012).</p> <p>Kummer, S. (publ.); Grün, O.; Jammerneegg, W.: Grundzüge der Beschaffung, Produktion und Logistik, 2nd edition, Pearson, Munich (2009).</p>
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6 BUSINESS INFORMATION TECHNOLOGY

<u>Module name</u> <u>Bachelor in Industrial Management</u>	 HOCHSCHULE COBURG
Module No./ Code	6
Module name	Business IT
Semester	Semester 4
Duration of module	One semester
Type of course (compulsory, elective, etc.)	Compulsory subject
If appl. courses of the module	
Frequency in which module is offered	The module is offered 1x a year
Prerequisites for participation	See admission qualification to 3rd semester according to § 4 of the Program and Examination Regulations.
Applicability of module for other programs	
Module coordinator	Dr. Eduard Gerhardt
Name of university professor	Dr. Eduard Gerhardt
Classroom language	German
No. of awarded ECTS credits	5
Total workload and its components (e.g. self-directed study + in-class time)	150 hrs, of which 45 hrs. contact/in-class time and 105 hrs. self-study
SWH	4
Type of examination/ prerequisite for award of credits	Written examination
Weighting of grade in final grade	1

<p>Qualification goals of the module</p>	<p>Subject-related skills are skills that help complete subject-related problems independently pursuant to the theoretical requirements.</p> <p>Students will be able to understand the principles of operational information processing and have a basic knowledge of Java, HTML, and SQL.</p> <p>Students will be able to recognize the dependence between business tasks and IT that is related to the specific business.</p> <p>Students will be able to roughly estimate the effects of new IT technologies on business processes and projects in the company.</p> <p>Methodological skills are skills in acquiring and processing technical knowledge and generally in handling problems.</p> <p>Students will use procedures for data and process modeling to assess the operational relevance of new IT developments, to introduce IT systems, and to analyze operational data.</p> <p>Other skills: Students will be able to apply adequate rules to business communication.</p>
<p>Contents of the module</p>	<p>The prevalence of information technology (IT) has increased extremely over the past few decades. Not every IT investment brought the desired results. For IT solutions to be rolled out successfully in businesses, it is important to understand both the technology and the economic issues. Business information technology as an interdisciplinary science plays an important role in this process since it bridges the gap between the two main components of computer science and business administration.</p> <p>The Introduction to Business Information Technology module conveys basic concepts of IT step by step and shows the significance of information systems for business. Students will receive an introduction to HTML, data bases, and Java through practical exercises on the computer.</p>

	<p>Brief overview:</p> <ol style="list-style-type: none"> 1. Data, information, knowledge 2. Principles of programming 3. Input, processing, output 4. Data organization 5. Structure of business information systems 6. Internal information systems 7. External information systems 8. Management information systems 9. Information security 10. Implementation of information systems 11. Integrated process management
Teaching and learning methods / forms of the module	Lecture, seminar-type lectures, exercises
Special topics (e.g. online work, excursions, guest lectures, etc.)	Students will receive an introduction to HTML, data bases, and Java through practical exercises on the computer.
Literature (Compulsory reading / recommended literature)	<p>Laudon, K.C., Laudon, J.P., Schoder, D.: Wirtschaftsinformatik – Eine Einführung, Pearson Studium, Munich (2009).</p> <p>Mertens, P., Bodendorf, F., König, W. et al.: Grundzüge der Wirtschaftsinformatik, Berlin, Heidelberg, New York, 9th ed. Springer (2012).</p> <p>Stahlknecht, P.: Einführung in die Wirtschaftsinformatik, 11th edition, Springer Verlag, Heidelberg (2004).</p> <p>Stahlknecht, P; Arbeitsbuch Wirtschaftsinformatik, 18th edition, Springer, Heidelberg (2005).</p> <p>Thome, R., Winkelmann, A.: Grundzüge der Wirtschaftsinformatik, Springer Gabler, Heidelberg (2015).</p>


7 BOOKKEEPING

<u>Module name</u> <u>Bachelor in Industrial Management</u>	 HOCHSCHULE COBURG
Module No./ Code	7
Module name	Bookkeeping
Semester	1st and 2nd semesters
Duration of module	Two semesters
Type of course (compulsory, elective, etc.)	Compulsory course
If appl. courses of the module	Bookkeeping Bookkeeping exercise
Frequency in which module is offered	The module is offered once a year.
Prerequisites for participation	
Applicability of module for other programs	Parts of the content are also taught in the subject "Bookkeeping and Accounting" in the Insurance program. The module forms the basis for the content of "Accounting" in the first stage of studies.
Module coordinator	Dr. Ralf Schwarz
Name of university professor	Dr. Ralf Schwarz
Classroom language	German
No. of awarded ECTS credits	5
Total workload and its components (e.g. self-directed study + in-class time)	150 hrs, of which 45 hrs. contact/in-class time and 105 hrs. self-study
SWH	4 SW (+ 2 SWH optional exercise)
Type of examination/ prerequisite for award of credits	Written examination
Weighting of grade in final grade	1

<p>Qualification goals of the module</p>	<p>Specialized skills: Students will get to know and understand concepts, contents, and techniques of commercial bookkeeping.</p> <p>Methodological skills: Students in the course will understand and be able to apply bookkeeping methods. Practice and in-depth study of important bookkeeping techniques via exercises and control / review questions will enable students to enter practice-related business transactions in the company into the company's books in accordance with commercial and tax regulations by the end of the course.</p> <p>Other skills: Students will be able to learn contents by means of different learning methods.</p>
<p>Contents of the module</p>	<p>Fundamental concepts, contents, and procedures of bookkeeping are taught.</p> <p>A: General principles</p> <ul style="list-style-type: none"> • Explanation of concept • Bookkeeping and record-keeping duty <p>B: Bookkeeping techniques</p> <ul style="list-style-type: none"> • Inventory, balance sheet • Business transactions • Elements of financial accounting <p>C: Bookings of selected business transactions</p> <ul style="list-style-type: none"> • VAT • Basic concepts (acquisition and production costs, depreciation, operational and private assets) • Accruals • Movement of goods • Material and intangible assets • Loans and other liabilities • Purchase and sale of financial assets <p>Booking of additional select business transactions</p>

Teaching and learning methods / forms of the module	Lecture, seminar-type lectures, exercise, self-directed study
Special topics (e.g. online work, excursions, guest lectures, etc.)	
Literature (Compulsory reading / recommended literature)	<p>Auer, B.: Grundkurs Buchführung, 4th edition, Springer Gabler, Wiesbaden (2013).</p> <p>Bussiek, J.; Ehrmann, H.: Buchführung, 9th edition, Kiehl, (2010).</p> <p>Döring, U.; Buchholz, R.: Buchführung und Jahresabschluss, 14th edition, Erich Schmidt Verlag (2015).</p> <p>Hufnagel, W.; Holdt, W.: Einführung in die Buchführung und Bilanzierung, 7th edition, NWB Verlag (2014).</p> <p>Wöhe, G.; Kußmaul, H.: Grundzüge der Buchführung und Bilanztechnik, 9th edition, Vahlen (2015).</p> <p>Zschenderlein, O.: Kompakt-Training Buchführung, 8th edition, NWB Verlag (2015).</p>

8 ACCOUNTING


<u>Module name</u> <u>Bachelor in Industrial Management</u>	 HOCHSCHULE COBURG
Module No./ Code	8
Module name	Accounting
Semester	Semester 3
Duration of module	One semester
Type of course (compulsory, elective, etc.)	Compulsory module
If appl. courses of the module	
Frequency in which module is offered	The module is offered 1x a year
Prerequisites for participation	See admission qualification to 3rd semester according to § 4 of the Program and Examination Regulations. Bookkeeping knowledge is recommended.
Applicability of module for other programs	Parts of the contents are also taught in the subject "Bookkeeping and Accounting" in the insurance program. The module is the basis for "Commercial and Tax Balance Sheets and Analysis of Annual Financial Reports" (2nd program segment for BW)
Module coordinator	Dr. Christian Wallasch
Name of university professor	Dr. Christian Wallasch
Classroom language	German
No. of awarded ECTS credits	5
Total workload and its components (e.g. self-directed study + in-class time)	150 hrs, of which 45 hrs. contact/in-class time and 105 hrs. self-study
SWH	4

