

Module description Management

Keywords:	Controlling, Management Accounting, Corporate Management		
Target group:	6th semester WKB	Module number:	WKB 105 6049
Workload:	5 ECTS	150 h	
Davon	Contact time	60 h	
	Self-study	60 h	
	Exam preparation	30 h	
Teaching language:	German or English		
Module responsibility:	Prof. Dr. Catharina Kriegbaum-Kling Prof. Dr. Anke Bez		
Current status:	October 2019		

Recommended prerequisites:

	- Business administration - Accounting 1 + 2
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Module objective – Intended Learning Outcomes:

	<p>The students have knowledge of corporate management and the skills for elaborating business strategies. They are able to prepare business plans and to design business processes.</p> <p>Knowledge – professional competencies The students know</p> <ul style="list-style-type: none"> • the tasks and targets of strategic and operative controlling • the essential instruments of management accounting for the support of decision making and the management of behavior in a company • basics of reporting • strategic and operative planning and budgeting; preparation of a business plan • the relationship between profit and loss statement, balance sheet and cash flow statement • key figures and systems of key figures; balanced scorecard • instruments and techniques of analysis that are necessary for the deduction of strategies • the different ways of strategy formulation for the whole business as well as business units • the prerequisites for the implementation of strategies in a company. <p>Skills – methodological competencies The students are able to</p> <ul style="list-style-type: none"> • independently develop simple designs for management accounting • understand and analyze more complex business correlations in a company and help to make strategic decisions • conduct operational planning and forecasts <p>Overarching competencies The students</p> <ul style="list-style-type: none"> • understand Management Accounting as an information- and steering instrument of corporate management • train their analysis and problem solving skills with practical, small company examples
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Content:

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	<p>Controlling/ Management Accounting</p> <ul style="list-style-type: none"> • Support decision making with information from internal accounting. • Balanced Scorecard and Strategy Map • Strategic and operative planning; prepare a Business Plan, budgeting • (value-oriented) key figures and systems of key figures • Activity-based-costing • Target Costing • Life-Cycle-Costing, evaluation of customer relationships and process performance <p>Corporate Management</p> <ul style="list-style-type: none"> • Introduction: Aim, process and tasks of corporate management, strategic versus operative management, definition of strategy as well as of corporate goals (incl. corporate social responsibility) • External strategic analysis (macro-, industry analysis, competitive arena and strategic groups, key success factors) • Internal strategic analysis (incl. VRIO-analysis) • Deduction and definition of strategies for business units • Definition of corporate strategies (incl. diversification, M&A and cooperation) • Implementation of strategies (success factors and obstacles)
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References:	
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	<p>Controlling/ Management Accounting:</p> <ul style="list-style-type: none"> • Atkinson, A./ Kaplan, R./ Matsumura, E./ Young, S.: Management Accounting, Pearson 2012 • Fischer, T./ Möller, K./ Schultze, W.: Controlling, Grundlagen, Instrumente und Entwicklungsperspektiven, Schäffer-Poeschel 2015 • Horváth, P./ Gleich, R./ Seiter, M.: Controlling, Vahlen 2015 • Weber, J./ Schäffer, U.: Einführung in das Controlling, Schäffer-Poeschel 2016 <p>Corporate Management:</p> <ul style="list-style-type: none"> • Johnson / Whittington / Scholes / Angwin / Regné: Exploring Strategy, 11th edition, Harlow 2017. • Wunder: Essentials of Strategic Management. Effective Formulation and Execution of Strategy, Stuttgart 2016. • Wheelen / Hunger / Hoffman / Bamford: Strategic Management and Business Policy. Globalization, Innovation, and Sustainability, 14th edition, Harlow 2015.
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Is offered:	
	Winter semester and summer semester

Subjects and credits:	
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Teaching and learning form:	Lecture with follow-up processing and exam preparation
Performance monitoring:	Written exam 90 Minutes
Proportion of semester hours per week:	2 SWS Controlling, 2 SWS Corporate Management
Estimated student working hours:	90 hours

Learning outcomes:	
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	<p>Controlling/ Management Accounting: The students know the relevance of operative and strategic Management Accounting for the management of a company. They are familiar with the different concepts and instruments of Management Accounting.</p> <p>Corporate Management: The students know the tasks of corporate management as well as the current business environment many companies face nowadays and are able to identify and formulate respective strategies on that basis. In addition they are familiar with the necessities for a successful implementation of strategies.</p>
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