

Module 5219 Enterprise Management

1	<b>Module Number</b> 5219	<b>Study Programme</b> IM (MBA)	<b>Semester</b> 2	<b>Offered in</b> <input type="checkbox"/> WS <input checked="" type="checkbox"/> SS	<b>Duration</b> 1 semester	<b>Module Type</b> Compulsory	<b>Workload (h)</b> 240	<b>ECTS Points</b> 8
2	<b>Courses</b>		<b>Teaching and Learning Forms</b>	<b>Contact Time</b>		<b>Self-Study Time</b>	<b>Language</b>	
				<b>(SWS)</b>	<b>(h)</b>	<b>(h)</b>		
	a) Management Accounting		Lecture, exercises	2	30	30	English	
	b) International Finance and Risk Management		Lecture, exercises	2	30	30	English	
	c) International Marketing		Lecture, exercises	2	30	30	English	
	d) Business Simulation		Gamification, simulation	1	15	45	English	
3	<p><b>Learning Outcomes and Competences</b> Once the module has been successfully completed, the students</p> <p><b>Knowledge and Understanding</b></p> <ul style="list-style-type: none"> <li>know the basic skills of managerial accounting (Management Accounting)</li> <li>are aware of different risks that multinational companies face (International Finance and Risk Management)</li> <li>understand how to become more effective marketing managers by understanding the strategy issues most relevant for the multinational corporation (International Marketing)</li> <li>know how to make decisions based on analyzing the business environment (Business Simulation)</li> </ul> <p><b>Use, Application and Generation of Knowledge</b></p> <p><i>Use and Transfer</i></p> <ul style="list-style-type: none"> <li>apply management accounting tools, procedures and methods</li> <li>analyze the impact of intercultural issues to solution</li> </ul> <p><i>Scientific Innovation</i></p> <ul style="list-style-type: none"> <li>develop concepts for dealing with exchange rate risks in a company's context</li> <li>set up hypothesis and verify their potential outcomes with anticipated figures</li> </ul> <p><b>Communication and Cooperation</b></p> <ul style="list-style-type: none"> <li>present management accounting contents and discuss them</li> <li>communicate and cooperate within the group in order to find adequate solutions for the task at hand</li> </ul> <p><b>Scientific Self-Conception/ Professionalism</b></p> <ul style="list-style-type: none"> <li>derive recommendations for company's management planning based on new technical developments reflect and assess their own presentation abilities w.r.t. to finance theory in a group comparison</li> <li>reflect and analyse historical decisions and its results (back-testing)</li> </ul> <p><b>Methods</b></p> <ul style="list-style-type: none"> <li>Lectures, interactive learning by discussion, exchange of experience, participant presentations, case studies and workshop</li> </ul>							
4	<p><b>Contents</b> The module covers the following four courses:</p> <ul style="list-style-type: none"> <li>Management Accounting: Basic procedure of management accounting and understand the connections within field</li> <li>International Finance and Risk Management: Specific aspects of international finance, financial risk management tools and methods</li> <li>International Marketing: Concepts in international marketing research the international marketplace, operational global marketing decisions</li> <li>Business Simulation: Derivation and development of business solutions in changing economic environment, optimization of internal processes, workflows and calculations in order to improve results</li> </ul> <p>This module supplies the student with different tools and methods which are important for the specialization "General Management"</p>							
5	<p><b>Participation Requirements</b> recommended: Participants have knowledge of the foundations of the modules "Marketing, Sales and Economics, "Finance" and "Organizational Behaviour and Strategy"</p>							

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6	<p><b>Examination Forms and Prerequisites for Awarding ECTS Points</b></p> <ul style="list-style-type: none"> <li>• Management Accounting, International Finance and Risk Management: Written exam graded; Mid-terms (written, graded) will be obligatory</li> <li>• International Marketing: Project work graded</li> <li>• Business Simulation: Certificate of attendance non-graded (Class attendance of more than 80 %)</li> </ul> <p>Because of the variety of topics in this module all exams must be passed in order to receive the ECTS for the whole module</p>
7	<p><b>Further Use of Module</b></p> <p>This module is part of the specialization “General Management” and lays the foundation for the module “Master’s Thesis”</p>
8	<p><b>Module Manager</b></p> <p>Prof. Dr. Michael Flad</p>
9	<p><b>Literature</b></p> <p>Please see the specific course descriptions</p>
10	<p><b>Last Updated</b></p> <p>26.10.2019</p>