Type of examination/ prerequisite for award of credits	Written examination
Weighting of grade in final grade	1
Qualification goals of the module	<p>Specialized skills: Students will learn and understand concepts, contents, and techniques of German commercial and tax accounting and principles of international accounting (IFRS).</p> <p>Methodological skills: Students will be able to apply contents and methods of German accounting. Practice and in-depth study of important accounting techniques using control / review questions and exercises / case studies will teach students to understand essential accounting-related responsibilities in businesses, develop solutions, and implement them in practice by the end of the course. They will be able to understand and reproduce important contents of annual financial reports.</p> <p>Other skills: Students will be able to learn contents by means of different learning methods.</p>
Contents of the module	<p>Fundamental concepts, contents, and procedures of accounting are taught.</p> <ol style="list-style-type: none"> 1. Principles of accounting and balancing <ol style="list-style-type: none"> 1.1. The accounting system of the company 1.2. Balance sheet types 1.3. The development of the trade balance from financial accounting figures 1.4. Legal standards, size classes, deadlines etc. 1.5. Basic information about balance sheet views / theories 2. Basic elements of accounting <ol style="list-style-type: none"> 2.1. Recognition regulations 2.2. Valuation 2.3. Balance sheet disclosure

	<ul style="list-style-type: none">3. Accounting of assets<ul style="list-style-type: none">3.1. Concept and positions of assets3.2. Valuation principles for assets3.3. Depreciation of assets3.4. Asset analysis4. Accounting of current assets<ul style="list-style-type: none">4.1. Concept and items of the current assets4.2. Valuation of current assets5. Accounting of equity<ul style="list-style-type: none">5.1. Concept of equity5.2. Legal forms and particularities of equity accounting5.3. Equity accounting for stock corporations and certain business partnerships6. Accounting of borrowed capital<ul style="list-style-type: none">6.1. Reserves6.2. Liabilities7. Accounting of other items8. Profit and loss statement<ul style="list-style-type: none">8.1. Fundamental design possibilities and characteristics of the P&L statement8.2. Earnings account8.3. Appropriation of profit account and other information9. Annex and management report<ul style="list-style-type: none">9.1. Annex9.2. Management report10. Overview of accounting policy options11. Principles of international accounting (IFRS)<ul style="list-style-type: none">11.1. Introduction and overview11.2. Important specifics and differences (excerpt)
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	12. Software support and organization of external accounting
Teaching and learning methods of the module	Lecture, seminar-type lectures, exercise, case studies, self-directed study
Special topics (e.g. online work, excursions, guest lectures, etc.)	Partly guest lecturers and possibility of participation in excursions
Literature (Compulsory reading / recommended literature)	<p>Baetge, J.; Kirsch, H.J.; Thiele, S.: Bilanzen, 13th ed., IDW, Düsseldorf (2014).</p> <p>Coenenberg, A.G.; Haller, A.; Schultze, W.: Jahresabschluss und Jahresabschlussanalyse, 23rd ed., Stuttgart, Schäffer-Poeschel (2014).</p> <p>Meyer, C.: Bilanzierung nach Handels- und Steuerrecht, 25th ed., NWB, Herne/Berlin (2015).</p> <p>Rinker, C.; Ditges, J.; Arendt, U.: Bilanzen, 14th ed., Ludwigshafen/Rhein, Kiehl (2012).</p> <p>Wallasch: Manuscript for course</p> <p>Legal texts:</p> <p>In particular current Commercial Code (incl. EGHGB and Disclosure Act) and Income Tax Act (particularly §§ 4 - 7g EStG)</p>

9 COST AND PERFORMANCE


<p style="text-align: center;"><u>Module name</u> <u>Bachelor in Industrial Management</u></p>	 HOCHSCHULE COBURG
Module No./ Code	9
Module name	Cost Accounting
Semester	Semester 3
Duration of module	One semester
Type of course (compulsory, elective, etc.)	Compulsory subject
If appl. courses of the module	
Frequency in which module is offered	The module is offered 1x a year.
Prerequisites for participation	See admission qualification to 3rd semester according to § 4 of the Program and Examination Regulations.
Applicability of module for other programs	The view of internal accounting that has been conveyed as a means for preparing and supporting decision-making also forms a suitable basis for specific management accounting courses, such as "Foundations of Management Accounting (<i>Controlling</i>)" in the (part-time professional) Bachelor's program in Insurance.
Module coordinator	Dr. Kraft
Name of university professor	Dr. Kraft
Classroom language	German
No. of awarded ECTS credits	5
Total workload and its composition (e.g. in-class time + self-directed study)	150 hrs, of which 45 hrs. contact/in-class time and 105 hrs. self-study
SWH	4
Type of examination/ prerequisite for award of credits	Written examination

Weighting of grade in final grade	1
Qualification goals of the module	<p>Students will be able to understand the connections of efficient cost accounting systems in order to use the resulting tools of cost type, cost center, and final costing, and marginal costing.</p> <p>In addition, students will recognize that cost and performance accounting is the prerequisite for effective management accounting in a company. The course will also convey subject-related and methodological competence.</p> <p>Students will also be able to distinguish between the different views of external accounting, internal accounting, and investment appraisal and thus learn to accept that in social systems such as businesses, the different views of stakeholders from different disciplines may also be justified.</p> <p>Students will be able to formulate elementary economic connections in writing using technical terminology and concepts in a structured and systematic fashion, as is required, for instance with technical concepts in business contexts.</p>
Contents of the module	<ul style="list-style-type: none"> • Principles of cost accounting (incl. purpose orientation and concepts) • Systematics of cost accounting • Cost type accounting • Cost center accounting • Final costing (final costing unit, final costing time accounting) • Marginal costing (incl. flexible plan cost accounting, contribution margin accounting)
Teaching and learning methods / forms of the module	Lecture, seminar-type lectures, exercises

<p>Special topics (e.g. online work, excursions, guest lectures, etc.)</p>	<ul style="list-style-type: none"> • There is an online discussion forum for student questions ("Question Exchange"). • Problems are partially offered as online problems in which the students receive direct feedback on their solutions. • Questions for self-verification are provided via the Moodle lecture • Self-directed study times are structured in an exercise book and other notes (e.g. follow-up of contents in reading). • Lecturers from the practical world supplement the lecture contents in guest lectures (as part of the event series "Forum: Business Administration Practice") • The voluntary participation in specialized tutorials conducted by student tutors is possible
<p>Literature (Compulsory reading / recommended literature)</p>	<p>Compulsory reading:</p> <p>Coenenberg, A. G., Fischer, T. M., Günther, T.: Kostenrechnung und Kostenanalyse, 8th edition, Stuttgart (2012).</p> <p>Flacke, K., Kraft, M., Triska, T.: Grundlagen des betriebswirtschaftlichen Rechnungswesens, publ. Berens, W., Knauer, T., 12th edition, Münster (Westfalen) (2015).</p> <p>Friedl, G., Hofmann, C., Pedell, B.: Kostenrechnung, 2nd edition, Munich (2013).</p> <p>Additional textbooks:</p> <p>Becker, W., Holzmann, R.: Kosten-, Erlös- und Ergebnisrechnung – Einführung für Bachelor-Studierende, Wiesbaden (2014).</p> <p>Ewert, R., Wagenhofer, A.: Interne Unternehmensrechnung, 8th edition, Berlin (2014).</p> <p>Macha, R.: Grundlagen der Kosten- und Leistungsrechnung, 4th edition, Munich (2007).</p> <p>Mumm, M.: Kosten- und Leistungsrechnung: Internes Rechnungswesen für Industrie- und Handelsbetriebe, 2nd edition, Berlin (2014).</p> <p>Troßmann, E., Baumeister, A.: Internes Rechnungswesen: Kostenrechnung als Standardinstrument im Controlling, Munich (2015).</p>

	<p>Exercise books:</p> <p>Homburg, C., Berens, M., Reimer, K.: Übungsbuch Kosten- und Leistungsrechnung, 3rd edition, Konstanz (2012).</p> <p>Küpper, H.U., Friedl, G., Hofmann, C., Pedell, B.: Übungsbuch zur Kosten- und Erlösrechnung, 5th edition, Munich (2007).</p>
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10 MANAGEMENT ACCOUNTING

<u>Module name</u> <u>Bachelor in Industrial Management</u>	 HOCHSCHULE COBURG
Module No./ Code	10
Module name	Management Accounting (<i>Controlling</i>)
Semester	Semester 4
Duration of module	One semester
Type of course (compulsory, elective, etc.)	Compulsory subject
If appl. courses of the module	
Frequency in which module is offered	The module is offered 1x a year
Prerequisites for participation	See admission qualification to 3rd semester according to § 4 of the Program and Examination Regulations.
Applicability of module for other programs	
Module coordinator	Dr. Grün
Name of university professor	Dr. Grün
Classroom language	German
No. of awarded ECTS credits	5
Total workload and its components (e.g. self-directed study + in-class time)	150 hrs, of which 45 hrs. contact/in-class time and 105 hrs. self-study
SWH	4
Type of examination/ prerequisite for award of credits	Written examination
Weighting of grade in final grade	1

