

## Module Description

<b>Module: Management Theory</b>			
<b>Learning objectives:</b> Students understand important theories of management. They can reflect on methodological preconditions and paradigms of theories. They are able to apply theory to complex case studies. They are able to make decisions based on theoretical concepts and excogitate potential impacts for the surrounding environment. They can develop solutions to specific issues in teams and present their results. They have skills to connect fields of knowledge about management to issues of business administration and marketing.			
<b>Content:</b> - Theories of cooperation and/or - Theories of organisation and/or - Theories of strategy and/or - Theories of human resource management and/or - Theories of organizational learning and/or - Theories of innovation management			
<b>Forms of Teaching and Learning</b>	<b>Classroom Presence</b> (Contact Hours per Week)	<b>Active participation expected</b>	<b>Workload</b> (Hours)
Seminar (part 1)	2	Active participation and presentation in class	Classroom meetings (part 1) (30) Classroom meetings (part 2) (30) Literature review (70) Exam preparation and exam (50)
Seminar (part 2)	2	Group discussion, work on group results, presentation of group results and plenary discussion	
<b>Language:</b> English			
<b>Total Work Load:</b> 180 hours			
<b>Duration of Module:</b> 1 Semester			
<b>Frequency of Module Offering:</b> winter term			
<b>Applicability:</b> Master of Science in Management & Marketing			

<b>Module: Marketing Theory</b>			
<b>Learning objectives:</b> Students understand important theories of marketing. They can reflect on methodological preconditions and paradigms of theories. They are able to apply theory to complex case studies. They are able to make decisions based on theoretical concepts and excogitate potential impacts for the surrounding environment. They can develop solutions to specific issues in teams and present their results. They have skills to connect fields of knowledge about marketing to issues of business administration and management.			
<b>Content:</b> - Theories of buyer behaviour and/or - Theories of business-to-business marketing and/or - Theories of services marketing and/or - Theories of logistics and/or - Theories of E-Commerce			
<b>Forms of Teaching and Learning</b>	<b>Classroom Presence</b> (Contact Hours per Week)	<b>Active participation expected</b>	<b>Workload</b> (Hours)
Seminar (part 1)	2	Active participation and presentation in class	Classroom meetings (part 1) (30) Classroom meetings (part 2) (30) Literature review (70) Exam preparation and exam (50)
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<b>Applicability:</b> Master of Science in Management & Marketing			

**Module: Management Case Study Seminar****Learning objectives:**

Students achieve knowledge on typical management problems. They can independently develop solutions on a methodological basis. Papers on theoretic and methodological basics will help to understand the specific problems and to use a methodic approach. Students can develop within group discussion solutions for cases studies. They will present their results in a plenary discussion. The students will achieve or enhance their capabilities to properly use their management knowledge for specified problems and to prepare, to describe and illustrate complex management issues in a structured way.

**Content:**

- Case studies on corporate culture and/or
- Case studies on leadership and/or
- Case studies on organizational culture and/or
- Case studies on organizational teams and/or
- Case studies on innovation management and/or
- Case studies on organizational identity.

<b>Forms of Teaching and Learning</b>	<b>Classroom Presence</b> (Contact Hours per Week)	<b>Active participation expected</b>	<b>Workload</b> (Hours)
Seminar (part 1)	2	Paper presentation	Classroom meetings (part 1) (30) Classroom meetings (part 2) (15) Literature review, writing of the paper and presenting the paper (135)
Seminar (part 2)	1	Group discussion, work on group results, presentation of group results and plenary discussion	

**Language:** English**Total Work Load:** 180 hours**Duration of Module:** 1 Semester**Frequency of Module Offering:** winter term**Applicability:** Master of Science in Management & Marketing

<b>Module: Marketing Case Study Seminar</b>			
<b>Learning objectives:</b> Students achieve knowledge on typical marketing problems. They can independently develop solutions on a methodological basis. Papers on theoretic and methodological basics will help to understand the specific problems and to use a methodic approach. Students can develop within group discussion solutions for cases studies. They will present their results in a plenary discussion. By that the students will achieve or enhance their capabilities to properly use their marketing knowledge for specified problems and to prepare, to describe and illustrate complex marketing issues in a structured way.			
<b>Content:</b> - Case studies on consumer marketing and/or - Case studies on business-to-business marketing and/or - Case studies on services marketing and/or - Marketing business game			
<b>Forms of Teaching and Learning</b>	<b>Classroom Presence</b> (Contact Hours per Week)	<b>Active participation expected</b>	<b>Workload</b> (Hours)
Seminar (part 1)	2	Paper presentation	Classroom meetings (part 1) (30) Classroom meetings (part 2) (15) Literature review, writing of the paper and presenting the paper (135)
Seminar (part 2)	1	Group discussion, work on group results, presentation of group results and plenary discussion	
<b>Language:</b> English			
<b>Total Work Load:</b> 180 hours			
<b>Duration of Module:</b> 1 Semester			
<b>Frequency of Module Offering:</b> winter term			
<b>Applicability:</b> Master of Science in Management & Marketing			