

Integrated Management (W3BW_106)

Integrated Management

FORMAL INFORMATION ON THE MODULE

MODULE NUMBER	LOCATION IN THE COURSE OF STUDY	MODULE DURATION (SEMESTER)	MODULE RESPONSIBILITY	LANGUAGE
W3BW_106	3rd academic year	2	Prof Dr Carsten Brehm	German/English

FORMS OF TEACHING USED

Lecture

FORMS OF EXAMINATION USED

EXAM PERFORMANCE	EXAM DURATION (IN MINUTES)	GRADING
Written exam or portfolio	120	yes

WORKLOAD AND ECTS CREDITS

TOTAL WORKLOAD (IN H)	OF WHICH ATTENDANCE TIME (IN H)	OF WHICH SELF-STUDY (IN H)	ECTS CREDIT POINTS
150	50	100	5

QUALIFICATION OBJECTIVES AND COMPETENCES

PROFESSIONAL COMPETENCE

Students have an overview of the various approaches and/or components of employee and company management and can categorise them in an overall "integrative" understanding. They have knowledge of the relationships and dependencies between these approaches in integrated management. They will have analysed the key factors influencing corporate/management success and developed a comprehensive understanding of a situational interpretation of corporate management. They can also present the individual approaches in a structured manner, illustrate them with examples and summarise their content. In their assessment, they are able to separate causes and effects of success.

METHODOLOGICAL EXPERTISE

They are able to use case studies and/or leadership situations to analyse leadership challenges in a multidimensional way, to structure and understand their factual or social complexity and to solve them independently or in groups. They know the situation-appropriate, essential application possibilities and limits of the various management instruments and methods of corporate and employee management. They can assess the relevance of the methods and techniques in the professional context and in the professional field of application and adapt them if necessary.

PERSONAL AND SOCIAL COMPETENCE

Students can take responsibility for their own work. They are able to argue appropriately and comprehensibly with regard to their actions and their results. They can express and accept appreciative criticism of results. In social interaction when solving problems together, they can make conflicts of objectives transparent and point out solutions in a communicative and moderating manner. They are able to reflect on social, societal and ecological implications in relation to possible leadership behaviour as a person or as an institution.

OVERARCHING COMPETENCE

Upon completion, students will be able to critically reflect on their own observations, behaviour and decisions from an integrated management perspective and derive individually adapted actions appropriate to the situation. They are able to evaluate alternative approaches, compare them critically and apply them to their practical work and to the situation of their training company. With a view to future, new issues, they are able to adapt their solution patterns with foresight and prudence.

LEARNING UNITS AND CONTENT

TEACHING AND LEARNING UNITS	PRESENCE TIME	SELF-STUDY
Corporate management	25	50

LEARNING UNITS AND CONTENT

TEACHING AND LEARNING UNITS	PRESENCE TIME	SELF-STUDY
<ul style="list-style-type: none">- Fundamentals of holistic corporate management- Corporate management models (levels, functions)- Normative corporate governance- Sustainable, value-orientated corporate management- Strategic corporate management (planning and implementation) and business models- Operational management and controlling interface- Selected management systems/instruments- Current developments (e.g. disruption, digitalisation, networking)		
Employee management	25	50
<ul style="list-style-type: none">- Psychological basics- Motivation- Managers and properties- Leadership theories- Management styles/models- Management tools- Communication- Ethical and social responsibility of a manager- Current developments/management approaches		

SPECIAL FEATURES

Prof. Dr. Gerhard Jäger (Lörrach) - Module leader Exam

duration applies to written exam only

PREREQUISITES

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LITERATURE

- Bleicher, K.: The Concept of Integrated Management, Berlin - New York: Campus
- Blessin, B./Wick, A.: Führen und führen lassen: Approaches, results and criticism of leadership research, Konstanz: UVK
- Dillerup, R./Stoi, R.: Unternehmensführung - Management & Leadership, Munich: Vahlen
- Hungenberg, H.: Strategisches Management, Ziele, Prozesse, Verfahren, Wiesbaden: Gabler
- Hungenberg, H./Wulf, T.: Grundlagen der Unternehmensführung, Heidelberg: Springer
- Macharzina, K./Wolf, J.: Unternehmensführung: das internationale Managementwissen; Konzepte, Methoden, Praxis, Wiesbaden: Gabler
- Müller-Stewens, G./Lechner, C.: Strategisches Management - wie strategische Initiativen zum Wandel führen, Stuttgart: Schäffer-Poeschel
- Rosenstiel, L.v./Regnet, E./Domsch, M.E.: Leadership of employees: Handbuch für erfolgreiches Personalmanagement, Stuttgart: Schaeffer-Poeschel
- Schirmer, U./Woydt, S.: Employee Management, Heidelberg: Springer
- Weibler, J.: Personalführung, Munich: Vahlen
- Wunderer, R.: Leadership and co-operation. Eine unternehmerische Führungslehre, Cologne: Luchterhand