<p>Qualification goals of the module</p>	<p>Students will know:</p> <ul style="list-style-type: none"> • Different management accounting concepts that explain management accounting from a functional or institutional perspective as well as how it developed. • The significance of management accounting as functional management support. • The importance of distinguishing management accounting by time frame. • Different possibilities for realizing organizational integration of management accounting into the business contexts. <p>Students will be able to:</p> <ul style="list-style-type: none"> • Classify and describe management accounting in business terms. • Recognize and demonstrate the interaction of management accounting with the other subsystems of business management on an abstract level. • Derive recommendations for the set-up and objectives of management accounting systems. <p>Students will primarily acquire subject-related and methodological skills.</p>
<p>Contents of the module</p>	<p>A. Foundations</p> <ol style="list-style-type: none"> 1. Reasons for the increased importance of management accounting 2. Historical development of management accounting 3. Concept and tasks of management accounting 4. Provision of information as a management support function <p>B. Organization of management accounting</p> <ol style="list-style-type: none"> 1. Factors influencing the organization of management accounting 2. Viewpoints on the organizational outsourcing of controller positions 3. Differentiation of controller tasks from other areas 4. Classification of management accounting in the corporate organization 5. Structure of the management accounting department 6. Special organizational design of management accounting 7. Requirements for management accountants

	<p>C. Forms of management accounting</p> <p>D. Strategic management accounting</p> <ol style="list-style-type: none"> 1. Foundations 2. Strategic planning <p>E. Operative management accounting</p> <ol style="list-style-type: none"> 1. Foundations 2. Planning of goals and measures 3. Budgeting 4. Cost planning 5. Investment, financial, and profit planning 6. Operational control
<p>Teaching and learning methods / forms of the module</p>	<p>Lecture, seminar-type lectures, exercises</p>
<p>Special topics (e.g. online work, excursions, guest lectures, etc.)</p>	
<p>Literature (Compulsory reading / recommended literature)</p>	<p>Baum, H.-G.; Coenenberg, A.; Günther, T.: Strategisches Controlling, Schäffer Poeschel, 5th edition, Stuttgart (2013).</p> <p>BDU e.V.: Controlling, Erich Schmidt Verlag, 5th edition, Berlin (2006).</p> <p>Horvath, P.: Controlling, Vahlen, 12th edition, Munich (2011).</p> <p>Küpper, H.-U.: Controlling, Schäffer Poeschel, 5th edition, Stuttgart (2008).</p> <p>Weber, J.: Einführung in das Controlling, Schäffer Poeschel, 13th edition, Stuttgart (2011).</p> <p>Peemöller, V., Controlling - Grundlagen und Einsatzgebiete; NWB-Verlag, 5th edition (2005).</p> <p><u>Online:</u></p> <ul style="list-style-type: none"> • http://www.controllerverein.de • http://www.controllerportal.de

11 FINANCING AND INVESTMENT

<u>Module name</u> <u>Bachelor in Industrial Management</u>	 HOCHSCHULE COBURG
Module No./ Code	11
Module name	Finance and Investment
Semester	Semester 4
Duration of module	One semester
Type of course (compulsory, elective, etc.)	Compulsory subject
If appl. courses of the module	
Frequency in which module is offered	The module is offered 1x a year
Prerequisites for participation	See admission qualification to 3rd semester according to § 4 of the Program and Examination Regulations.
Applicability of module for other programs	Insurance (Bachelor)
Module coordinator	Dr. Wolfgang Weiss
Name of university professor	Dr. Wolfgang Weiss Marcus Hentschel
Classroom language	German
No. of awarded ECTS credits	5
Total workload and its components (e.g. self-directed study + in-class time)	150 hrs, of which 45 hrs. in-class and 105 hrs. self-study
SWH	4
Type of examination/ prerequisite for award of credits	Written examination
Weighting of grade in final grade	1

Qualification goals of the module	<p>Subject-related skills</p> <p>Students will know and master essential basic concepts from the finance sector of business and be familiar with the essential financing forms and their suitability for different financing needs. They will be able to classify and use investment appraisal procedures as quantitative decision-making tool for investments.</p> <p>In addition, students will understand the connection between the performance-related and the finance sector.</p> <p>Methodological competence</p> <p>Students will be able to assign financing needs to the right financing tools and products, to apply calculation methods and in particular different dynamic investment calculation procedures suitable for the problem, and to interpret them critically on an economic basis. Students will be able to solve fundamental financing problems – including using indicators.</p> <p>Social and personal skills</p> <p>Students will be taught the course content using different teaching/ learning methods and will reflect independently on the learning process based on the different teaching methods.</p>
Contents of the module	<ol style="list-style-type: none"> 1. Fundamentals of finance <ol style="list-style-type: none"> 1.1. Financial markets and intermediaries 1.2. Overview of the business financial management 2. Provision of financial means <ol style="list-style-type: none"> 2.1. Systematics of financing forms (equity and borrowed capital tools) 2.2. Outside financing 2.3. Internal financing 3. Financial analysis <ol style="list-style-type: none"> 3.1. Indicator analysis 3.2. Cash flow statement 3.3. Provision of operating funds 3.4. Financial planning, in particular capital budgeting

	<ol style="list-style-type: none"> 4. Financial organization and management accounting 5. Special financing forms (leasing, factoring, ABS, forfeiting, etc.) 6. Investment appraisal <ol style="list-style-type: none"> 6.1. Introduction to investment appraisal and investment types 6.2. Mathematical finance principles of investment appraisal (interest, annuity, and amortization) 6.3. investment appraisal procedure (static and in particular dynamic procedure with and without consideration of taxes) 6.4. Principles of financial investments 6.5. Investments with uncertain cash flows (correction procedure, decision theory etc.) 6.6. Interpretation and critical consideration of results
Teaching and learning methods / forms of the module	Lecture, seminar-type lectures, exercises, individual and group papers, discussions, self-directed study.
Special topics (e.g. online work, excursions, guest lectures, etc.)	Lectures by external experts on individual products, such as factoring, leasing, special financing forms etc.
Literature (Compulsory reading / recommended literature)	<p>Kruschwitz L.: Investitionsrechnung, De Gruyter / Oldenbourg Verlag, 14th edition (2014).</p> <p>Kruschwitz L.: Finanzmathematik, Oldenbourg Verlag, 5th edition (2014).</p> <p>Gräfer H.; Schiller, B.; Rösner S.: Finanzierung, Erich Schmidt, Berlin, 8th edition (2014).</p> <p>Perridon, L.; Steiner, M.; Rathgeber, A.: Finanzwirtschaft der Unternehmung, Vahlen, Munich, (2012).</p> <p>Walz, H.; Gramlich, D.: Investitions- und Finanzplanung, Verlag Recht und Wirtschaft, Frankfurt a. Main, (2011).</p> <p>Wöhe, G.; Bilstein, J.; Ernst, D.; Häcker, J.: Grundzüge der Unternehmensfinanzierung, Vahlen, Munich, 11th edition (2013).</p> <p>Wöltje, J.: Investition und Finanzierung, Haufe, Freiburg, 1st edition (2013).</p>


Zantow, R.; Dinauer J.: Finanzwirtschaft des Unternehmens, Pearson, Munich, 3rd edition (2011).

