

Key qualifications III (W3BW_IB706)

Key Qualifications III

FORMAL INFORMATION ON THE MODULE

MODULE NUMBER	LOCATION IN THE COURSE OF STUDY	MODULE DURATION (SEMESTER)	MODULE RESPONSIBILITY	LANGUAGE
W3BW_IB706	3rd academic year	2	Prof Dr Joachim Weber	German/English

FORMS OF TEACHING USED

Lecture, seminar, laboratory exercise, business game/simulation, role play

FORMS OF EXAMINATION USED

EXAM PERFORMANCE	EXAM DURATION (IN MINUTES)	GRADING
Ungraded proof of performance	See examination regulations	Passed/ Not passed

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 all the qualifications required for scientific studies and can critically assess their applicability to practical situations. Furthermore, they are able to work on an operational problem in a structured scientific approach.

METHODOLOGICAL EXPERTISE

The students can

- use methods and techniques in different situations in a reflected and competent manner,
- Carry out literature research and perform source-critical analyses of the literature,
- select and apply suitable scientific research methods and techniques.

PERSONAL AND SOCIAL COMPETENCE

The students can

- Communicate openly
- recognise, critically analyse and assess their own and others' communication patterns,
- represent their own positions autonomously and confidently and understand other positions,
- apply the methods learnt in a rational, understanding-oriented and fair manner and in a non-manipulative way,
- Manage conflicts in a balanced way,
- recognise the ethical implications and responsibilities of research,
- plurality of theories and methods sensibly.

OVERARCHING COMPETENCE

The students

- can quickly find their way in new situations, familiarise themselves with new tasks and integrate into teams and cultures,
- are convincing as independent thinkers and responsible personalities with the ability to make critical judgements in business and society,
- are characterised by sound technical knowledge, an understanding of overarching contexts and the ability to transfer theoretical knowledge into practice,
- solve problems in a professional environment in a methodical and targeted manner and act in a team-orientated manner.

LEARNING UNITS AND CONTENT

TEACHING AND LEARNING UNITS	PRESENCE TIME	SELF-STUDY
Function-specific company simulation	25	50

LEARNING UNITS AND CONTENT

TEACHING AND LEARNING UNITS

PRESENCE TIME

SELF-STUDY

In the context of function-specific business simulation, simulations relating in particular to business functions or marketing instruments are carried out in the form of board games or computer-aided business games. Industry-specific simulations can, for example, be simulations on the topics listed below:

- Logistics
- Marketing
- Brand management
- Distribution

Subject-related case studies

25

50

Case studies with which the respective field of study can teach important subject-specific content and methods in a practical way.

SPECIAL FEATURES

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PREREQUISITES

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LITERATURE

- Bortz, J./Döring, N.: Forschungsmethoden und Evaluation für Human und Sozialwissenschaftler, Heidelberg: Springer
- Hollinger, T.: Leadership training with horses. Can people learn from animals? Hamburg: igel
- Kornmeier, M.: Wissenschaftstheorie und wissenschaftliches Arbeiten. Heidelberg: Physica
- Kromrey, H.: Empirical Social Research. Stuttgart: Lucius & Lucius
- Schneider, D.: Betriebswirtschaftslehre, Band 4: Geschichte und Methoden der Wirtschaftswissenschaften. Munich: Oldenbourg
- Schnell, R./Hill, P. B. / Esser, E.: Methoden der empirischen Sozialforschung. Munich: Oldenbourg
- Schwaiger, M./Meyer, A.: Theorien und Methoden der Betriebswirtschaft. Munich: Vahlen
- Stickel-Wolf, C. /Wolf, J.: Wissenschaftliches Arbeiten und Lerntechniken, Wiesbaden: Gabler
- Theisen, M. R.: Wissenschaftliches Arbeiten. Munich: Vahlen