Online: [http://deutsche-](http://deutsche-boerse.com)

[boerse.com](http://deutsche-boerse.com)

<http://www.eurexchange.com>


12 HUMAN RESOURCES

<u>Module name</u> <u>Bachelor in Industrial Management</u>	 HOCHSCHULE COBURG
Module No./ Code	12
Module name	Human Resources
Semester	Semester 3
Duration of module	One semester
Type of course (compulsory, elective, etc.)	Compulsory subject
If appl. courses of the module	
Frequency in which module is offered	The module is offered 1x a year
Prerequisites for participation	See admission qualification to 3rd semester according to § 4 of the Program and Examination Regulations.
Applicability of module for other programs	Insurance (Bachelor)
Module coordinator	Dr. Hedwig Schmid
Name of university professor	Dr. Hedwig Schmid
Classroom language	German
No. of awarded ECTS credits	5
Total workload and its composition (e.g. in-class time + self-directed study)	150 hrs, of which 45 hrs. contact/in-class time and 105 hrs. self-study
SWH	4
Type of examination/ prerequisite for award of credits	Written examination
Weighting of grade in final grade	1

Qualification goals of the module	<p>Subject-related skills:</p> <ul style="list-style-type: none">• Students will be able to represent and apply the fundamental theoretical approaches and concepts, framework conditions, fields of action, and tools of personnel management.• Students will also be able to analyze the learned methods, concepts, and tools critically and to assess them. <p>Methodological skills:</p> <ul style="list-style-type: none">• Students will be able to represent and apply HR methods such as planning methods and methods for personnel selection while taking the goals and framework conditions into consideration.• Furthermore, they will be able to reflect on the possibilities and limitation of using fundamental theoretical concepts, frames of reference, and tools. <p>Social skills:</p> <p>At the end of the course, the students will be able to:</p> <ul style="list-style-type: none">• Present their ideas and discuss them constructively with others.• Suitably communicate their ideas verbally, nonverbally, and in writing (communication ability).• Develop solutions alone or together with others in teams, present them, and convince others of them (team and problem solving ability). <p>Personal skills:</p> <ul style="list-style-type: none">• Students will be able to analyze, assess and develop their own learning methods and work on problems (self-directed learning skills).
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Contents of the module	<ol style="list-style-type: none"> 1. Principles and concepts 2. Personnel planning 3. Recruiting 4. Personnel deployment & compensation 5. Personnel evaluation 6. Personnel development 7. Personnel layoffs 8. Trends
Teaching and learning methods / forms of the module	Lecture, seminar-type lectures, guest lecture, exercises, case studies, and voluntary role-playing games, self-directed study.
Special topics (e.g. online work, excursions, guest lectures, etc.)	Working through case studies, possibly also as examination problem
Literature (Compulsory reading / recommended literature)	<p>Berthel, J.; Becker F. G.: Personalmanagement - Grundzüge und Konzeption betrieblicher Personalarbeit, Schäffer-Poeschel, 13th edition, Stuttgart (2013).</p> <p>Bröckermann, R.: Personalwirtschaft - Lehr- und Übungsbuch für Human Resource Management, Schäffer-Poeschel, 7th edition, Stuttgart (2016).</p> <p>Jung, H.: Personalwirtschaft, Oldenbourg Verlag, 9th edition, Munich (2010).</p>


13 ORGANIZATION

<u>Module name</u> <u>Bachelor in Industrial Management</u>	 HOCHSCHULE COBURG
Module No./ Code	13
Module name	Organization
Semester	Semester 4
Duration of module	One semester
Type of course (compulsory, elective, etc.)	Compulsory subject
If appl. courses of the module	
Frequency in which module is offered	The module is offered 1x a year
Prerequisites for participation	See admission qualification to 3rd semester according to § 4 of the Program and Examination Regulations.
Applicability of module for other programs	
Module coordinator	Dr. Heinrich Schafmeister
Name of university professor	Dr. Heinrich Schafmeister / Adjunct instructor
Classroom language	German
No. of awarded ECTS credits	5
Total workload and its composition (e.g. in-class time + self-directed study)	150 hrs, of which 45 hrs. contact/in-class time and 105 hrs. self-study
SWH	4
Type of examination/ prerequisite for award of credits	Written examination
Weighting of grade in final grade	1

Qualification goals of the module	<p>1. Subject-related and methodological skills</p> <p>After the course, students will know and understand basic concepts and concepts of organizational design. They will understand the essential reasons and design criteria for constructing organizational units, the necessity and methods for coordinating organizational units, and the principles for managing organizational units. They will understand idealized and practical management structures and be able to assess them in relation to their use. Students will know and understand the essential tools of organizational management accounting and be able to use them.</p> <p>2. Personal and social skills</p> <p>Students will understand organization as an instrumental responsibility that has a social dimension.</p>
Contents of the module	<ol style="list-style-type: none"> 1. Basic concepts of organization <ol style="list-style-type: none"> 1.1. Legal form and organization 1.2. Structural and process organization 1.3. Formal and informal organization 1.4. Stability and dynamics 2. Design of the organization <ol style="list-style-type: none"> 2.1. Formation of organizational units 2.2. Coordination of organizational units 2.3. Management of organizational units 3. Organizational management accounting <ol style="list-style-type: none"> 3.1. Documentation 3.2. Organizational analysis 3.3. Optimization of organizations 3.4. Organizational management accounting as a process
Teaching and learning methods / forms of the module	<ul style="list-style-type: none"> • Lecture • Exercise • Working through case studies • Student presentations
Special topics (e.g. online work, excursions, guest lectures, etc.)	

<p>Literature (Compulsory reading / recommended literature)</p>	<p>Klimmer, M.: Unternehmensorganisation, NWB Verlag, Herne (2012).</p> <p>Vahs, D.: Organisation, Schäffer-Poeschel Verlag, Stuttgart (2015).</p> <p>Jones, G. R., Bouncken, R. B., Organisation, Pearson Studium, Munich (2008).</p>
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14 INDUSTRIAL MANAGEMENT COMPULSORY ELECTIVE MODULES


<u>Module name</u> <u>Bachelor in Industrial Management</u>	 HOCHSCHULE COBURG
Module No./ Code	14.1
Module name	Management of Supply Networks
Semester	Semester 3
Duration of module	One semester
Type of course (compulsory, elective, etc.)	Industrial management compulsory elective modules
If appl. courses of the module	The module is divided into the two vhb-online lectures: vhb: Fundamentals of Supply Networks (GSN) and vhb: Management of Supply Networks (MSN)
Frequency in which module is offered	The module is offered 1x a year
Prerequisites for participation	
Applicability of module for other programs	
Module coordinator	Dr. Claus-Burkard Böhnlein
Name of university professor	Conception, implementation and supervision of the vhb-online lectures: Dr. Rainer Thome (Uni Würzburg) and Prof. Dr. Claus-Burkard Böhnlein (HS Coburg)
Classroom language	German
No. of awarded ECTS credits	6
Total workload and its composition (e.g. in-class time + self-directed study)	180 hrs. online lecture and self-study
SWH	4
Type of examination/ prerequisite for award of credits	Written examination

Weighting of grade in final grade	1
Qualification goals of the module	<p>Students will learn the essential principles, concepts and measures for the introduction, operation, and further development of supply networks in and between companies. Furthermore, they will be able to understand the impact of supply network management (SNM) on business processes and learn the necessary measures to improve business processes in relation to SNM.</p> <p>The aim is to teach students the interrelationships and the necessary integration of information processing with the various business, logistical, (production) technical and organizational sub-areas of SNM and to show their interdependencies.</p> <p>Students will be able to understand the current and future opportunities and challenges of SNM as well as the technical and organizational measures required for it and to assess them in the operational context.</p>
Contents of the module	<p>vhb: Fundamentals of supply networks (GSN)</p> <ol style="list-style-type: none"> 1. Introduction 2. Development of supply networks 3. Structural and methodological deficits of traditional order processing 4. Collaborative networks 5. Supply network models 6. Five steps to a collaborative network 7. Requirements for SNM solutions 8. Architecture of SNM solutions 9. Integration of SNM, ERP, and CRM <p>vhb: Management of Supply Networks (MSN)</p> <ol style="list-style-type: none"> 1. Implementation of SNM projects 2. Success factors in SNM projects 3. Impact of SNM on business processes 4. Supply chain performance management / measurement 5. Supply chain risk management 6. New requirements for companies and networks

<p>Teaching and learning methods / forms of the module</p>	<p>Online lecture as part of the course offerings of the Virtual University of Bavaria (vhb).</p> <p>The e-learning platform of the University of Würzburg is used for course management. This offers interaction via forums, chat, surveys, feedback, etc.</p> <p>For the mediation of the contents are used</p> <ul style="list-style-type: none"> • Interactive HTML pages • Video-based learning units/interviews • Interactive training cases implemented with the authoring and workflow environment Case Train from the University of Würzburg <p>During the virtual course phases, communication between students and instructors or with the tutors is fully recorded via components of the learning platform used (Moodle).</p>
<p>Special topics (e.g. online work, excursions, guest lectures, etc.)</p>	<p>Introductory videos on the two sub-modules and all individual chapters, online lecture, video sequences, interactive case studies, interaction with instructors/tutors</p>
<p>Literature (Compulsory reading / recommended literature)</p>	<p>Fundamentals of supply networks (GSN)</p> <p>Dyckhoff, H.; Spengler, T. S.: Produktionswirtschaft. Eine Einführung. 3rd ed., Springer, Berlin u. a. 2010.</p> <p>Siebert, H.: Ökonomische Analyse von Unternehmensnetzwerken. In: Sydow, J.: Management von Netzwerkorganisationen. Gabler, Wiesbaden 2010, 7-27</p> <p>Stadtler, H.: Supply Chain Management – Ein Überblick. In: Stadtler, H. et al.: Supply Chain Management und Advanced Planning. 1st ed., Springer, Berlin u. a. 2010, pp. 7–37.</p> <p>Werner, H.: Supply Chain Management – Grundlagen, Strategien, Instrumente und Controlling. 4th ed., Gabler, Wiesbaden 2010.</p> <p>Management of Supply Networks (MSN)</p> <p>Bauernhansl, T. et al.: Die Vierte industrielle Revolution – Der Weg in ein wertschaffendes Produktionsparadigma. In: Bauernhasl, T. et al.: Industrie 4.0 in Produktion, Automatisierung und</p>

	<p>Logistik. Anwendung, Technologien, Migration. Springer Vieweg, Wiesbaden 2014.</p> <p>Bolstorff, P., A.; Rosenbaum, R., B.; Poluha, R., G.: Spitzenleistungen im Supply Chain Management. Ein Praxishandbuch zur Optimierung mit SCOR. Springer Verlag, Berlin 2007.</p> <p>Friedewald, M. et al.: Ubiquitäres Computing. Das "Internet der Dinge" - Grundlagen, Anwendungen, Folgen. edition sigma, Berlin 2010.</p> <p>Münzl, G.; Pauly, M.; Reti, M.: Cloud Computing als neue Herausforderung für Management und IT. Springer Vieweg, Berlin 2015.</p> <p>Röderstein, R.: Erfolgsfaktoren im Supply Chain Management der DIY-Branche. Gabler Verlag, Wiesbaden 2009.</p>
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15 BUSINESS MATHEMATICS

<u>Module name</u> <u>Bachelor in Industrial Management</u>	 HOCHSCHULE COBURG
Module No./ Code	15
Module name	Mathematics I - Business Mathematics
Semester	Semester 1
Duration of module	One semester
Type of course (compulsory, elective, etc.)	Compulsory subject
If appl. courses of the module	
Frequency in which module is offered	The module is offered 1x a year
Prerequisites for participation	
Applicability of module for other programs	Insurance (Bachelor)
Module coordinator	Dr. Thomas Schauerte
Name of university professor	Dr. Thomas Schauerte
Classroom language	German
No. of awarded ECTS credits	5
Total workload and composition (e.g. self-directed study + in-class time)	150 hrs, of which 45 hrs. contact/in-class time and 105 hrs. self-study
SWH	4 seminar-type lecture + 2 exercise
Type of examination/ prerequisite for award of credits	Written examination
Weighting of grade in final grade	1

Qualification goals of the module	<p>Specialized skills: Students will be able to describe and assess fundamental mathematical procedures and methods of analysis, linear algebra, and business mathematics.</p> <p>Methodological skills: Students will apply mathematical procedures to real economic questions.</p> <p>Other skills: Students will discuss mathematical and economic issues in groups and develop joint approaches to a solution (team and problem-solving ability).</p>
Contents of the module	<p>The course covers the following mathematical basics:</p> <ul style="list-style-type: none"> • Real analysis (functions, differential calculus, integrals) • Linear algebra and optimization (matrices and vectors, systems of linear equations, eigenvalue theory, linear optimization) • Financial mathematics (compound interest, annuities, amortization, effective interest rates, depreciation) <p>The course focuses in particular on economic applications.</p>
Teaching and learning methods of the module	<ul style="list-style-type: none"> • Lecture • Lecture in seminar form • Exercises • Tutorials
Special topics (e.g. online work, excursions, guest lectures, etc.)	<p>The course uses the computer algebra system Maple.</p>
Literature (Compulsory reading / recommended literature)	<p>Langenbahn, C.: Quantitative Methoden der Wirtschaftswissenschaften, Munich, Oldenbourg Verlag, 3rd edition (2013).</p> <p>Merz, M., Wüthrich, M. L.: Mathematik für Wirtschaftswissenschaftler, Munich, Verlag Franz Vahlen (2012).</p> <p>Tietze, J.: Einführung in die angewandte Wirtschaftsmathematik, Wiesbaden, Vieweg+Teubner Verlag, 16th edition (2011).</p>

	<p>Tietze, J.: Einführung in die Finanzmathematik, Wiesbaden, Vieweg+Teubner Verlag, 11th edition (2011).</p> <p>Tietze, J.: Übungsbuch zur angewandten Wirtschaftsmathematik, Wiesbaden, Vieweg+Teubner Verlag, 8th edition (2010).</p> <p>Wimmer, K., Caprano, E.: Finanzmathematik, Munich, Verlag Franz Vahlen, 7th edition (2013).</p> <p>Zeidler, E. (publ.): Springer-Taschenbuch der Mathematik, Wiesbaden, Vieweg+Teubner Verlag, 3rd edition (2013).</p>
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16 ENGINEERING MATHEMATICS

<u>Module name</u> <u>Bachelor in Industrial Management</u>	 HOCHSCHULE COBURG
Module No./ Code	16
Module name	Mathematics II - Engineering Mathematics
Semester	Semester 2
Duration of module	One semester
Type of course (compulsory, elective, etc.)	Compulsory subject
If appl. courses of the module	
Frequency in which module is offered	The module is offered 1x a year
Prerequisites for participation	The module is based on the material taught in the module Mathematics I - Business Mathematics in the areas of differential and integral calculus and vector algebra. This prior knowledge is assumed to be known.
Applicability of module for other programs	
Module coordinator	Dr. Detlef Bittner
Name of university professor	Dr. Detlef Bittner
Classroom language	German
No. of awarded ECTS credits	5
Total workload and composition (e.g. self-directed study + in-class time)	150 hrs, of which 45 hrs. contact/in-class time and 105 hrs. self-study
SWH	2 lecture + 2 exercise
Type of examination/ prerequisite for award of credits	Written examination

Weighting of grade in final grade	2
Qualification goals of the module	<p>Specialized skills: Students will be proficient in the mathematical concepts covered and, in particular, be familiar with mathematical language and symbolism as it relates to physical and engineering problems.</p> <p>Methodological skills: Students will be able to apply the mathematical concepts covered in the course to specific technical problems in mechanical and electrical engineering and to select appropriate mathematical models for technical problems.</p> <p>Learning skills: Students will be able to prepare the topics covered in the course on their own with the help of the given textbook, to discuss the problems in the classroom, and to deepen mathematical symbolism and techniques through exercises.</p>
Contents of the module	<p>The course deals with the following mathematical basics from engineering and physics:</p> <ul style="list-style-type: none"> ▪ Vector analysis (scalar and vector product, gradient field, divergence, rotation) ▪ Application of integral calculus (curve, area, volume and surface integrals, solids of revolution) ▪ Ordinary differential equations (solution approaches, Newton's equation of motion) ▪ Complex numbers (representation, solving algebraic equations, harmonic oscillations) ▪ Fourier analysis (Fourier series, transform, selected functions) ▪ Simple applications in mechanics and electrical engineering
Teaching and learning methods of the module	<ul style="list-style-type: none"> ▪ Lecture ▪ Lecture in seminar form ▪ Exercises ▪ Tutorials

Special topics (e.g. online work, excursions, guest	
Literature (Compulsory reading / recommended literature)	<p>Compulsory reading:</p> <ul style="list-style-type: none">• Otto, Markus: Rechenmethoden für Studierende der Physik im ersten Jahr, Heidelberg 2011 <p>Recommended literature</p> <ul style="list-style-type: none">• Ziya Sanal: Mathematik für Ingenieure, Vieweg+Teuber, 2nd edition 2009• Klaus Weltner: Mathematik für Physiker und Ingenieure 1, Springer Spektrum 16th edition 2013

17 SCIENTIFIC BASICS


<u>Module name</u> <u>Bachelor in Industrial Management</u>	 HOCHSCHULE COBURG
Module No./ Code	17
Module name	Foundations of the Natural Sciences
Semester	Semester 2
Duration of module	One semester
Type of course (compulsory, elective, etc.)	Compulsory subject
If appl. courses of the module	
Frequency in which module is offered	The module is offered 1x a year
Prerequisites for participation	
Applicability of module for other programs	
Module coordinator	Dr. Holger Meinhard
Name of university professor	Dr. Holger Meinhard
Classroom language	German
No. of awarded ECTS credits	6
Total workload and composition (e.g. self-directed study + in-class time)	180 hrs, of which 45 hrs. contact/in-class time and 135 hrs. self-study
SWH	4
Type of examination/ prerequisite for award of credits	Written examination
Weighting of grade in final grade	2
Qualification goals of the module	Specialized skills: Students will learn the basic concepts and methods of scientific work. As

	<p>they learn the fundamentals of natural sciences for their engineering-scientific work, they will become familiar with and understand the concepts of classical and modern physics by way of example.</p> <p>Methodological skills: Students will be able to identify scientific relationships and address appropriate issues using scientific methodology.</p> <p>Learning skills: Students will be able to acquire scientific facts and contexts with a high degree of independence. They also learn to work independently on scientific problems.</p>
Contents of the module	<p>The course covers the following scientific basics:</p> <ul style="list-style-type: none"> • Introduction <ul style="list-style-type: none"> – What is science? – Quantities and units – Length dimensions – Coordinate systems • Mechanics <ul style="list-style-type: none"> – Mechanics of mass points – Dynamics of rigid bodies • Electromagnetism <ul style="list-style-type: none"> – Charges at rest: Electrostatics – Moving charges: Magnetostatics – Electrodynamics • Thermodynamics <ul style="list-style-type: none"> – Temperature, thermal expansion, ideal gas law – Kinetic gas theory – Heat and the first law of TD – The second law of TD
Teaching and learning methods of the module	Lecture, exercises, tutorials
Special topics (e.g. online work, excursions, guest lectures, etc.)	

Literature
(Compulsory reading /
recommended literature)

- Paul A. Tipler: **Physik für Wissenschaftler und Ingenieure**. 7th German ed. Springer Spektrum, Berlin (2015).
- David Halliday et al.: Physik (Bachelor Edition), 2nd edition, VILEY-VCH, Weinheim (2013).
- Douglas C. Giancoli: Physik. Pearson Studium, Munich (2010).
- Christopher Dietmaier: Physik für Wirtschaftsingenieure. Hanser Verlag, Munich (2006).


18 TECHNICAL FOUNDATIONS

<u>Module name</u> <u>Bachelor in Industrial Management</u>	 HOCHSCHULE COBURG
Module No./ Code	18
Module name	Technical Foundations
Semester	Semester 1
Duration of module	One semester
Type of course (compulsory, elective, etc.)	Compulsory subject
If appl. courses of the module	
Frequency in which module is offered	The module is offered 1x a year
Prerequisites for participation	The module is based on the material taught for obtaining the university entrance qualification. This prior knowledge is assumed to be known.
Applicability of module for other programs	
Module coordinator	Dr. Detlef Bittner
Name of university professor	Dr. Detlef Bittner
Classroom language	German
No. of awarded ECTS credits	6
Total workload and composition (e.g. self-directed study + in-class time)	180 hrs, of which 45 hrs. contact/in-class time and 135 hrs. self-study
SWH	2 lecture + 2 exercise
Type of examination/ prerequisite for award of credits	Written examination
Weighting of grade in final grade	2

Qualification goals of the module	<p>Specialized skills: Students will be proficient in the concepts of metrology covered and, in particular, be familiar with error calculus, sensors for SI units, and semiconductors.</p> <p>Methodological skills: Students will be able to apply the metrology concepts covered in the course to the field of sensors and also to select appropriate models of error estimation and measurement data analysis.</p> <p>Learning skills: Students will be able to work on the topics covered in the course on their own and, in particular, to deepen their understanding of the possible uses of photonics in the operational working environment and its technical application.</p>
Contents of the module	<p>The course deals with the following technical basics:</p> <ul style="list-style-type: none"> • Measurement Technology <ul style="list-style-type: none"> – The subject of measurement technology – The seven SI base units – Measurement, error estimation, statistics – Processing of measurement data – Types of measurement signals – Sensors and technical methods for measuring SI units • Photonics <ul style="list-style-type: none"> – Photons and semiconductors – Light technology <p>Sensors and analytics - senses for production</p>
Teaching and learning methods of the module	<ul style="list-style-type: none"> ▪ Lecture ▪ Lecture in seminar form ▪ Exercises ▪ Tutorials
Special topics (e.g. online work, excursions, guest	


<p>Literature (Compulsory reading / recommended literature)</p>	<ul style="list-style-type: none">• Jürgen Bechtloff: Messtechnik, Vogel Studienmodule, Würzburg (2011).• Norbert Weichert, Michael Wülker: Messtechnik und Messdatenerfassung, 2nd edition, Munich (2010).• Werner Martienssen, Dieter Röß: Physik im 21. Jahrhundert, Heidelberg (2011).• Mathias Nau: Elektrische Temperaturmessung mit Thermoelementen und Widerstandsthermometern, Jumo GmbH, Fulda (2004).• Amitabh Banerji: Vom Plexiglas zum OLED-Display - Konjugierte Polymere in der curricularen Innovation (Dissertation), urn:nbn:de:hbz:468- 20120912-143959-3
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19 BUSINESS STATISTICS

<u>Module name</u> <u>Bachelor in Industrial Management</u>	 HOCHSCHULE COBURG
Module No./ Code	19
Module name	Business Statistics
Semester	Semester 4
Duration of module	One semester
Type of course (compulsory, elective, etc.)	Compulsory subject
If appl. courses of the module	Business Statistics Voluntary exercises in business statistics
Frequency in which module is offered	The module is offered 1x a year.
Prerequisites for participation	
Applicability of module for other programs	Insurance (Bachelor)
Module coordinator	Dr. Sax
Name of university professor	Dr. Sax
Classroom language	German
No. of awarded ECTS credits	5
Total workload and its components (e.g. self-directed study + in-class time)	150 hrs, of which 45 hrs. contact/in-class time and 105 hrs. self-study
SWH	4 SWH seminar-type lectures (+ 2 SWH optional exercise)
Type of examination/ prerequisite for award of credits	Written examination
Weighting of grade in final grade	1

Qualification goals of the module	<p>Specialized skills: Mastery of fundamental statistical methods, concepts, and techniques</p> <p>Methodological skills: Ability to understand and develop independent statistical solutions in economic applications</p>
Contents of the module	<p>Descriptive statistics: Empirical distributions and their parameters, regression and correlation, fundamental time series analysis</p> <p>Probability theory: Theoretical distributions and their parameters</p> <p>Inferential statistics: Basic estimation theory and hypothesis testing</p>
Teaching and learning methods / forms of the module	Lecture, seminar-type lectures, exercises
Special topics (e.g. online work, excursions, guest lectures, etc.)	Weekly exercise sheets and discussion of solutions in exercise lectures for self-monitoring
Literature (Compulsory reading / recommended literature)	<p>Bourier, G.: Beschreibende Statistik, Wiesbaden, Gabler Verlag (1999).</p> <p>Bourier, G.: Wahrscheinlichkeitsrechnung und schließende Statistik, Wiesbaden, Gabler Verlag (2006).</p> <p>Sax U.: Handbuch Statistik</p>


20 COMMERCIAL LAW

<u>Module name</u> <u>Bachelor in Industrial Management</u>	 HOCHSCHULE COBURG
Module No./ Code	20
Module name	Business Law
Semester	4th Semester
Duration of module	One semester
Type of course (compulsory, elective, etc.)	Compulsory subject
If appl. courses of the module	
Frequency in which module is offered	The module is offered 1x a year
Prerequisites for participation	
Applicability of module for other programs	The module is suitable for students in all Bachelor programs.
Module coordinator	Attorney General Huber (Dr. Wallasch as responsible professor)
Name of university professor	Mr. Huber a. Mr. Stopfel
Classroom language	German
No. of awarded ECTS credits	5
Total workload and its components (e.g. self-directed study + in-class time)	150 hrs, of which 45 hrs. contact/in-class time and 105 hrs. self-study
SWH	4
Type of examination/ prerequisite for award of credits	Written examination
Weighting of grade in final grade	1

Qualification goals of the module	<p>Specialized skills: The goal of the module is to teach students the most important application-related areas of civil law for an industrial manager.</p> <p>Methodological skills: Students will acquire the ability to recognize legal problem areas and resolve simple cases in professional practice independently – if applicable, in cooperation with legal experts. They will be introduced into legal methods and case work for this purpose. The modules will strengthen students in their ability to understand, analyze, and communicate legal situations so they will be able to assess legal risks with certainty in their practical activities.</p> <p>Other skills: The module supports team spirit and organizational skills, but also teaches students to work independently.</p>
Contents of the module	<ul style="list-style-type: none"> • Basic concepts of law • Legal entities and legal objects • Principles of legal transactions • Proxies • Contractual obligations • Defaults and breaches of duty • Particularly relevant types of contracts • Legal aspects of the Internet • Tort law and product liability • Property law and credit security • Principles of family law • Principles of inheritance law • Principles of civil litigation law • Principles of commercial and company law • Principles of labor law
Teaching and learning methods / forms of the module	Lectures, seminar-type lectures, exercises, case studies and case solutions
Special topics (e.g. online work, excursions, guest lectures, etc.)	

<p>Literature (Compulsory reading / recommended literature)</p>	<p>Müssig, P.: Wirtschaftsprivatrecht, C.F. Müller, Heidelberg (2015).</p> <p>Führich, E.: Wirtschaftsprivatrecht, Vahlen, Munich (2014).</p> <p>Schade, F.: Wirtschaftsprivatrecht, Kohlhammer, Stuttgart (2013).</p> <p>Hemmer, K., Wüst A.: Privatrecht für BWL'er, WiWi's und Steuerberater, Würzburg (2015).</p>
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21 TECHNICAL ENGLISH

<u>Module name</u> <u>Bachelor in Industrial Management</u>	 HOCHSCHULE COBURG
Module No./ Code	21
Module name	Technical English
Semester	Semester 2
Duration of module	One semester
Type of course (compulsory, elective, etc.)	Compulsory subject
If appl. courses of the module	Technical English Business English
Frequency in which module is offered	The module is offered 1x a year.
Prerequisites for participation	
Applicability of module for other programs	
Module coordinator	Dr. Wendy Hornung (Technical English) Lisa Anders (Business English)
Name of university professor	Dr. Wendy Hornung (Technical English) Lisa Anders (Business English)
Classroom language	English
No. of awarded ECTS credits	5
Total workload and its components (e.g. self-directed study + in-class time)	150 hrs, of which 45 hrs. contact/in-class time and 105 hrs. self-study
SWH	4
Type of examination/ prerequisite for award of credits	Examination (45 min) + practical proof of performance (presentation)
Weighting of grade in final grade	1


Qualification goals of the module	<p>Specialized skills: Students will be able to communicate in the target language in the four skills of reading, writing, listening comprehension, and speaking at least at the B2 level (with subject-specific focus on business English and technical English). More information at http://www.coe.int/t/dg4/linguistic/cadre1_EN.asp?TopOfPage</p> <p>Methodological skills: Students will learn to apply the target language independently and competently in professional, social, and private settings.</p> <p>Learned skills: Students will develop self-study skills through a blended learning concept.</p>
Contents of the module	<p>TECHNICAL ENGLISH</p> <hr/> <p>TOPIC AREAS</p> <p><u>Innovations</u></p> <ul style="list-style-type: none"> - Oil and gas drilling - Laser technology <p><u>Design</u></p> <ul style="list-style-type: none"> - Products from space research - Mechanical design specifications <p><u>Systems</u></p> <ul style="list-style-type: none"> - Automotive braking systems - Computerized control systems (automotive/aeronautics) <p><u>Procedures</u></p> <ul style="list-style-type: none"> - Shutdown procedures (mechanical/electrical) - Maintenance procedures - Instructions (mechanical, electronics) <p>Processes</p> <ul style="list-style-type: none"> - Iron and steel making - Aluminum refining/smelting <p><u>Planning</u></p> <ul style="list-style-type: none"> - Petroleum industry - Environmental risks - Risk analysis/crisis management <p><u>Developments</u></p> <ul style="list-style-type: none"> - ICT/smart phone technology - Touch screens <p><u>Testing</u></p> <ul style="list-style-type: none"> - Plans – destructive testing

	<p>SKILLS</p> <p>Writing</p> <ul style="list-style-type: none"> - Technical descriptions <ul style="list-style-type: none"> : function of a device : product design specifications - Description of technical procedures - Explanation of processes (cause and effect) - Risk analysis (degrees of certainty) - Comparing/contrasting technologies - Concise technical writing - Report writing <ul style="list-style-type: none"> : format/structure/passive language : trend analysis of graphical data <p>BUSINESS ENGLISH</p> <p>TOPIC AREAS</p> <p>Meetings:</p> <ol style="list-style-type: none"> 1. Overview of successful meetings 2. Types of formal and informal meetings 3. Arranging and opening a meeting 4. Controlling direction and achieving objectives 5. Getting important points across 6. Impact of cultural diversity 7. Chairing a meeting 8. Roles in a meeting and the minutes 9. Making use of room accessories 10. Making recommendations and reaching agreements or compromises 11. Closing a meeting <p>Negotiations:</p> <ol style="list-style-type: none"> 1. Overview of successful negotiations 2. Beginning a negotiation 3. Understanding fact, people and trust cultures 4. Discussing proposals and improving questioning techniques 5. Reaching agreements and closing the deal 6. Ending a negotiation <p>Presentations:</p> <ol style="list-style-type: none"> 1. Overview of successful presentations 2. Types of presentations 3. Organizing a presentation 4. Beginning with the introduction and outline 5. Organizing, linking and signposting 6. Using visual aids and supporting materials
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	<ol style="list-style-type: none"> 7. Describing charts and graphs 8. Analyzing non-verbal aspects 9. Speaking to culturally diverse audiences 10. Ending a presentation 11. Taking charge of the questions & answers session 12. Meeting audience expectations 13. Evaluating a presentation <p>SKILLS</p> <p>Speaking and listening:</p> <ol style="list-style-type: none"> 1. Reading language focus phrases in front of the class 2. Performing team activities 3. Presenting a business subject in front of the class <p>Writing:</p> <ol style="list-style-type: none"> 1. Completing individual and group exercises 2. Filling out vocabulary sheets with sample sentences
Teaching and learning methods / forms of the module	Seminar-type lectures with preparation and follow-up, self-directed study/ e-learning
Special topics (e.g. online work, excursions, guest lectures, etc.)	Supervised autonomous learning as additional program for students who, according to the classification test, have not reached the language level B2.
Literature (Compulsory reading/additional recommended literature)	<p>Course textbook by David Bonamy: Technical English 4, Pearson Longman Publishers 2011,</p> <p>VOCABULARY</p> <p>Mascull, Bill: Business Vocabulary in use. Intermediate. Cambridge University Press, Cambridge, 2010.</p> <p>Mascull, Bill: Business Vocabulary in use. Advanced. Cambridge University Press, Cambridge, 2010.</p> <p>Aspinell, T.: Test your Business vocabulary in use. Cambridge University Press, Cambridge, 2003</p> <p>GRAMMAR</p> <p>Emmerson, Paul: Business Grammar Builder. Hueber, Leipzig, 2010</p>

	<p>Emmerson, Paul: Essential Business Grammar Builder. Hueber, Leipzig, 2006</p> <p>DICTIONARY</p> <p>Parkinson: Oxford Business English Dictionary for Learners. Oxford University Elt, Oxford, 2005</p> <p>BUSINESS ENGLISH:</p> <p>Powell, Mark: Dynamic Presentations. Cambridge University Press, Cambridge, 2011</p> <p>Powell, Mark: International Negotiations. Cambridge University Press, Cambridge, 2012</p> <p>Swan, Michael: Practical English Usage. Oxford University Press, 1980</p> <p>Thomson, Kenneth: English for Meetings. Cornelsen Verlag, Berlin, 2009</p>
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22 GENERAL COMPULSORY ELECTIVE MODULES

<u>Module name</u> <u>Bachelor in Industrial Management</u>	 HOCHSCHULE COBURG
Module No./ Code	22
Module name	General Compulsory Elective Modules
Semester	1st - 3rd semester
Duration of module	One semester
Type of course (compulsory, elective, etc.)	Scientific compulsory elective module
If appl. courses of the module	See program schedule
Frequency in which module is offered	The module is offered 2x a year (in winter and summer semester)
Prerequisites for participation	Generally none
Applicability of module for other programs	Generally also suitable for other comparable programs
Module coordinator	Dr. Elke Schwinger
Name of university professor	See program schedule
Classroom language	Generally German
No. of awarded ECTS credits	3 x 2 ECTS = 6 ECTS
Total workload and its composition (e.g. in-class time + self-directed study)	150 hrs, of which 45 hrs. contact/in-class time and 105 hrs. self-study
SWH	3 x 2 SWH = 6 SWH
Type of examination/ prerequisite for award of credits	Written examination (90 minutes) and / or project paper and / or practical proof of performance
Weighting of grade in final grade	3 x 1/3 = 1


Qualification goals of the module	<p>The three compulsory electives of the module serve to facilitate the subject-specific specialization in special topics in business and economics. Students choose their elective from a regularly updated catalog consisting of a special selection of the department (see separate descriptions) and a selection of courses from the Academic Center for Sciences and Humanities. The courses address scientific and cultural topics across departments</p> <p>Subject-related and methodological skills: The corresponding skills acquired are based on the current course selection (see course descriptions of the Academic Center for Sciences and Humanities).</p> <p>Other skills: Students will discuss current social discourses in interdisciplinary teams and develop assignment-related solutions (team work, presentation & moderation).</p>
Contents of the module	See course descriptions of the Academic Center for Sciences and Humanities
Teaching and learning methods of the module	See course descriptions of the Academic Center for Sciences and Humanities
Special topics (e.g. online work, excursions, guest	
Literature (Compulsory reading / recommended literature)	See course descriptions of the Academic Center for Sciences and Humanities

23 INTERDISCIPLINARY PERSPECTIVES

Title of the module: Interdisciplinary Perspectives					
ID No.	Work load 180 hrs.	Credits 6 ECTS	Program semester 1st sem.	Frequency in which class is offered Every WiSe, Starting WiSe 2014/15	Duration 1 semester
1	Courses a) Seminar 2 SWH b) Seminar 2 SWH	In-class time a) 2 SWH / 30 hrs. b) 2 SWH / 30 hrs.		Self-directed study a) + b) 120 hrs.	Planned group sizes a) 35 b) 20 - 35
2	<p>Objectives / skills (skill level: <i>knowing and understanding</i>)</p> <p>Methodological skills (Scientific Work Level I)</p> <ul style="list-style-type: none"> - Students will know the specifics of the educational facilities at Coburg University. - They will use media adequately and be able to assess quality (media competence). - They will know and understand criteria and principles of academic work: <ul style="list-style-type: none"> • scientific research in libraries, search engines and data bases, and the internet. • They will know and understand basics of scientific procedures (statistical principles, measurement and assessment, representation of insights, presenting, interpreting and conveying insights). <p>2a</p> <ul style="list-style-type: none"> - Students will know historical foundations and scientific theories and understand the fundamental perspectives for finding solutions. - They will know and use written formats (reports, logs). - They will know how to design presentations, in particular PowerPoint slides. <p>Ability to reflect</p> <ul style="list-style-type: none"> - Self-competence <ul style="list-style-type: none"> • Students will understanding their own motivation, thinking patterns, and thinking processes. • They will perceive themselves as an individual and adopt a differentiated attitude towards their own thinking and learning processes and their own physical, psychological, and social resources. - Interaction skills <ul style="list-style-type: none"> • They will understanding the motivation, thinking patterns, and thinking processes of others. • They will deal with other people and disciplines with a reflective and careful approach. <p>2b</p> <p>Interdisciplinary skills</p> <ul style="list-style-type: none"> - Students will understand the causes and challenges of a world with differentiated disciplines. - They will understanding the significance of interpersonal and interdisciplinary communication for solving complex problems. - They will learn to accept different results and tolerate ambiguity. 				


<p>3</p> <p>3a</p> <p>3b</p>	<p>Contents</p> <p>Compulsory course for Academic Work Level I</p> <p>The objectives pursuant to 2a are achieved using a topic that is interdisciplinary and significant for the academic program. The focus lies on teaching the above mentioned methodological skills.</p> <p>Elective course on personality development in an interdisciplinary context</p> <p>Based on selected topics, the skills mentioned under 2b are acquired.</p> <p>The topics do not come from the usual subject catalog for the program of the participating students, but instead highlight aspects of interdisciplinary relevance.</p> <p>The conditions for achieving interdisciplinary cooperation are also conveyed, which thus creates the basis for the module "Interdisciplinary Project A & B".</p>
<p>4</p>	<p>Teaching forms</p> <p>Seminar, excursion, external courses, e-learning</p>
<p>5</p>	<p>Prerequisites</p> <p>Students may only participate in Seminar 3b if it is held by an instructor who does not usually teach in their own academic program.</p>
<p>6</p>	<p>Examination forms:</p> <p>Study-accompanying written portfolio of 10-15 pages 60 points are earned in "Scientific Work Level I",</p> <p>40 points are earned in the elective course "Personality Development".</p>
<p>7</p>	<p>Prerequisite for the award of credits</p> <p>Successfully passing the examinations</p>
<p>8</p>	<p>Use of the module</p> <p>Pilot programs of the "Coburg Way" project</p>
<p>9</p>	<p>Significance of grade in final grade</p> <p>Specified by the academic programs</p>
<p>10</p>	<p>Module coordinator and full-time teacher</p> <p>Specified by the academic programs</p>
<p>11</p>	<p>Other information</p>

30 PRACTICAL PHASE / INTERNSHIP

<u>Module name</u> <u>Bachelor in Industrial Management</u>	 HOCHSCHULE COBURG
Module No./ Code	30
Module name	Practical phase / Internship
Semester	Semester 5
Duration of module	One semester
Type of course (compulsory, elective, etc.)	Mandatory module unless other practical activity can be recognized
If appl. courses of the module	
Frequency in which module is offered	The module is offered 1x a year.
Prerequisites for participation	<ul style="list-style-type: none"> • Application and admission of internship • Deadlines and advancement authorizations pursuant to §4 SPO
Applicability of module for other programs	If appl., after consulting with Internship Advisor
Module coordinator	Dr. Böhnlein
Name of university professor	Dr. Böhnlein
Classroom language	Generally German
No. of awarded ECTS credits	25
Total workload and composition (e.g. self-directed study + in-class time)	19 weeks contact time in mentoring internship organization
SWH	
Type of examination/ prerequisite for award of credits	Program / project paper (internship reports)
Weighting of grade in final grade	

Qualification goals of the module	Technical and methodological skills: Students will: <ul style="list-style-type: none"> • Forge a close connection between program and professional practice. • Implement scientific knowledge and methods in practice. • Apply knowledge and skills acquired in the program to complex problems in the practical world.
Contents of the module	Practical training (depends on internship position)
Teaching and learning methods / forms of the module	Depends on the internship
Special topics (e.g. online work, excursions, guest lectures, etc.)	Depends on the internship
Literature (Compulsory reading / recommended literature)	Depends on the internship

31 PRACTICAL SEMINAR

<u>Module name</u> <u>Bachelor in Industrial Management</u>	 HOCHSCHULE COBURG
Module No./ Code	31
Module name	Practical seminar
Semester	Semester 5 (alongside completion of practical phase)
Duration of module	One semester
Type of course (compulsory, elective, etc.)	Compulsory module
If appl. courses of the module	
Frequency in which module is offered	The module is offered 1x a year
Prerequisites for participation	See admission qualification to 3rd semester according to § 4 of the Program and Examination Regulations.
Applicability of module for other programs	
Module coordinator	Dr. Bittner
Name of university professor	Dr. Bittner Dr. Böhnlein
Classroom language	German
No. of awarded ECTS credits	5
Total workload and its components (e.g. self-directed study + in-class time)	150 hrs. workload, of which 45 hrs. contact/in-class time and 105 hrs. self-study
SWH	4
Type of examination/ prerequisite for award of credits	Practical proof of performance
Weighting of grade in final grade	

Qualification goals of the module	<p>Subject-related skills:</p> <p>Students will:</p> <ul style="list-style-type: none"> • Prepare for their practical phase based on a training plan. • Prepare an internship report. • Share their own experiences in group work during the internship phase (practice sharing) <p>Social skills:</p> <p>Students will:</p> <ul style="list-style-type: none"> • Discuss practice-relevant topics (e.g. handling conflict situations). • Practice behavior in everyday work (business etiquette).
Contents of the module	<ul style="list-style-type: none"> • Development of a training plan • Presentation on the training organization and internship tasks • Specialization in practice-oriented topics (e.g. data processing, conflict management) • If appl. presentation on practice-relevant topics
Teaching and learning methods / forms of the module	Seminar/workshop; use of modern teaching methods (e.g. inner circle, info-market, script-puzzle)
Special topics (e.g. online work, excursions, guest lectures, etc.)	
Literature (Compulsory reading / recommended literature)	if appl. Business Reporting